



TEACHING POOR MOTHERS AT JR. SEA BREEZE FRESH AIR CAMP HOW TO BATHE BABY.

THE TINY WHITE CASKET.

(Continued from Page 1.)

cat take stronger milk. She writes a prescription, and the next milk for Baby Dobbs is a little more like a big baby's food.

One night Baby Dobbs had the colic. In the old days he would have died right there. But Mrs. Dobbs sends for the doctor. There are 50 doctors, who get \$1,200 a year just to take care of the Baby Dobbs. He acts like a doctor, too; he is working for a patron who is to be respected.

Baby Dobbs gets well again.

Summer comes, with its terrible heat. Now death stands very close to Baby Dobbs. Hand to hand, now, the great force on the firing line for the babies is fighting for this baby's life.

The city has 12 great piers for the children, where cool breezes blow. There are Sea Breeze, and Sea Breeze, Jun. There are the steamboats that are operated almost every day, by some church, such as St. John's Chapel. These gave fresh air to nearly 25,000 babies and children last year. Hundreds of thousands of babies and children are rushed to the open air at the seaside.

But Baby Dobbs, handicapped by heredity, shows signs of weakness. His mother doesn't have to take him back to the tenement. Baby Dobbs is well, come to stay at Sea Breeze, the outing place of the great Association for the Improvement of the Condition of the Poor, as long as he is weak. Or the great association called the United Hebrew Charities, may send him into the country. Anything to save his life; No care is too great; no expense too heavy!

The money is there to save lives with. It's the ammunition of folk on the firing line for babies.

All this time Mrs. Dobbs is being trained. She is shown how to bathe Baby Dobbs; how to keep his milk cool; how to sew for him; how to cook for him, when he passes the milk stage.

It costs over \$50,000, it is estimated, to teach the Mrs. Dobbses of New York how to save the lives of their own babies.

Bigger, fatter and happier, Baby Dobbs gets. The million dollar recreation piers are no so entertaining to him as they used to be. He wants sand to play in, as well as fresh air.

There are the playgrounds. New York has already put \$2,000,000 into them, and the city is for \$2,000,000 more.

In the sand the baby grows stronger and healthier, and his chances for life increase almost daily.

Back, back, retreats from Baby Dobbs that enemy of the babies, Death.

The magic ring that the love and money of those who are on the firing line for him have drawn about him has protected him.

And so, at five years, Baby Dobbs is ready for school, where the fellows will call him Billy; ready for life, with all it holds; ready to start toward the chair of a Lincoln, or to take up the plainer duty of helping his fellow American citizens solve its great problems.

Saving the babies and starting them right looks like the real, sure short cut to America to-day to that place where everybody will get his share and a square deal.

Into the hands of the babies of to-day we must to-morrow place our world, with its problems, and go our ways.

SAVING THE BABIES.

The lives of about 18,000 babies will be saved in New York this coming summer.

It will cost, perhaps, \$3,000,000, in one way and another.

That's about \$166 for each baby. No wonder the poor of New York can't save their own babies.

It's the job of them who have money and love in their hearts for their neighbors.

Razor Headquarters.

Wholesale and retail at Gerrie's drug store, 32 James street north. Agents for the Carbo Magnetic, \$2; King Shaver, \$1.50; Diamond Edge, \$1.25; Griffin, \$1.25; Wade & Butcher, \$1.25. In safety razors, the Gillette, Auto-Stop, Witec, Welcome, Ever Ready, etc. Complete stock safety razor blades.

MIGHT TRY IT HERE.

The following citizens' pledge has been printed on cards and is being circulated in the town by the Barrie Horticultural and Town Improvement Society:

I promise to keep my sidewalk clean.

I promise to keep the gutter in front of my premises free from weeds.

I promise not to throw fruit skins or papers in the streets.

I promise to keep the weeds cut down on my premises.

I promise not to wheel over the boulevards.

I promise to keep my back yard neat and clean.

I promise not to walk across other people's lawn or parking.

I promise to do all in my power to help others to keep this pledge.

Take this pledge now and live up to it.

BUSINESS MEN FOR GREATER HAMILTON.

(Continued from Page 1.)

After dealing in a most exhaustive manner with the different modes and systems of many of the American cities in the scheme of boom-spoke of some methods that could be adopted by Hamilton business men for the promotion of the city's interest. His address was in part as follows:

In presenting a plan for advertising Hamilton, I will not attempt to give too many details, knowing that if your plan in general is right, the right men will be found to produce the desired results. I shall not attempt to present an argument why Hamilton should be advertised. Every one here knows what Hamilton has to offer and knows how superior her claims are over those of her sister cities. Every one here wants to see Hamilton grow in manufacturing and population and in per capita wealth. To get more manufacturers, bring the manufacturer here from other cities; to get a greater population, make this city a Mecca for the wage-earner; and, to increase the per capita wealth, bring the investors here.

The advertising of Hamilton should be a business proposition. It may be unnecessary to say that the more high grade the manufacturers, the more prosperous and contented home-makers you have, and the greater the prosperity of your city, the more money in your bank, the more homes in the hands of your people, the larger the tax roll and the more money you have for civic improvements.

As this condition continues, you have a more attractive city for those who are yet to come.

It has been the experience of all cities that "booming" produces but a temporary benefit and that the reaction leaves only a wreck for the community to assimilate. Booming brings only those who are looking for quick returns; it does not bring the permanent settler, the earnest worker, or the capitalist looking for a permanent investment.

And, it is to these to whom you must turn for the desirable classes, who will be a permanent growing benefit to you city.

Have plenty of enthusiasm without boastfulness; have steady belief without foolishness; have faith in your own good sense. Be content with the remarkable showing of the facts and figures regarding your city. You know it is a beautiful city, but that alone is not sufficient to bring people here to work and to live. Take a business-like view of your advantages, and you can present arguments in a better manner to produce the results you are looking for.

The tendency in any such popular movement as this has always been to arouse an intense amount of enthusiasm, to burn a great deal of "red fire," as it were, and, in the end, have no practical results to show for the efforts.

Don't forget that schools, churches and other educational institutions mean as much to the average man with a family as bank clearings and factory output. Build your city as you would your own home and govern it as you would your own business.

A city is not great because it has a large population. A city may be great also morally and mentally, and it is to make a city great is to advertise it, and there are many ways of doing this.

Manufacturers are the backbone of any industrial community; without them no city can become permanently great. Wage-earners must have, for these two classes—manufacturers and wage-earners—depend upon each other.

The manufacturer distrusts booming because he cannot "tear up stakes," as it were, to get away with the others, when the bubble bursts. The wage earner wants permanency, and, to him, probably more than any other class in which you are interested, the beautiful aspect of your city will appeal.

The retailer, the wholesaler, the jobber, in all lines of business will come quickly in the wake of the manufacturer and his operatives.

The awakening that has come to Hamilton is probably due to the infusion of new blood more than to any other particular source. The newcomer has probably had brought to his notice the manifold advantages of your city, while the older inhabitants have become blasé to his own surroundings.

I would suggest in any advertising campaign that you plan that it be addressed to the serious side of life, to the manufacturer looking for a place to locate his new plant, or a new place to relocate his old plant, where he can obtain greater facilities for work.

AROUSE CIVIC PRIDE.

Before anything, however, of great importance can be accomplished for Hamilton, your own people must have faith and enthusiasm in the proposition and one of the first things to do is to arouse civic pride.

No paid man, no matter how capable he may be, can accomplish much unless he is able to arouse the sympathy of the entire community, and the community means not only the business men and women, but, above everything else, the growing boys and girls.

Endeavor to make every visitor, whether a capitalist or ditch-digger, a walking advertisement for your town. Be optimistic; get enthused over the proposition yourself. Enthusiasm is as big an asset in community-building as it is in business, and, now, if any, can resist its magic influence.

How can you do this? There are a number of ways. Arrange with your local bill posting companies to give you any available space on billboards and bulletins around your town, and on these boards have short, concise, snappy phrases telling of Hamilton's advantages. Let your own people see just what Hamilton has to offer and it will not be long before they will absorb the enthusiasm of the leaders of this movement.

Arrange with your local newspapers for their co-operation. There is no question but that they will be glad to give it.

Another way is to arrange for a series of popular talks in your public and high schools, with a view of educating the younger element. Lantern slides of the principal points of interest about the town could be used in connection with these talks.

Call together the special classes of people here in Hamilton, for instance, the ministers, lawyers, doctors, bankers and other specific classes, arrange talks of particular interest to the respective classes, and in many ways your propaganda of civic pride could be spread.

After all, the problem is simply a business proposition.

You should have a suitable slogan, or phrase—a sort of battle cry, as it were. The selection of some phrase of this kind should be one of the first things that Hamilton should do in their publicity effort. Why not "Hamilton, the City of Opportunity?"

You should have a suitable design or seal embodying this phrase; a design typical of Hamilton and her advantages.

To make use of this slogan and seal I would suggest printed stickers which could be placed on every letter going from all of your manufacturers and business men, or an envelope folder, that is, a small slip to be enclosed with letters going out from Hamilton, and this phrase and design should also appear on all literature, pamphlets, booklets, etc., that are gotten up in connection with the work, and the slogan should be on all stationery.

Naturally, you think the question of interesting the manufacturer in Hamilton is one of the most serious problems that you face. There is a certain seriousness to it, and there are two questions involved, "How to reach" and "How to convince him."

Hamilton has a strictly business proposition to put up to the manufacturer. Manufacturers who are conducting a growing business require something more than mere boasts of surroundings to attract them. They want all the data that can be obtained regarding the town.

They want facts and figures relative to the labor conditions, freight rates, accessibility, cost of living, facts regarding your municipal government, question of taxes, school facilities, accessibility of their source of raw materials, and the market for their finished product.

I would recommend that nothing be done by you people, here in Hamilton, in the way of offering bonuses, free factory sites, remission of taxes, or anything of this nature, but that you confine yourselves to the strictly business proposition that you put up to the manufacturer you desire to bring to Hamilton.

You are exactly in the same position as the manufacturer who has something to sell. It is simply a question of merchandising. You have something specific to offer, and if your local conditions are right, you stand the average chance of doing business. You must have the highest grade salesmen, the best possible advertising, and you must concentrate your work upon those people only who are interested in what you have to offer. "You cannot interest, nor do you want to interest, the speculator, the 'boom' man, the grasping promoter, with ideas and no money. You want the solid manufacturer who sees in the advantages of Hamilton some tangible benefits to his business."

There is a large class of manufacturers who are dissatisfied with local conditions and yet haven't any data or means to assist them in coming to some intelligent consideration of a new place, nor have they time in which to secure the desired information, so they stay where they are and put up with their conditions, because they see no way of bettering them. This class can be reached through your mediums of publicity.

There are in your big cities and in your small towns. Their dissatisfaction is not generally known, and you must, therefore, reach them by your general publicity campaign.

In this class are the manufacturers who are disgruntled because of excessive taxation or other adverse municipal conditions.

Another class of manufacturers that you should interest would be those that are troubled with local labor problems. This is particularly true in the larger centres.

Another class of manufacturers to look for and keep in close touch with are those whose plants have just been destroyed by fire. This can be done by means of a Clipping Bureau; that is, newspaper clippings of industrial plants destroyed by fire.

Another phase of the work would be to keep in touch with the new corporations. There is doubtless a system by which this information could be obtained.

I presume the same plan is in effect in the Dominion as in the States, that is, that the companies have to be incorporated under the law and registration made, and it is from these records of registration that a great deal of information can be obtained.

Blanks should be furnished to every member of your organization on which he can make a report of any proposition that comes to his notice and is within the interests of your association. Your members can use your organization very important co-operation along the line of interesting new industries, by keeping them in constant touch with conditions and movements in their particular lines.

Many concerns represented here, doing a national business, have representatives in every section of the country. Each representative of the concerns here represented is in position to furnish reports of industrial conditions in the territory that he covers. One of your principal duties is to get accurate information so that you will not be spending your money on propositions or on concerns who haven't any intention of making an immediate change.

I would suggest that a representative or representatives of your association attend all the large manufacturing conventions, not with the particular idea of forming your city, but with the idea of interesting people you would have come here. The line of distinction between booming and legitimate advertising has already been drawn, and the dignity of advertising should not be confounded with the inefficiency of booming.

Again, your proposition will be safe in the hands of a businesslike representative. It is simply the manner in which it is handled. You can have your representative at these conventions, and you can advertise the fact that he is present, and by this means you can claim the manufacturers' attention, you can attract interest and convince the most desirable classes.

One of the most important things in my mind for you to do here in Hamilton is to endeavor to secure for your city the Canadian branches of the large American industries. Most American manufacturers look upon Canada as a competing market for their goods. They can better conduct their business at proper profit through a Canadian branch, so why not make a systematic effort to secure for your city these Canadian branches? You could take up a systematic campaign of advertising in some of the leading publications of the States, those which particularly appeal to the proprietors of these concerns, presenting in a concise way the advantages of Hamilton on the subject of booming.

Appeal to the American manufacturer. You have the railroad and lake facilities for the receipts of raw material and for the shipping of the finished product. Your freight facilities and rates compare more favorably with your most serious competitors, and by a systematic campaign there is no reason why Hamilton should not corral many of these Canadian branches of American industries. This, I think, is one of the strong points for you to keep in mind, and it is worthy of the most serious consideration of you people.

One of the most important things, however, in this campaign, is that proper attention be given to the reaching and interesting of wage-earners. You must face this part of the proposition squarely. In any plan to interest the manufacturer, you must have a very complete plan to interest the mechanic or wage-earner. Manufacturers need help, and the local labor supply must be equal to the demand before you can hope to have any success in inducing manufacturers to locate in Hamilton.

An important question, for an industrial community, is the matter of housing. There are many people who are going to town, but they have no place to live. You must have houses for the operatives at fair rentals. The first question, more than any other thing, will affect the success of any campaign for wage-earners. The second will operate as a powerful factor in determining the number and size of incoming manufacturing plants. Both call for very serious reflection. How is it to-day? Have you plenty of accommodations for an increasing population? Do you need more houses at fair rentals? Considering the interests of labor, you must keep in mind that from \$10 to \$20 a week is the wage-earner's income and the rentals must be in proportion to that income.

Living in more room than the man making \$10 a week. The man with \$10 has little money for experiment, and he can't wait for it to build him a house; he must have it to-day. The manufacturers need these men who make but \$10 a week, and need a lot of them, where they need but few making \$100 a week.

REAL ESTATE MEN MUST HELP.

Your real estate men are in a position to render considerable assistance in connection with the plan outlined. It is they who control or influence the valuation of properties, and there should be the heartiest co-operation on their part.

They must not, with the information of the possible coming of a concern, get a corner on the valuable sites and hold them at excessive prices. They should be willing to take a fair profit and depend upon the volume and number of sales, rather than make all of their money out of one deal.

The cost of factory sites or buildings must not be above the average, or, if it is, it will wipe out the apparent advantages that you have to offer in other lines. I think that you will agree that this is a very important question, and should be treated in a very careful manner, for, if your real estate men put an extra per cent. on your holdings every time you spend \$1,000 in advertising, you will have a handicap that will be practically impossible for you to overcome, and the large part of your effort will go for nothing.

Let us stop for a moment to consider the modes of publicity and the methods to be adopted. The general way, and probably the one that would first occur

to you, would be the use of space in the leading publications. Now, just a point here, don't be too economical in the use of your space. Use large space and be careful in the selection of your mediums to get those that appeal to the proprietor, and the man in control, rather than to the employee—that is, in that phase of the work regarding location of industries.

In every trade there is a leading technical, or, so-called, trade paper. A series of advertisements in these trade papers would be of value.

There should be nothing undignified in your advertising. Advertising, itself, is not undignified. If it is done as though you have no story to tell, or if you were to grossly over-state your claims, the lack of dignity would be apparent. You have only to tell the facts in an interesting and businesslike way to maintain all that dignity which goes with success. You don't have to tell anything but the truth to make your advertising effective but you will have to tell the truth in order to make the work count for the most.

You, of course, have to prepare your advertising to appeal to the particular class of people reading the magazine or periodical in which it is inserted. You must make your "ads" attractive.

More statistical advertising will not do; you must make your statistics interesting. Times are changing. People want facts and figures dressed in a way they can understand them. You should make it just as attractive, just as interesting, just as convincing as the general advertiser does when he advertises his product. The kind of advertising that will interest manufacturers is a plain, straightforward handling of the questions involved in the following different classes:

You must write your advertising to appeal to the greatest number of possible readers, and you must look to the possible effect your advertising will have on the other fellow. It is this very principle that dictates an advertising policy of the manufacturer.

Manufacturers will not come to Hamilton alone as a result of your advertising. You must have the proper follow-up to any campaign that you put out. You must be in a position, with your preliminary correspondence, to have a representative, or a number of representatives, go directly to the manufacturer, present the claims of your city, and even have the officers and directors of the company come to your city to investigate what you have to offer. Don't depend entirely upon your letters. Letters are well enough to follow up your first inquiry and discover as to whether or not the inquiry is made in good faith, and if such is the case, send your representative at once to investigate it first hand. You must be prepared, in each case, to know the requirements of the manufacturer. You must present to him facts and figures regarding the question of getting raw material to his plant, the wages of the class of labor that he would employ, the freight rates that he would have to pay for the shipping of his finished material, the question of taxes, insurance and other items, must be at your tongue's end.

CONVENTIONS.

Another great phase of publicity for any city is to bring conventions to that town. Conventions bring together anywhere from 100 to 1,000, or more, people, for an average period of four days. These persons, as a rule, are the representatives of their particular classes in their communities, and I should think a systematic effort on the part of Hamilton to secure for this city the Canadian conventions would be a good advertising medium for you to take advantage of. There is a stated rule of figuring the advantages of convention work. It is based on the average expenditure of \$10 per day, per delegate. For example, a convention of 250 delegates would spend, on an average, \$2,500 a day, or, for a period of four days, \$10,000. This, of course, principally goes to you hotels, but through them, it filters to the butcher, baker, groceryman, and supply house and thus is a help to each of the institutions dependent upon the hotels. Another great portion of it goes to your general merchants on the purchase of souvenirs and remembrances to take to the friends at home, and in each case, each one gets his share of profit from this expenditure.

The most important and the most difficult problem to be faced in achieving a successful and efficient system of municipal advertising is this of providing adequate financial support.

An otherwise excellent plan may go to wreck and ruin upon the rocks of ill-considered or inadequate financing.

In conclusion, I simply want to repeat that one of the most important steps in the advancement of a city's interests is to create the spirit of civic pride.

Don't sit around and damn your town. A town is just as good as the man who damns it.

Every town is just what its citizens want it to be.

A desire on the part of a people for a better town is a prayer that is always answered.

The advantages of one town over another are the results of the people taking natural conditions.

In any event it was the people who first saw the natural advantages—frequently some one individual saw them first.

Any place is what the men who live in it make it.

If your town is not to your liking, get busy. It's all up to you.

The first process in the improvement of any town is to get rid of the men who are damning it.

Cobalt Stocks.

La Rose continued active, with little price changes. Beaver was active around 18 1/4, with the closing sale at 19 1/2. Temiskaming sold at 126 1/4 at the close, and Peterson Lake at 28 1/2. The balance of the list was somewhat quiet.

to you, would be the use of space in the leading publications. Now, just a point here, don't be too economical in the use of your space. Use large space and be careful in the selection of your mediums to get those that appeal to the proprietor, and the man in control, rather than to the employee—that is, in that phase of the work regarding location of industries.

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Stanley Mills & Co. Limited Saturday, May 15th, 1909

FIRST COMPLETE SHOWING OF Dainty Summer Garments

Will be Made Here Next Week

We were never so ready for warm weather—never so well prepared to show you the Summer styles for so little money. The lovely new Tub Suits, dainty Princess Dresses, Tailored Wash Suits, Coats and Skirts, are all ready—waiting only for warm days to create a stir of enthusiasm in our big Ready-to-Wear Garment Section. Case after case of the daintiest Summer things imaginable have been coming in—and what a riot of colorings—natural linen, all the soft lovely blues and pinks and mauve and huge piles of snowy white. We are delighted with the showing, delighted because of the real pleasure these dainty garments are going to give. Delighted, too, with the splendid values that are here.

Dainty Mull Dresses \$6.00

Dainty Summer Dresses of fine Mull in pink, blue, mauve and white, made in princess style, dainty yoke of tucks and insertion. Panel front effect, finished at foot with graduated tucks and deep hem. \$6 Other pretty mull dresses in semi-princess style \$7.50

Handsome Princess Dresses \$12.50

Exceedingly handsome effect in white, blue, pink and mauve mull, princess style, with waist tucked and trimmed with dainty lace and embroidery insertion. Panel front, long tucked sleeves, skirts with gathered or flared flounce, trimmed to match \$12.50

Dainty Linene Suits \$7.00

Street Suits of fine Linene Material in dainty mauve, pink, blue, white and linen shades, stylish semi-fitted coats, 36 inches long, deep front with directoire revers, trim med with braid, new gore flared skirts. \$7.00

New Wash Skirts \$2.00

New and serviceable Wash Skirts, of white Indian Head material, made in plain godet style, open down front and finished with detachable pearl buttons. A strictly tailored skirt, perfect fitting and very desirable in every way; a big value at \$2.00

White Repp Skirts \$3.50

Another very serviceable line of Wash Skirts, made of best quality white repp, in plain godet style, open down front and finished with detachable pearl buttons. A strictly tailored skirt, perfect fitting and very desirable in every way; a big value at \$3.50

Other Dressy Skirts of White Repp

made in neat godet styles and finished with self fold and embroidery insertion \$5.00

Separate Wash Coats \$3.50

Separate Wash Coats, of White Shrink Cotton, made in semi-fitted style, 32 inches long, single breasted, 2 button cutaway effect, new sleeves, with cuffs, patch pockets and detachable pearl buttons, all sizes, special value \$3.50

—MONDAY'S OFFERINGS IN—

Popular Dress Materials

For Monday's selling we have arranged to offer several hundred yards of popular seasonable lines of Dress Materials at prices that are sure to prove interesting to those in need of a suit, skirt or waist length.

The best selections will be had during the morning.

Chiffon Venetian 79c yard

44-inch Chiffon Venetian, in shades of navy, green, taupe, black and brown, suitable for tailored suits, separate skirts, etc., worth regularly \$1.00 yard, on sale Monday at 79c yard

Covert Coating \$2.00 yard

34-inch Covert Coating, in light brown shade, with stripe effect, wanted weight for spring coats, on sale Monday \$2.00 yard Black Moire Skirting, a good, firm weave, well finished and 37 inches wide, Monday 25c yard

Taffeta Cloth 59c yard

500 yards Wool Taffeta Cloth, in reseda, old rose, navy, brown, light blue, cream and black, a splendid weave for Princess dresses, separate skirts or children's wear, to clear on Monday at only 59c yard

Satin Directoire Cloth 50c yd.

Satin Directoire Cloth, in pretty stripe effects, shades of navy, brown, green, old rose, Copenhagen and cardinal, a suitable weave for misses' dresses or Princess suits, worth regularly 50c yard, on sale Monday 50c

STANLEY MILLS & CO., LIMITED

Another Great Sale of Wash Goods to 18c for 9 1/2c

Without doubt the greatest Wash Goods event of the season. They include Canadian and Anderson's Scotch Gingham, Stripe Chambray, Cambrics in neat shirting patterns and Floral Muslins