

## BRANDED MINISTER TELLS OF HORRORS

Says He Suffered "Eleven Days of Hell" — Still Vague on Details.

Battle Creek, Mich., July 16.—For the first time since he was found Saturday delirious and without recollection of the eleven days he had been missing, the Rev. Oren Van Loon, the anti-Klan pastor of the Berkeley Community church who was mysteriously branded with the letters K. K. K., was able to talk to visitors at the Nichols Memorial Hospital. But he was unable to throw any light on the strange events that have occurred since his disappearance from Royal Oak on June 30.

That he was in what was as nearly a hell as anything that is to be found upon the earth, the pastor does not dispute. The brand is upon his back in letters three inches high, somewhere in the back of his mind, but just out of reach, are horrible memories for which he gropes but cannot find.

When visited, Mr. Van Loon talked about the sermon regarding the Klan, which he preached in his church just before his disappearance. He talked about passages from the Bible that he opened upon the bedspread. He admitted that he had preached against the burning of fiery crosses but insisted that he had avoided direct mention of the Ku Klux Klan.

Dr. Kingsley, the attending physician, said he doubted if the patient would ever remember any more than a patient on the operating table under the influence of ether remembers the pain of the operation. Mr. Van Loon's hair was white. When he disappeared it was only gray.

"Drugged and Tortured," Says Wife.

Mrs. Van Loon, weary and ill after a restless night, and her cousin, Richard Du Pont, saw the pastor soon after he awoke. Afterward they declared they were convinced that the anti-Klan minister has been the victim of a carefully pre-arranged and diabolically executed plot.

"He was drugged," Mrs. Van Loon insisted. "He was drugged and drugged away and tortured, tortured so horribly that I don't see how any human being could have done it."

"He must have been drugged some time before he left Berkeley, on his way to Orchard Lake and Flint. He stopped at a bank to cash a \$55 check. The signature on that check is his signature and yet it is not his. It is the kind of signature Mr. Van Loon might write if he were just beginning to feel the effects of a drug with a powerful effect upon his mind."

The last thing that Mr. Van Loon remembers was coming out of the bank in Royal Oak and standing on a street corner to wait for an interurban car. Mrs. Van Loon pointed out that if there were a plot, no better time could have been chosen for the spiriting away of her husband. He was on his way to attend a church conference and expected to be gone for at least twenty-four hours. He would not be missed and no inquiries would be made about him during his absence.

Another indication of a carefully laid plot is found in the deep scars upon the pastor's back. Those scars were made by the application of a branding iron which was made only at considerable expense of time and ingenuity. In addition, there was the tube of salve found in the minister's traveling bag. It was the kind of salve used for sunburn and scalds. It was not in the bag when he left home.

Mr. Van Loon himself is without theories, or, at least, if he has any he is silent concerning them. He denies, however, that fear or any other emotion would keep him from telling everything he knows. "I can tell nothing," he said today. "I can tell nothing."

Because of her husband's condition, Mrs. Van Loon is unable to tell him concerning letters found in his bag until late this afternoon. One of the letters, addressed to the pastor and signed "E. B. D.," contained two sentences which the police deemed particularly significant. They were:

"Give these fellows an introduction to all the young girls, Mrs. Van Loon. Bring over some rope."

Mr. Van Loon, according to his wife, remembered this letter. The initials E. B. D., she said, stand for Ed B. Davis, owner of a stock farm on Dodge Road, near Woodward avenue.

"Mr. Davis," Mrs. Van Loon said, "was a man whom Mr. Van Loon tried long and earnestly to convert. He was a man who scoffed at the church and was not religious, but who had great possibilities for good."

"One day Mr. Davis sent two boys who worked on his farm over to the church. It was a Sunday. The boys delivered the note that Mr. Van Loon had entrusted to Mr. Van Loon. He shoved it in his pocket and forgot about it until it turned up in his grip."

"The note really means nothing," Mrs. Davis was wont to scoff at the Church and the women in it, and that was all he was doing in this note."

Another letter, addressed to Davis and supposed to have been written by Mr. Van Loon, the pastor knew nothing about.

"I am only sure that my husband never wrote that letter," Mrs. Van Loon insisted. "He is careful about spelling and punctuation. This letter is misspelled and unpunctuated."

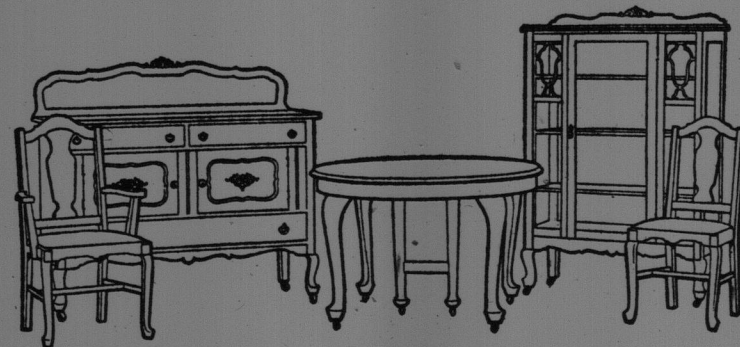
"Gang" Was Told to "Get Busy."

"Mr. Van Loon could have written it only if under great stress and forced to write at the dictation of some one who knew of his relations with Davis and who wanted it to appear that Davis and my husband had communicated recently. This letter speaks of a deal concerning horses and cattle and of a pressing need for money."

"There is little in it of importance, although the authorities professed to see something of significance in the phrase: 'Tell the gang to get busy.'"

Among those who visited the stricken foe of the Klan were members of his church. They were Homer Hene, church treasurer, and E. B. Kreske, church secretary. A third man who accompanied them was said by Mrs. Van Loon to be a member of the Klan. The three were escorted with Mr.

## Dining Room Furniture Of Distinction



The Hostess in such a dining room feels at ease and puts her guests at ease too.

It has a cheery influence yet holds its dignity. Such qualities in dining room furniture lead to an enjoyable meal.

We are featuring this week two very attractive walnut finish dining suites.

One of 9 pieces comprising 5 side and 1 arm chair, buffet, extension table and China cabinet. Price \$188.75.

One of 8 pieces comprising 5 side and 1 arm chair, buffet, and extension table. Price \$157.50.

Both these suites are in Queen Anne design and are sure to please.

See our Furniture Store window, Market Square

**Manchester Robertson Allison Limited**  
KING STREET • CERRAIN STREET • MARKET SQUARE

Van Loon for about ten minutes. They left after assuring Mrs. Van Loon that she had their most profound sympathy. Arthur Hessmer, Battle Creek detective, was another visitor. He hoped to be able to remove the cloud of forgetfulness from the minister's brain and obtain a tangible clue, but he failed. The case, he conceded, was only becoming more baffling and mysterious.

"It's a fiendish and incomprehensible thing," he said. "The perpetrators of this crime were no ordinary criminals. In the ordinary case the victim remembers something. He knows something. He can give some clue. In this case there is nothing."

When he disappeared the pastor was plainly but neatly clad. When he was found, he was wearing a tangle of iron which was made only at considerable expense of time and ingenuity. In addition, there was the tube of salve found in the minister's traveling bag.

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## INSPECT FERNHILL

Board of Directors Pleased with Appearance—Never Looked Better.

The annual inspection of Fernhill Cemetery by the directors took place yesterday afternoon when nearly the full board attended. They visited the new lots in Water avenue and expressed much satisfaction with their appearance. These are situated near the Jewish part of the cemetery in a picturesque spot, and several have already been sold.

The directors were shown samples of new markers for the avenues. A supply was ordered which will be made at once. They also authorized the extension of the three-inch water pipe from Water avenue to Hill avenue, so that the latter section can now be reached by hose which hitherto has been impossible.

Several trees were ordered removed and some neglected lots are to be brought to the attention of the owners. The directors expressed themselves as more than satisfied with the appearance of the grounds, and agreed that never has Fernhill looked better. The barns, chapel and tomb were also visited.

Before returning to the city a formal meeting was held when it was said that citizens generally should be encouraged to visit and take more interest in this beautiful cemetery. It was arranged that the series of visitation days should be held next week when arrangements will be made with street car and taxis to take people to the grounds, where the staff will be prepared to show visitors over the cemetery, and give all necessary information. Notice of the days and time will be advertised in the newspapers.

The superintendent reports that the recent dry weather is affecting the grass, and it is difficult to keep the lots looking well, notwithstanding that the hose is used daily to water all plots within reach.

**N. B. SCHEDULE OF REDISTRIBUTION PASSES COMMONS**

Ottawa, July 15.—The schedule covering the redistribution of seats for New Brunswick, Manitoba, and British Columbia was carried without opposition in committee in the House of Commons this evening.

In the general debate Donald Sutherland (Conservative, South Oxford), said that as a member of the redistribution committee he was not as well pleased with the results as the chairman (the Minister of National Defence). Equality of rights had been disregarded, particularly in Ontario, under the new schedule. Some constituencies were three times larger than others. The minority on the committee had been denied the right to submit a report and the only way of presenting the minority view was to address the House at this stage of the bill.

W. M. S. MEETING. Members of the Women's Missionary Society of Waterloo street Baptist church were entertained on Tuesday afternoon and evening at the Ferns, the summer home of Mrs. Wilford Day. It was an enjoyable event. Supper was served after the annual business meeting of the society was held. Officers were elected for the coming year and mite boxes were opened and all extra money raised handed in. The society was reported in good standing. After a hearty vote of thanks was extended to the hostess the meeting adjourned feeling all had had a very enjoyable and profitable time.

Monograms of brilliants are frequently used on handbags of suede or watered silk.

**What's happening in your mouth?**

Nothing goes on in your mouth that your Prophy-lactic Tooth Brush doesn't know about. The inquisitive, saw-tooth-pointed bristles dig into every nook and cranny. Even the hard-to-get-at backs of back teeth are scrubbed clean by the large end tuft.

The Prophy-lactic is curious about the germ that makes teeth decay. It hunts him up and chases him out. That is what prevents decay and gives your teeth that look of beauty that comes with white, strong, and healthy teeth.

Sold everywhere in Canada and all over the world. Prices are—Prophy-lactic De Luxe, 75c; Prophy-lactic Adult, 65c; Small Size, 50c; Prophy-lactic Baby, 35c; Dental Plate brush, 65c. Each brush is made in three different textures of bristles, hard, medium and soft. Send for "Tooth Truths," our interesting booklet about tooth trouble and how to prevent it. Florence Manufacturing Co., Limited, 275 Craig Street West, Montreal, Canada.

Not a dozen electric railway companies in the country were advertising consistently, one national association had not called attention to publicity, and so, our story was virtually unknown. Leaders Urged More Ads.

A few leaders of the industry, realizing the seriousness of the situation, began urging more advertising and publicity, and as a means of encouraging the work, entered upon a new publicity policy in connection with the national association's activities. It was the motto of the Associated Advertising Clubs of the World, somewhat extended, "Truth in Advertising and Publicity." Furthermore, the policy was carried out to the letter.

The whole truth about the situation favorable and unfavorable to the industry—and there was plenty that was unfavorable, was laid before the public. "Co-incidentally, companies throughout the country were urged to adopt the same policy. Now, six years later, more than 800 companies are using advertising and publicity of many kinds. Newspaper advertising, posters, booklets, motion pictures, stickers and speakers are being used to tell the story of the electric railways to the American public.

Results pay a high tribute to the power of advertising. When our industry began telling its story to the public, one-sixth of its total mileage was in bankruptcy and the rest was headed for a crash. Today, practically every large property has emerged from receivership. The nickel fare, or any fixed fare appears to have been shaken off for all time, and the average fare is about 7 cents compared with five cents six years ago.

Service Goes With Ads.

"Nor is the monetary result the only one from this publicity. It was quickly realized that advertising is wasted unless service goes with it, and as a

**Prophy-lactic Tooth Brush**  
Always Sold in the Yellow Box

"A Clean Tooth Never Decays"

**Prophy-lactic Tooth Brush**  
Always Sold in the Yellow Box

© 1924, F. M. Co.

Stores open at 8.30 a.m.; close at 5.55 p.m.; Fridays 9.55 p.m.; Saturdays 12.55 p.m.

## Ladies' Knitted Underwear For Summer

In all the newest models, fabrics and colors.

Combinations from 85c to \$2.15.

Short sleeve or sleeveless, light or wide knee, Lace trimmed.

Cotton Combinations in Pink or White Silk Tops \$3.25 and \$3.50.

Combinations in Tricotee, straight top, Step-in style, in White, Pink or Yellow, \$4.35.

Glove Silk Combinations in Pink or White, round neck or straight top with straps, \$6.00.

Fibre Silk Vests, round neck or straight top in Pink or White, \$3.25.

Cotton Vests with Silk Tops, Pink or White, \$2.50.

Cotton Vests, Silk Top with Elastic, can be used without shoulder tapes.

Cotton Vests from 30c up. Knitted Drawers, open or closed, knee length, 65c to 95c.

## The Latest Modes in Corsets

The Wrap-around, one of the most comfortable Corsets for present day styles, \$2.35 to \$5.75.

Also a very lightly boned Corset, hooked front, no lacing, one of the wrap-around styles with brassiere attached. Ask for it by bust measure, \$3.65.

Corsetette side of back fastened, \$1.75, \$2.00, \$2.15.

Low Bust Corset, with elastic inset at top or all elastic top, from \$2.15 to \$5.75.

The heavier Corsets in above style have wide elastic straps at back.

Medium Bust Corsets with extra long hips, \$3.15.

Medium to low Corsets, heavy coutil six supporters, and wide elastic at back, \$5.15, \$5.50.

Superbone Corset in Pink, in low bust, long hip, insert of elastic in skirt, six supporters, \$4.25.

Brassieres from 32 to 44 in.

(Whitewear Dep't.)

**Manchester Robertson Allison Limited**  
KING STREET • CERRAIN STREET • MARKET SQUARE

## FULL, TRUTHFUL PUBLICITY PAYS

L. S. Storrs Addresses Advertising Men at Convention in London.

(United Press.)

London, Eng., July 16.—Advertising, as applied to public utilities, was discussed today in a speech before the Association of Ad Clubs of the world by L. S. Storrs, President of the Connecticut Company of New Haven.

"Advertising, especially in the electric railway field, is comparatively new in the United States," he said. "It took almost a death blow to our industry, during the late war, to make us realize what publicity could do for us. But now we know, and have taken up this agency never to lay it down again."

"Possibly nowhere may be found more concrete proof of the good results of advertising and publicity than in our electric railway industry."

"The founders of the electric railway in the states, less than twenty years ago, were not only ignorant of the value of advertising, but were not even aware of its existence. As a result, when the war forced us to close our doors, we were unable to meet our expenses, our question was to convince the public that a higher fare was needed and to raise it."

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## SPRANG A LEAK ON WAY FROM HERE

Messrs. Kerrison and Linton, Ltd., who were agents for the Boston schooner Ethel N., which loaded 198,000 feet of lumber at Indianton last month, have received word that the vessel sprang a leak between Mount Desert Rock and Duck Island during thick weather last Thursday. Captain W. H. McKown was unable to get any answer to signals until Friday, when the schooner was assisted into Southwest Harbor by the coast guard crew and a large power boat. The schooner filled with water when both power pumps broke down. The Ethel N. was bound from St. John to Nantucket, Mass., and it is expected will proceed as soon as repairs are made.

Tuists Longer.

Tuists are growing in favor and are very long, showing but a small section of the sheathlike skirt beneath.

## Corns

Never Use a Knife!

It is so easy to get rid of a corn. Blue-jay ends them. Stops the pain instantly. Then the corn loosens and comes out. Does away with dangerous pus. Get Blue-jay at your druggist.

## Blue-jay

© P. B. 1924

## BIDS ON ORPHANAGE SCHOOL ARE ASKED

Plans for a school building for the New Brunswick Protestant Orphan Home at Fairville have been completed and approved by the directors' committee and tenders for the work will be received by the architect, Garnet W. Wilson, until July 25.

The plans show a building 60 by 64½ feet, two stories and basement, containing three class-rooms on the ground floor, one class-room and an auditorium on the second floor, with toilet rooms for 14 years. The building will be on either side of the front, with roomy vestibules and easy stairways leading to the second floor. Classrooms as usually provided in public schools, have been omitted, thus reducing the size and cost of the building considerably. The costs will be hung in the cross corridor.

The accommodation of the four class-rooms will be for 162 pupils, and the auditorium will seat 275. Should more class-rooms be required later, the auditorium could be remodelled into two class-rooms to hold 42 each. The auditorium will be used for Sunday services for the time being.

The interior will be finished modestly with plaster walls and ceilings. Douglas fir wainscoting and birch floors. The basement partition will be of hollow terra cotta tile, thus lessening the fire hazard, and making more sanitary toilet rooms. The building will be heated by gas, and electric wiring installed sufficiently to take care of the corridors, auditorium and basement.

The building is so designed that it can be built either of brick or wood, and the directors hope that the lowest tender for a brick building will be within the limit which they feel should be expended on this building. The intention is to have two rooms made ready for use as quickly as possible and the whole building completed by the last of December. In the meantime temporary teaching quarters will be improvised in parts of the old and new buildings.

## GOOD WIND FOR MODEL YACHTS

There was a good wind for the 50-inch model yachts in their race on Lily Lake last evening and the competition was close. The Louise, owned by H. Silliphant, finished first; Phillias, owned by S. Silliphant, second; and Maid of the Mist, owned by H. Belyea, third.

The first heat of the 30-inch class was sailed, the Pastime, owned by W. Weir, finishing first and the California, owned by C. M. Smith, second.

In the second heat, the Echo, owned by W. Weir, finished first, with C. Mofford's Priscilla second.

It was decided to sail the final heat at a later date.

## HOME FROM EUROPE

Mr. and Mrs. James Friel of Moncton have arrived home after an absence of five weeks, spent in Europe. Mr. Friel attended the annual meeting of the stockholders of the New Brunswick Gas and Oil Fields Limited on July 26 and later went to Ireland with Mrs. Friel.

## ECZEMA

You are now experimenting with Amdur's Ointment for Eczema and Skin Irritations. It relieves at once and gradually heals the skin. Sample box Dr. Chase's Ointment free if you mention this paper and send 2c stamp to: Amdur's, Ltd., 101-103, Adelaide Street, Toronto.

## Grand Clearance Ladies' Summer Dresses

Voiles  
Ratines  
Ginghams  
Roshanaras

25 Per Cent. Off.

A quarter of the regular price has been cut off to speed the clearance.

## SPECIAL FOR CHILDREN

Children's Sox 19c pair  
Children's Silk Lisle Sox Reg. 60c. 29c pair

## Amdur's, Ltd., No. 1 King Sq.