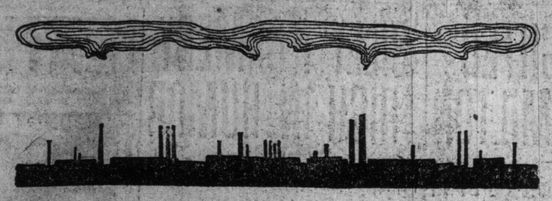

THE PRICE OF HOMAGE

ONCE when King Edward VII. paid a visit to Sheffield, all the fires in factories and plants were allowed to die out. Not a wheel in Sheffield turned for twenty-four hours. ¶ The primary object of this was to lift the pall of smoke that hovers over that wonderful steel-producing city, and to ensure, as far as man was able, a bright day and a blue sky for an auspicious occasion. ¶ It was Sheffield's expression of respect.

BUT the action was unique—it was unprecedented—it was unthought of that those hundreds of mighty furnaces, raging night and day, and those seething boilers, with quivering valves, should ever be allowed to cool. ¶ This extinguishing of fires cost Sheffield hundreds of thousands of dollars—the price of the effort to get back again to high-power efficiency.

SOME business men in Canada pay an unwitting homage, not to a king, but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop Advertising in the Summer months. By paying homage to *tradition, custom, superstition*, they have allowed Summer to become their "dull" season. ¶ You know how dull it can be when you don't advertise. Do you know how brisk it can be made by Advertising? Do you realize how much momentum you now lose in the Summer that must be regained in the Fall?

DON'T LET YOUR ADVERTISING FIRES DIE OUT THIS SUMMER.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

SHERIFFS UNDERPAID

Inspector James W. Mallon, in his report to the government on legal offices, says that sheriffs are underpaid, "considering the importance of the office and the responsibilities they are obliged to assume in the discharge of their duties." He states that the sheriffs' duties of 1911 were "generally well performed and their books accurately kept," but, in some cases, he handed out a little criticism. Law stamps to the amount of $559.95, due to the government, were missing in twelve offices of surrogate court registrars.

INLAND NAVIGATION.

BUFFALO NIAGARA FALLS NEW YORK

Daily (except Sunday) steamers leave from foot of Yonge St., east side, Pier 21: 7.30 a.m., 9 a.m., 11.00 a.m., 2 p.m., 3.45 p.m., 5.15 p.m. Arrive Toronto 10.30 a.m., 1.15 p.m., 2.45 p.m., 4.45 p.m., 8.30 p.m., 10.15 p.m.

Toronto-Hamilton Service daily (except Sunday) from east side Pier 22. Leave Toronto—8.00 a.m., 2.00 p.m., 6.00 p.m. Arrive Toronto—10.45 a.m., 4.15 p.m., 8.45 p.m.

City Ticket Office, 46 Yonge Street. Freight Office, Yonge Street Dock; Tel. Main 476. edtf

NIAGARA-ST. CATHARINES LINE

Daily Except Sunday

NEW SUMMER SERVICE

Port Dalhousie, St. Catharines, Niagara Falls, Buffalo.

The steamers "Dalhousie City" and "Garden City" will give

4 TRIPS A DAY

—In Each Direction—

Steamers leave foot of Yonge Street 8.00 a.m., 11.00 a.m., 2.00 p.m., 6.00 p.m. Returning, leave Port Dalhousie 8.00 a.m., 11.00 a.m., 2.00 p.m., 7.00 p.m.

Take the Wednesday afternoon and Saturday afternoon rides, Toronto to Port Dalhousie. The fare for the round trip is only 60 cents. Inquire about low week-end fares.

For further information apply Ticket Offices, cor. King and Toronto Streets, M. 5179, or Yonge Street Wharf, M. 2553.

R&O RICHELIEU & ONTARIO NAV. CO.

STEAMERS 'Toronto' & 'Kingston'

2.30 P.M. Leave Toronto daily, except Sunday, until June 24th; thereafter daily. Rochester, 1000 Islands, Running the Rapids, Montreal, Quebec, Murray Bay, Tadousac and Saguenay River.

Low round trip rates in effect, including meals and berth.

Steamer "Belleville" leaves 6.00 p.m. every Tuesday. Bay of Quinte, Montreal and intermediate ports.

Ticket Office, 46 Yonge Street, cor. Wellington Street. edtf

The staunch and popular steamer City of Chatham will begin her summer schedule to

GRIMSBY BEACH

on Thursday, June 20th, leaving Yonge Street Dock daily (except Sunday) at 8 a.m. and 2.30 p.m. Leave Grimsby Beach at 11 a.m. and 7.30 p.m. Fare 60c, returning same day, 75c return, good all season.

Special.—Friday, June 21st, steamer will not leave Grimsby Beach on return evening trip until 11 p.m.

Royal Muskoka

Opens specially June 22nd to cater to the big Euclid Avenue Methodist Church Excursion. Why not take this rare opportunity and visit this famous hotel? Special train and hotel rates. For particulars see Church advertising or write L. W. MAXSON, Mgr., Royal Muskoka P. O., Ontario. ed

Agent's clerk (to lady seeking genuine old cottage)—"Of course it seems rather clean and painty now because it has just been done up; but I assure you, madam, the real old musty smell will soon return."—Punch.

PASSENGER TRAFFIC.

SUMMER TIME TABLE JUNE 2nd.

INTERCOLONIAL RAILWAY

OCEAN LIMITED

Will Leave

MONTREAL

7.30 P. M. DAILY

FOR

Quebec, Lower St. Lawrence Resorts, Moncton, Halifax

Direct connection for St. John, N.B., The Sydneys, Prince Edward Island, Newfoundland (except by Ocean Limited, leaving Montreal Saturday).

MARITIME EXPRESS

Will leave Montreal 8.15 a.m. (daily, except Saturday) for Maritime Provinces.

Grand Trunk trains for Montreal make direct connection at Bonaventure Union Depot, Montreal. edtf

THE ROYAL LINE

CANADIAN NORTHERN STEAMSHIPS, LIMITED.

SAILINGS

From Montreal — From Bristol
Wednesday Steamer Wednesday
June 26..Royal George...July 10
July 10..Royal Edward... " 24
" 24..Royal George....Aug. 7
Aug. 7..Royal Edward...Aug. 21
Aug. 21..Royal George...Sept. 4

And fortnightly thereafter.

Apply any Agent or H. C. Bourlier, General Agent, Cor. King and Toronto Streets, Toronto. edtf

ALLAN LINE

ROYAL MAIL STEAMERS

ST. LAWRENCE SEASON

MONTREAL TO LIVERPOOL

T. T. SS. Victorian and Virginian
T. SS. Corsican and Tunisian
Sailings every Friday.

MONTREAL TO GLASGOW

T. SS. Grampian and Hesperian
T.SS. Scandinavian and Pretorian
Sailings every Saturday

MONTREAL TO HAVRE AND LONDON

One Class Cabin (II.) Service
Sailings every Sunday.

For full information as to sailings, rates, etc., apply to

THE ALLAN LINE

77 YONGE ST., TORONTO

Phone Main 2131. 246

PASSENGER TRAFFIC. PASSENGER TRAFFIC.

CANADIAN PACIFIC RAILWAY

NEW DAILY TRAIN SERVICE

CHICAGO

Lv. Toronto, 8.00 a.m., 5.00 p.m., 7.20 p.m.
Ar. Chicago, 9.45 p.m., 7.15 a.m., 9.50 a.m.

DAILY.
EQUIPMENT THE FINEST.

Upper Lakes Navigation

Steamers leave Port McNicoll Mondays, Tuesdays, Wednesdays, Thursdays and Saturdays at 4 p.m., for

SAULT STE. MARIE, PORT ARTHUR and FORT WILLIAM

The Steamer Manitoba, sailing from Port McNicoll Wednesdays, will call at Owen Sound, leaving that point 10.30 p.m.

STEAMSHIP EXPRESS

Leaves Toronto 12.45 p.m. on sailing days, making direct connection with Steamers at Port McNicoll.

Parlor Cars and Coaches.

To OTTAWA and MONTREAL

Lv. West Toronto .....9.20 p.m.
Lv. North Toronto .....10.00 p.m.
Ar. Montreal .....7.00 a.m.
Lv. North Toronto .....11.40 p.m.
Ar. Ottawa .....7.50 a.m.

Electric Lighted Compartment Cars. Standard Sleeping Cars.

FROM UNION STATION.

Lv. Toronto ..9.00 a.m., 10.30 p.m.
Ar. Montreal..6.20 p.m., 8.05 a.m.
Lv. Toronto ..9.00 a.m., 11.30 p.m.
Ar. Ottawa ..6.00 p.m., 7.50 a.m.

ELECTRIC LIGHTED STANDARD SLEEPING CARS. Above Trains All Run Daily.

HOMESEEKERS' EXCURSIONS

JUNE 25th, JULY 9th and 23rd. And every Second Tuesday until SEPT. 17, inclusive.

WINNIPEG and RETURN....$34.00
EDMONTON and RETURN....$42.00

Proportionate rates to other points. Return limit, 60 days. Through Tourist Sleeping Cars. Ask nearest C. P. R. Agent for Homeseekers' Pamphlet.

Tickets and full information at any C.P.R. Station or City Office, 16 King E.

GRAND TRUNK RAILWAY SYSTEM

HAMILTON RACE TRAIN will leave Toronto 12.45 p.m. and 1.05 p.m. Saturday, June 22, and 1.05 p.m. June 18, 19, 20, 21.

RETURN RATES

SATURDAYS $1.25
OTHER DAYS $1.55

CHICAGO

3—TRAINS DAILY—3

8.00 a.m., 4.40 p.m. and 11.00 p.m.

"The Route of International Limited," the Railway Greyhound of Canada.

ONLY DOUBLE-TRACK ROUTE.

FAST MUSKOKA EXPRESS

Leaves Toronto 10.15 a.m. daily, except Sunday, making direct connection at Muskoka Wharf for Muskoka Lake points.

Homeseekers' Excursions

June 25; July 9 and 23

and every Second Tuesday thereafter until Sept. 17.

Special train for Homeseekers will leave Toronto 10.30 p.m. on above dates, carrying through coaches and Pullman Tourist Sleeping cars.

WINNIPEG and return.....$34.00
EDMONTON and return.....$42.00

Tickets good for 60 days.

NO CHANGE OF CARS.

Winnipeg Exhibition Dates—July 10 to 20

MONTREAL

4—TRAINS DAILY—4

7.15 and 9.00 a.m.
8.30 and 10.30 p.m.

ELECTRIC-LIGHTED PULLMAN SLEEPERS.

ONLY DOUBLE-TRACK ROUTE.

TICKETS, BERTH RESERVATIONS, AT CITY TICKET OFFICE, NORTHWEST CORNER KING AND YONGE STREETS. PHONE MAIN 4209. edtf

WHITE STAR DOMINION LARGEST STEAMERS FROM CANADA

Montreal
Quebec
Liverpool

LAURENTIC, JUNE 22

OTHER SAILINGS

Including the Finest Steamers in the Trade.

*Canada—June 29, July 27, Aug. 24.
Megantic—July 6, Aug. 3, Aug. 31.
Rates—First, $92.50; Second, $53.75.
*Teutonic—July 13, Aug. 10, Sept. 7.
Laurentic—July 20, Aug. 17, Sept. 14.
*One class Cabin (II), $50 and $55.

THE LARGEST STEAMER IN THE WORLD.

New 45,324 Tons OLYMPIC SAILS FROM NEW YORK JULY 6

July 27, Aug. 17
Sept. 7, Sept. 28.

AMERICAN LINE

New York, Plymouth, Cherbourg, Southampton.

New York June 22 St. Louis, July 13
Phil'del'a July 6 New York July 20

ATLANTIC TRANSPORT

New York, London Direct.

Min'apolis, July 6 Min'haha July 20
Min'wask' July 13 Min'tonk' July 27

RED STAR LINE

London, Paris, via Dover—Antwerp.

Kroonl'd, June 22 Vaderland July 6
Zeeland..June 29 Lapland July 13

WHITE STAR LINE

New York, Plymouth, Cherbourg, Southampton.

Oceanic...June 29 Majestic July 18
*OLYMPIC July 6 Oceanic July 20

New York, Queenstown, Liverpool.

Adriatic...June 27 Cedric...July 11
Baltic.....July 3 Celtic...July 18

Boston-Mediterranean Ports

CRETIC..June 29 CANOPIC, July 13

All steamers equipped with Wireless and Submarine Signals.

Ask Local Agents, or

H. G. THORLEY, Passenger Agent, 41 King St. E., Toronto. Phone M. 954
Freight Office—28 Wellington Street East, Toronto. 246tf

There's a "silver lining" of dollars to every cloud of smoke---

THERE'S a real silver lining to the cloud that hangs always above your factory's smokestack. A lining of your silver dollars—hard-earned, sweat-won dollars, that go billowing up the flue every time the stoker opens the furnace door.

EVERY hundred dollars' worth of coal burned under your boilers represents eighty-five dollars' worth of "silver lining" to the smoke cloud of steam-plant waste. For as you burn coal now, less than 15 per cent. really helps to make steam, turn wheels and produce goods. The rest is loss—waste—money "gone up in smoke."

Toronto Hydro Electric Power

Hydro-Electric Power costs less per delivered unit of energy than power developed in your own steam plant. You pay only for the energy you use, and you use less with electric motor equipment than with line shafting, long belts and other "power-eating" transmission.

This is a civic-owned public utility, operated for the benefit of the citizens and the commercial power users. Our experts are at your command. Without obligating yourself in any way to take Hydro Power, send for one of our men to make you a free detailed report of how we would recommend Hydro Power to be used in your plant.

Toronto Hydro Electric System
226-228 Yonge St. Phone Adelaide 2121

Efficiency engineers find the greatest wastes in individual steam plant power production and old-fashioned line drive and long belt transmission. Hydro-Electric Power will transform the silver lining in your power cloud to real dividends—lower costs and raise the standard of efficiency in your factory.

CANADIAN NORTHERN

NEW SUMMER SERVICE

SOLID VESTIBULED TRAINS

TO MUSKOKA

Lake Shore Line.

For Richmond Hill, Sparrow Lake, Bala Park, Lake Joseph, Parry Sound, Sudbury and intermediate points. Leave Toronto Union Station:

8.00 a.m., 10.00 a.m., 5.15 p.m.
(Daily, except Sunday)

LAKE SHORE EXPRESS 10 A.M.

Connection at Bala Park and Lake Joseph for points on Muskoka Lakes.

To BELLEVILLE, DESERONTO and NAPANEE

Connection at Trenton for Picton and all points on the Central Ontario Railway, and Napanee for Bay of Quinte points.

Trains for Oshawa, Port Hope, Cobourg, Trenton, Belleville, Deseronto and Napanee leave Toronto Union Station:

9.30 a.m., 5.40 p.m., *2.00 p.m.
(Daily, except Sunday)

*2.00 p.m. train runs Saturdays only, and returning will leave Napanee 5.25 p.m., Picton 5.20 p.m. Sunday only, arriving 10.30 p.m., Toronto.

SPLENDID DINING AND PARLOR CAR SERVICE edtf

Ticket Offices, cor. King and Toronto Sts., M. 5179, or Union Station, M. 5600.

Quebec Steamship Co.

River and Gulf of St. Lawrence.

SUMMER CRUISES IN COOL LATITUDES.

The SS. "Cascapedia," 1900 tons, with all modern comforts, sails from Montreal at 4 p.m. Thursdays, 20th June, 4th and 18th July, 1st, 15th and 29th August, and from Quebec the following day at noon for Pictou, N.S., calling at Gaspe, Mal Bay, Perce, Summerside, P.E.I., and Charlottetown, P.E.I.

NEW YORK FROM QUEBEC via the far-famed River Saguenay, calling at Gaspe, Charlottetown and Halifax. SS. "Trinidad," 2600 tons, sails from Quebec at 3 p.m. 12th and 26th July, 9th and 23d August.

NEW YORK to BERMUDA

Summer excursions by the twin-screw steamship "BERMUDIAN," 10,518 tons displacement. Sailings from New York 22nd June, 3rd, 13th and 24th July, and every ten days thereafter. Temperature cooled by sea breezes, seldom rises above 80 degrees.

The finest trips of the season for health and comfort.

For full particulars apply to A. F. Webster & Co., Thos. Cook & Son, R. M. Melville, S. J. Sharp, Ticket Agents, Toronto, or Quebec Steamship Co., Quebec. 246

HOLLAND-AMERICA LINE

New Twin-Screw Steamers, from 12,500 to 24,170 tons.

New York—Plymouth, Boulogne and Rotterdam.

SAILINGS

New Amsterdam..Tues., June 11, 10 a.m.
Noordam .....Tues., June 18, 10 a.m.
Ryndam .....Tues., June 25, 10 a.m.
Rotterdam .....Tues., July 2, 10 a.m.
Potsdam .....Tues., July 9, 10 a.m.
New Amsterdam ..Tues., July 16, 10 a.m.

New Triple-Screw Turbine Steamer of 32,000 tons register in course of construction.

R. M. MELVILLE & SON,
General Passenger Agents,
Cor. Adelaide and Toronto Sts. ed

CUNARD STEAMSHIP CO.

Boston, Queenstown, Liverpool.
New York, Queenstown, Fishguard, Liverpool.
New York, Mediterranean, Adriatic.
Portland, Montreal, London.
A. F. WEBSTER & CO., Agents,
King and Yonge Streets. ed

HAMBURG-AMERICAN

WEEKLY SAILINGS FROM NEW YORK TO

LONDON—PARIS—HAMBURG
—ALSO TO—
Gibraltar—Algiers—Naples—Genoa
by magnificent steamers, offering every convenience.

Tourist Dept. for Trips Everywhere
Hamburg-American Line, 45 Broadway, New York, or Ocean SS. Agency, 65 Yonge St., Toronto. 24

The Salesman—Plovers' eggs, madam? just arrived.

The Customer—Rather small, aren't they?

The Salesman—Just a trifle, madam; owing to the coal strike.—Sketch.