

NOEL MARSHALL, ESQUIRE.

Who has just completed forty years' connection with the coal industry, and who is still president of the Standard Fuel Co.

Still vigorous, genial and optimistic, to look back forty years and see an unbroken line of diligent, determined and dutiful application to industry in the city, is a delightful task that comes to few men and those few the veritable survivors of the fittest. Such, however, is the happy lot of our esteemed fellow-citizen, Noel Marshall.

On April 1, he completed his fortieth year in the coal trade in Toronto. Those forty years have been years of progress for the coal industry, for the city and for Mr. Marshall himself. Mr. Marshall with a happy turn of thought indicative of the genuine gentleness of his nature, made April 1 the occasion of intimating to the public thru a unique advertisement published in all the city papers, that he appreciated what the public had done for him and his business associates, and hinting that good business methods had resulted in mutual satisfaction. No similar advertisement ever appeared in the Toronto press more accurately gauged the ready response of the people.

The World congratulates Mr. Marshall on his ability to write an advertisement that draws. The World is glad to be glad with him in his notable achievements in the business realms of this city. Tho born in old London, England, still he has been a resident of Toronto for the past half-century. His life has been the life of Toronto as we know it; he is typical of Toronto and Toronto is wonderful growth.

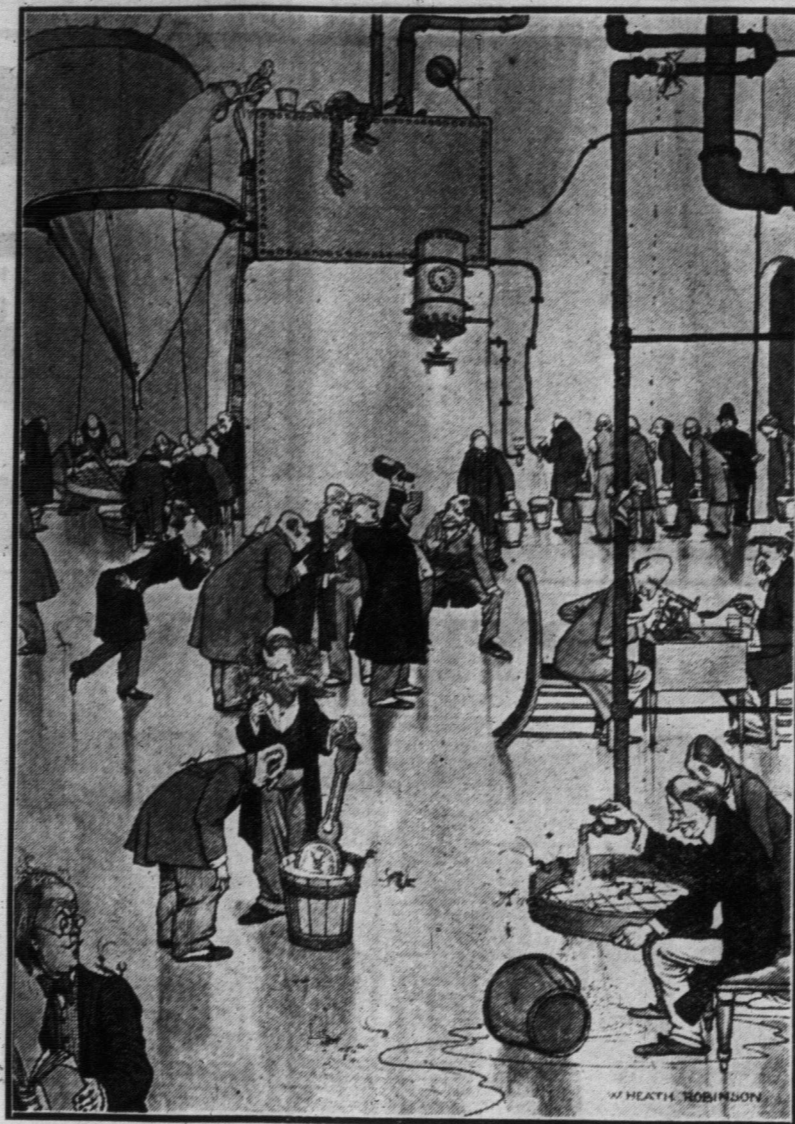
Mr. Marshall was born December 30, 1870. Tho 38 by actual count he does not look it by ten years. On April 1, 1870, he entered the employ of George Chaffey and Bros., coal merchants. In 1888, along with William Mackenzie, he purchased controlling interest in the C. J. Smith Coal Co., which in 1891 was changed to the Standard Fuel Co., of which Mr. Marshall is president. His success in the coal industry has been exceptional and laid the foundation of many financial affiliations. In a commercial way Mr. Marshall is still identified with many substantial institutions. He is a director of the Sterling Bank of Canada, vice-

president of the Title & Trust Co., Vice-president of the Imperial Guarantee and Accident Co., president of the Standard Fuel Co., president of the Dominion Automobile Co., and president of the Farnell Co., a list that makes Mr. Marshall's business life a fairly active one.

He has always shown fine civic spirit. He is a director of half-a-dozen charitable institutions, he is president of the Open-Air Horse Parade and a director of the Canadian National Exhibition. Whatever looks to the advancement of Toronto finds a friend and advocate in Mr. Marshall.

He was warden of St. Matthew's Anglican Church for nearly 25 years. In politics he is a Conservative.

In 1879 he married a daughter of the late John Hogg, J. P. Mrs. Marshall died in 1904. Mr. Marshall's two sons, Kenrick B. and Noel Clifford, are associated with him in the coal business. Altogether Mr. Marshall has achieved notable success and The World voices the wishes of his fellow-citizens, when it says, "Well done! Noel!"



SCIENCE JOTTINGS—BY "DR." W. H. ROBINSON (D—L—). Analysing H2O at the Metropolitan Water Board. (Note for the strictly unscientific: H2O is the formula for water.)

Conductorless Trolley Cars in Georgia. He keeps me green, my little child; He keeps me young whose lips have smiled Their rosy youngness to my own, From whose gray locks the dark has flown.

He keeps me green with songs that bring The mystery and the joy of spring; He keeps me light with laughter rung On silvery chords of hearts kept young.

He keeps me green, I cannot fade; A grass am I, whose living blade Drinks from his dewy eyes each hour The windrop of the honey flower.

He keeps me green because his hand Leads unto childhood's pasture land, Its charm, its sweet, its dream, its spell Of elfin lute and fairy bell.

He keeps me green, as morning does



"NOW FOR A BIG 'UN." Young Toronto angler baiting up preparatory to landing a sucker from the shallows on the Humber.

Knew Him Well. (Boston Transcript).

Griggs—Hickson wants to borrow some money of me. Do you know anything about him?

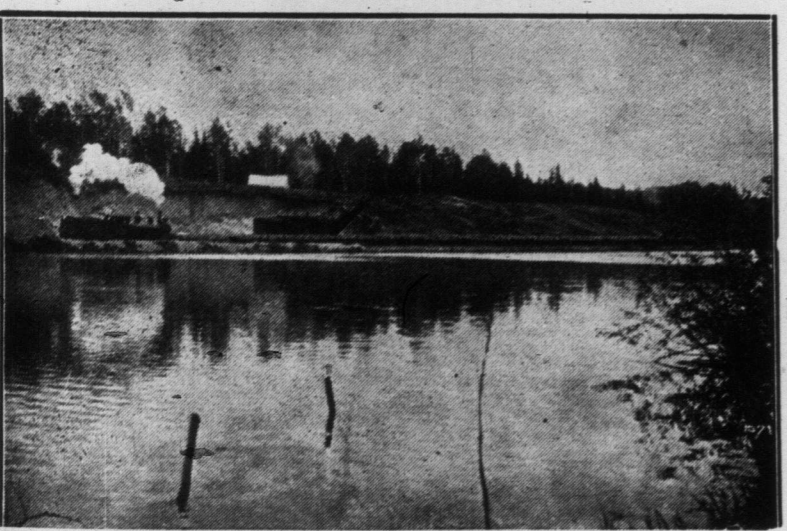
Briggs—I know him as well as I do you. I wouldn't let him have a cent.

Fresh. (Buffalo Express).

"I think that telegraph operator is the freshest thing I ever ran across."

"What did he do?"

"Read over the message I was sending to my husband."



WHERE RAILROADS SECURE GRAVEL FOR GRADING. Big ballast pit near Cochrane, Ont., said to contain enormous supplies.

BLOODIEST BATTLE. and Franks, under the command of Aetius, the most renowned captain of his day. At the head of his half million of savages Attila was having everything his own way, and it looked as if Aryan civilization was destined all was the "bloodiest," but the battle fell before the Tartar despotism, when suddenly, like the bolt out of the blue, Aetius fell upon the barbaric hordes and Europe was saved. It is estimated that 400,000 of the barbarians under Attila, and the Romans, Goths were left dead on the field.

Mattress Talk No. 6.

The Marshall Sanitary Mattress keeps its shape to the end. It does not become thinner and spread out as hair and felt mattresses do. The springs prevent this, besides forming the most delightful surface to rest on. They also produce a continuous ventilation inside the mattresses.

The Marshall Sanitary Mattress Co., LIMITED, TORONTO.

SEND FOR BOOKLET. ASK YOUR DEALER.



"YE PEAKE SISTERS, OR POOR OLD MAIDS." A unique entertainment given in Toronto, under the direction of Mrs. James Clark. Names from left: Mrs. H. D. Bissell, Miss J. Kimber, Miss Currie, Miss Coles, Miss Carrie Kimber, Miss Clark and Miss Broker.

How to buy an EDISON Phonograph

Do not buy an Edison Phonograph until you are convinced that you want one. Hear it at the dealer's first.



Hear it play a number of pieces. Hear it play the kind of music that you like—music that you have heard people sing and play—so that you can know how well it does it. Hear it play Amberol as well as Standard Records. You will decide that the Edison Phonograph is the best.

Then remember that it takes only a small amount of money to buy it. You can get a perfect Edison Phonograph at your own price, whether it is \$16.50 or any price up to \$162.50—one that will last a life-time, that will give pleasure every day, that will help you to educate your family, that will entertain your friends, and that will while away many hours that might otherwise be misspent.

Standard Records 60c
Amberol Records (twice as long) 60c
Grand Opera Records 85c

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records. Get complete catalogues from your dealer or from us.

NATIONAL PHONOGRAPH COMPANY
300 Lakeside Ave., Orange, N. J., U. S. A.

Canadian Supply Depots

Edison Phonographs and Records

R. S. WILLIAMS & CO. LIMITED

143 YONGE STREET, TORONTO

T. Harland Fudge

Solo Baritone

Concerts, Recitals, etc.

Terms and Dates, Address Studio, STANDARD BANK CHAMBERS, 165 King Street East

Long Distance Phone, Main 1282, Beach 171

Cut This Out

And all such delusions as Class Tuition, Free Instruments and the customary Heat Air handed out by the smooth-talking agent, with his cast-iron contract, backed by law and no guarantee (other than his word), that his teachings are qualified. Demonstrations of my ability cheerfully given at my studio. No contract necessary. My system the magnet. Private Tuition Only. Terms on application.

C. C. HALL

Teacher of Violin and Mandolin

Studio: Room 11, S. W. Cor. College and Spadina

Entrance: 269 College Street.

FOR ALCOHOLIC AND DRUG ADDICTIONS

Keeley Cure

1253 DUNDAS ST. TORONTO

SHREDDED

Keeps the Brain Clear and Keen, Because it Promotes Health.

To serve—heat in oven, pour hot milk over it and salt to taste. Sold by all grocers, 13c a carton; two for 25c.

WHEAT

The rose of April's dream that was: As twilight with its dew doth keep The pastures of the hillside sheep. But still that vision of the best. —Baltimore Sun.

The Things We Meant to Do. When at some mystical behest Life greets us with its first embrace, And with a blind but growing zest We learn the strange earth face to face. Thru orient clouds we love to trace A shining pathway in the blue, Where gods inspire our eager chase To do the things we meant to do.

At noontide on the sunlit crest The zenith glow subdues our pace, But still that vision of the best. Blots out the petty things and base, The hurrying byways interlace, Pale, broken dreams the wayside stray; Too swift the hours, too strait our case, To do the things we meant to do.

The shadowy islands of the west Grow rich with day's declining grace, They proffer us the cup of rest— The guardian of a hard-won race, And yet our restless souls would sue; Grant us, oh, gods, a little space To do the things we meant to do. —Ada Foster Murray in New York Sun.

Breeches \$15 to \$30

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1881