

If N.P. SOAP were moulded into cakes it would cost more money and it would not be any better soap.
A 15 cent bar of N.P. SOAP weighs more than 4 five cent cakes of other brands.
- more than five cakes of some kinds.
Buy N.P. SOAP - the finest soap you ever used and save from 25 to 40 cents of the dollar.

NEW SHIRTS!

Say, you never saw so many "right down" good looking shirts in one bunch before!

You will find one here for every need, and the prices are away low down, quality considered.

Broadbent Special, worth 1.25 85c

Other excellent qualities at 1.25, 1.50, 1.75, 2.00, 2.50, and 3.00

BROADBENT

We are Always Glad to Show You!

"and now she takes in boarders"

The children are in an institution.

Do you see it man—that wife of yours slaving for a crowd of lodgers—trying to make ends meet and to give the kiddies a decent education?

Think a moment—think of the difference it will make if you provide for them now, while you have the chance.

Ample life insurance is a question of manhood. You are doing one of the noblest things in your power in maintaining sufficient life insurance to protect your family's future. Are you doing it?

HAROLD CREASSER

DISTRICT MANAGER
Imperial Life Assurance Co.



The Housewife and the Toll Call

The rains will come and the winds will blow—but you haven't "got to go out." The Bell Telephone will reach baker, butcher and department store in town. It will allow a pleasant "visit" with relatives or friends in city or suburbs.

Experience the pleasure of a day well spent—complete in satisfaction and accomplishment—by means of the telephone's ready aid. The lines of the Bell System make neighbors of us all—city and country, town and suburbs.

OUR TWO-PARTY LINE SERVICE IN YOUR HOME
COSTS ONLY \$18 A YEAR.



The Bell Telephone Co.
of Canada.

The Chief Delight

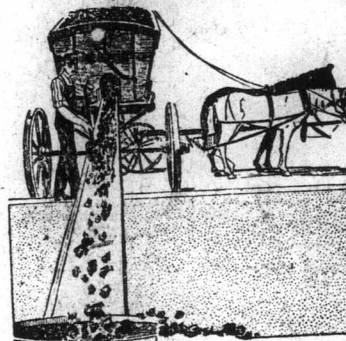


In our surpassing Ice Cream is its delicious flavor. Everybody who tastes it wants more of it. A tribute to its purity and excellence. We make it fresh daily for our patrons. In all the approved flavors, and its cool comfort renders it an indispensable dish. Try it in our store, or take a brick home with you. We know you'll enjoy it.

The Sugar Bowl

(VALCHOS BROS., Proprietors)
Wholesale and Retail
Automatic Phone 691 - Bell Phone 517
Home-Made Candy and Ice Cream
120 COLBORNE STREET

You are on the Track of Good Coal



when you come to our Yards to buy it, for we keep none but the best qualities, and ours is always good alike. It is a well-screened, dry and clean coal that has nothing else in its composition. You get your full weight of "all coal," too, and no dirt or rubbish to fill up, and our present low prices should tempt you to put in a Winter's stock.

F. H. WALSH

Coal and Wood Dealer
Phone 345
Sole Agents Beaver Brand Charcoal

EUREKA

Vacuum Cleaner

We are sole agents for best cleaner made. Call us up, phone 843, and have us demonstrate it to you.

We also carry a complete line of Electric Fixtures, Electric Irons, Toasters, and Motors.

F. WEBSTER

211 Colborne St.

Cook's Cotton Koot Compound

The great Urtine Tonic, and only safe efficient remedy for all ailments which women can depend. Sold in three degrees of strength—No. 1, No. 2, 10 degrees stronger, \$1.00 No. 3, 20 degrees stronger, \$2.00. Sold by all druggists, or sent by mail on receipt of price. Free pamphlet. Address: The Cook Medicine Co., Toronto, Ont. (Overseas by Western Union)

LUTHER McCARTY FELL DEAD FROM HARD PUNCH

Heavyweight White Championship of The World at Calgary Ended in a Fatality Pelky's Punch Did The Damage.

CALGARY, Alb., May 27.—Luther McCarty, champion white heavy-weight fighter of the world, is dead from a blow. He died within two minutes in the first round of his battle with Arthur Pelky here Saturday. The arena in which thousands witnessed the tragedy was placed under temporary siege by the police, and a monster round-up of all who saw or participated in the fight was carried by the municipality of Calgary. McCarty died without regaining consciousness.

Thousands of men were kept in the arena for hours and will not be allowed to return to their homes until they give their names to the authorities.

The ring tragedy has thrown the city into a state of wildest excitement. The authorities, awaiting orders from higher officials, are holding Pelky and the promoters.

The fight was bitterly contested. McCarty was confident of victory, and, with the prestige and confidence of a champion, entered the battle with a grin determination to end it as quickly as possible. The crowd had just settled down to witness what was looked upon as a hard and grueling battle. The men felt each other out, neither doing much damage. McCarty suddenly landed a blow on Pelky's face and then missed. Pelky clinched with the champion and when they broke away the crowd cheered. McCarty again landed a right on Pelky's head and Pelky felled.

The Fatal Blow.

McCarty was drawn into the trap and opened his guard. Quick as a tiger Pelky rushed the champion, landing a terrific blow just below the heart. McCarty did not drop. He stood, reeling about, dazed. Pelky was about to strike him again when he noticed that McCarty's eyes were closed. He stepped back, McCarty still swaying.

The thousands who began cheering Pelky's rush, became silent as they watched McCarty. Suddenly the champion raised his hands in a gesture of self-defense. He was dropped again, his arms limp. He made a feeble effort to strike a blow, and before Pelky could rush him, the champion's body stiffened, his heels clinking together and his spine rigid. He fell with his head bent forward, his forehead striking the canvas.

As he fell, Referee Ed. Smith of Chicago began counting. At the count of ten he waved Pelky away and pronounced Pelky winner.

Seconds rushed into the ring and McCarty was lifted to his corner. The crowd roared with delight. Believing it a plain knockout, the spectators threw their hats into the ring, in the air and cheered as only a crowd can when a new champion arrives. Hundreds of them had left the arena, when the activity at the ringside attracted those who remained. It appeared to be a plain knockout, and the ring was rushed in the crowd's effort to learn what was the trouble. Doctors, hurriedly summoned, were attending McCarty. He had not opened his eyes and had failed to respond to restoratives.

After fifteen minutes a doctor stepped to the ringside and raised his hand. "He is dead" he said.

"The blow over the heart caused a paralysis."

There was no sound greeted the doctor's statement and he soon was in the crowd about the dead champion, who was lifted over the ropes, his gloves still on, and carried to a dressing room in a corner of the arena.

Police Held Spectators.

"The news of the champion's death spread rapidly and soon police were on the scene in great numbers. They came in automobiles and ordered the gates closed. They did not place the promoters under arrest, but told them they would be arrested if they attempted to go away.

There were probably 10,000 men in the arena when it became known that McCarty was dead. A few minutes before, whetted by the lust of primitive battle in the preliminaries that had been fought, it had been a howling mob, but the next put a quietus on the spirits of the spectators, and they filed quietly out of the arena, shocked by the tragic end of the battle. Both men apparently were in splendid condition when they entered the ring, although McCarty weighed 200 and had not trained for this fight.

When McCarty entered the ring he was laughing and joking with his friends and assistants and apparently was in a confident mood. A few minutes later Pelky appeared. Both men were cheered. Pelky, a strong local fighter getting a greater volume of the spotlight.

Almost the last words McCarty heard were from a preacher. The pastor of a local church entered the ring and after saying there was nothing butal in the preliminaries, asked the great assemblage to think that they were daily engaged in a similar fight in life. The preacher said he did not disapprove of boxing, that he had boxed himself when he was younger. He concluded by inviting all present to church on Sunday. He

Pelky Overcome.

William McCarty, McCarty's manager, is prostrated over the tragic end of his protegee. When physicians announced the pugilist dead, McCarty burst into tears.

"I am very sorry," said Tommy Burns, manager of Pelky. "It is one of those things which cannot be helped, and my sympathy goes to Pelky too. He was no more responsible for what happened than a man would be who was a mile away from the ringside."

Pelky is still too overcome by the tragedy to make any statement.

McCarty was well known in Calgary, where he worked until two years ago as a teamster before he took up pugilism; it was here that he started his career and here he ended it.

Referee Smith preferred to say nothing except that it was not a hard blow that knocked McCarty down.

Luther McCarty is the first 'champion' to be killed in the ring. There have been many other fatalities, but the victims were usually preliminary fighters—lads and men who did not train properly.

Arthur Pelky, by the knockout punch, automatically gained McCarty ring title—the champion white heavyweight of the world.

McCarty Record.

Luther McCarty was born in Lincoln, Neb., on March 17, 1892. His father was an Indian half-breed and his mother of Irish extraction. Standing a trifle over 6 feet 3 inches, he was physically powerful, yet a comparatively weak hitter.

He first sprang into ring prominence when he defeated Carl Morris at Springfield, Mo., on May 3, 1912. McCarty was immediately hailed as a real "white hope," but he failed to live up to the reputation. His best battle was Al. Palzer at Los Angeles last New Year's day, when he defeated the conqueror of Bombardier Wells in eighteen rounds.

Previous to that bout he stopped Jim Flynn in sixteen rounds on Dec. 10, 1912, at Los Angeles. His last bout previous to the fatal battle of Saturday was a ten round victory over Frank Moran here on April 30.

Arthur Pelky.

While never a clever boxer Pelky has always been noted as a terrific slugger with a knockout blow with either his right or left hand. He fought a number of bouts throughout the east, usually meeting third-raters with rather indifferent results. His

His First Big Fight.

McCarty first drifted into Fargo three years ago. He came from the Canadian Northwest after a brief stop in Montana. He worked here for

two bouts of importance were against Jess Villard at the Garden A.C. last July and Tommy Burns at Calgary several weeks ago. Villard out-pointed him.

He has had twenty bouts and won twelve.

Jim Coffey, the Dublin Giant, who fought Jim Flynn at the Garden A.C. on Friday night is the only man who ever knock out Pelky. Coffey, in Philadelphia last winter, dropped Pelky for the count in the second round of a scheduled six-round bout. Coffey rushed Pelky just as the bell rang and knocked him flat with a right hand smash to the jaw.

The Canadian was believed to be only a third rater. Billy McCartney, McCarty manager, entertained a similar opinion regarding Pelky as a fighter. In a letter to Dan McKittrick, McCarty wrote:

"After the bout with Pelky, Luther fights another 'big stew' at Regina. McCarty will receive \$4000 for his end. Pretty soft, eh?"

McCarty's Town in Mourning.

O'NEILL, Neb., May 27.—Luther McCarty's death in Calgary Saturday put O'Neill in mourning. A number of years ago McCarty, a raw young Irishman came to O'Neill, and got a job as cowboy. He came in a farm down near Lincoln, and while he was handy with his mitts, he looked like an over-grown country boy.

For several years he rode the ranges around O'Neill and won a good reputation as a local fighter. McCarty did with his hands what other cowboys did with their guns when it came time to fight. He was never known to carry a revolver when he was in this country, but by the time he was here a year he was cock of the walk.

He was matched against local fighters from Omaha to Sioux City, and in time lost here for Chicago where he went into training quarters.

When the telegram came Saturday afternoon that McCarty was killed in the first round it was believed to be a hoax. All the loose money around O'Neill was bet on the Irishman, and at first it was thought that somebody was putting up a job on the boys of the town. Later when the report was confirmed, all business was practically suspended.

McCarty was O'Neill's one excuse for being on the map, and with his death loses its chance of fame. McCarty was born near Lincoln, but his advent in the fighting world was made in this town.

Widow Shows No Emotion.

FARGO, N.D., May 27.—Mrs. Luther McCarty, the newly-made widow of the white champion heavyweight pugilist, pursued her labors in a restaurant in the saloon district of Moorhead Saturday night, apparently unaffected by the tragic end of her fighter husband. She doubted the first telegraphic reports of his death, and declined to make any statement.

Mrs. McCarty was deserted by her husband when the latter got the pugilistic "bug" and to support her child, she worked in several restaurants as dishwasher and waitress. After Pelzer's defeat, she was called to Ohio for a conference with McCarty's father and to see her husband en route east on tour. Preliminary arrangements were made for a divorce, and she returned to Fargo, and resumed her employment here. She was expecting McCarty to come back this way after his match with Pelky, and final arrangements were to have been made for the divorce and alimony.

His First Big Fight.

McCarty first drifted into Fargo three years ago. He came from the Canadian Northwest after a brief stop in Montana. He worked here for

Prospectus Offering for Public Subscription at Par 100,000 Shares of AMALGAMATED MOVING PICTURE SHOWS, Limited

CAPITALIZATION \$500,000.00
SHARES 100,000
TERMS—10 per cent. with application, 10 per cent. at 30 days, balance within 90 days.

OFFICERS AND DIRECTORS
W. J. HOHLSTEIN, Toronto, Theatrical Manager PRESIDENT
J. A. MCKENNA, Toronto, Medical Doctor VICE-PRESIDENT
H. L. WALKER, Toronto, Accountant SECRETARY-TREASURER
Fred Higgins, 16 Leader Lane, Toronto,
Imperial Bank of Canada, Dupont and Bathurst Branch, Toronto,
PLACE OF SUBSCRIBING
Company's Office, 58 Colborne Street, Toronto.

STATUTORY INFORMATION—The qualification of a director is 500 or more shares. The preliminary expenses may not exceed \$10,000.00. The brokerage for the sale of shares may not exceed 10 per cent. The Company has purchased the interest of the late John H. Robertson in the "Why Theatre" for the sum of \$100,000.00, payable in shares of the Company at par. An agreement, dated May 25th, 1913, between this Company, as purchaser, and said Robertson, as vendor, describes the transaction, and same is on view at the Company's Office. The original incorporation of the Company is also on view at the Company's Office. Each shareholder is entitled to one share. The minimum allotment subscription is for two shares or more, payable as follows:—One share, \$10.00; two shares, \$20.00; three shares, \$30.00; four shares, \$40.00; five shares, \$50.00; six shares, \$60.00; seven shares, \$70.00; eight shares, \$80.00; nine shares, \$90.00; ten shares, \$100.00. A copy of the prospectus was filed at the office of the Provincial Secretary, May 26th, 1913.

PARTICULARS OF BUSINESS
The Company has been organized to buy, sell, lease or operate, as principal agent or trustee, Moving Picture Theatres and other kindred projects, and (b) to manufacture, buy, sell, trade or deal in films, machines, equipment, furnishings, decorations and other theatrical apparatus, and (c) to do all other such things as may be found necessary to the welfare of the business.

It is intended to amalgamate a number of the most profitable theatres in the Province, for the sum of \$200,000.00, payable in shares of the capital stock of the Company at par. This house has a seating capacity for 350 patrons, is beautifully appointed, very favorably located, and nets an average profit of \$4,500.00 per annum, or over 50 per cent. on the total investment.

Arrangements have been made to acquire the "Hobbs Theatre," now being constructed at 250 Yonge Street, Toronto, for the sum of \$20,000.00, payable in shares of the capital stock of the Company at par. This house will have a seating capacity for 600 patrons, be equipped after the fashion of the best European houses, operated under a favorable lease, and net an average profit, as estimated, of \$10,000.00 per annum, or 50 per cent. on the total investment.

Arrangements have been made to acquire the "Orpheum Theatre," Cobalt, Ontario, for the sum of \$20,000.00, payable in shares of the capital stock of the Company at par. This house has a seating capacity for 450 patrons, is suitably equipped to invite the interest of a mining community, will be purchased outright by the Company and net an average profit, as estimated, of \$5,000.00 per annum, or 25 per cent. on the total investment.

Arrangements have been made to acquire the Grand Opera House, St. Thomas, Ontario, for the sum of \$20,000.00, payable in shares of the capital stock of the Company at par. This house has a seating capacity for 1,000 patrons, is being re-equipped and re-decorated, is operated under a favorable lease, and will net an average profit, as estimated, of \$10,000.00 per annum, or 50 per cent. on the total investment.

These theatres are rapidly proving to be even more profitable, investment considered, than the telephone, sewing machine, gramophone or cash register. Subscriptions may be made on the annexed form, subject to the Prospectus. Address all correspondence to Amalgamated Moving Picture Shows Limited, 58 Colborne Street, Toronto, Ontario. Telephone Main 487.

APPLICATION FOR SHARES IN AMALGAMATED MOVING PICTURE SHOWS LIMITED
CAPITALIZATION \$500,000.00
Please reserve for me shares, at \$10.00 per share, for which I enclose herewith \$..... being 10 per cent. of the purchase price, balance payable as follows:.....
Name of Purchaser.....
Address of Purchaser.....
Signature of Broker, if any.....
ADDRESS ALL CORRESPONDENCE TO THE COMPANY AT THE ABOVE ADDRESS.

British Re Are

Brantford Board With Success Uni

The Board of Trade meeting with pleasing end Messrs. Read, Gould and R in connection with the pr have a Home Reunion Ass Brantford.

This plan, first started in has met with marked success there, but in 24 other cities.

The plan is for some men to back a loan from the and the sum thus secured o deserving Englishmen, and Scotchmen who may bring their wives and child here. Applicants have to be they are industrious and of its, and they are expected much down and so much

EAGLE PL

Complaints are being Eagle Place about the con

signers in that section of who are said to be in the nioying women and girls. have been reported this

A married lady and her were walking home the and were chased by a fo young lady was stopped by another foreigner. Two dies were chased by undes residents say it is time that

Routine V

Draft Plans For a Alderma

Ab

Routine business at the council proceedings last night without jarring notes being in spite of that, it was the aldermen thought to Plans for a new city Hall authorized as will be seen by usual Hydro Electric re Ald Ward as a 'Doubting passed the Council. Other are detailed for the benefit of this great city in an unvarnished fashion.

Board of Works

The Board of Works coriorated as follows:

1. That George Cowell ham St. be paid \$20 in fu damage sustained by his premises.

2. That D. W. Coyne in fall for all damages su flooding of his property.

3. That the following cions be filed:

George H. Wilkes and taker of April 14th, the c be cleaned out.

Waterous Engine Co April 10th, and the letter Verner of April 7th be the City Solicitors.

Fire and Light

The Fire and Light Co ported as follows:

1. Construction on the Electric System has been unde May 1st, and substantial being made. A large amou has been done in the Nor in shoving the poles, tr butts, framing the poles, ing them for the erectio to this over 100 poles ha

tributed on the streets a were erected at the end o Approximately seven mile have been staked and m approved by the Chief of

partment. All the poles carloads have been receiv loaded and these two ca needed daily. Some item head material have arriv

Nuptial N

the pretty happy event o Scott, 114 Oxford stre this afternoon, when h Louise, became the wile T. Justin, who rece from Adina, B.C.

The bride and groom parlor and took their p the arch. The cerem

formed by Rev. E. E. of the bride and pasto Avenue church, Toronto

Rev. Mr. McCleintock Presbyterian church, th bride was given away by Mr. William Scott of

Miss Mae Smith of H as bridesmaid and Mr. tin, brother of the gro

man. The groom's present was a handsome pec which she wore. To th he gave a beautiful go