

50% REDUCTION Clearance Sale of WEED TIRE CHAINS

We need the space occupied by these Chains to make room for new lines of accessories, and have decided to sacrifice our entire stock at once without reserve.

Sizes (pair)	Regular Price	Sale Price	Sizes (pair)	Regular Price	Sale Price
30 x 3	\$5.25	\$2.65	34 x 4 1/2	\$ 8.50	\$ 4.25
32 x 3 1/2	6.25	3.15	36 x 4 1/2	9.00	4.50
34 x 4	8.00	4.00	37 x 4 1/2	10.00	5.00
36 x 4	8.50	4.25			

55 x 4 1/2 Rido-Shid Chains, pair 2.50

Our extensive stock of accessories, tires, and supplies is unsurpassed in quality and price.

Call and inspect our new Accessory Salesrooms, the most elaborate and up-to-date in Canada. See our exhibit at the Motor Show in the Horticultural Building.

HYSLOP BROTHERS LIMITED

SHUTTER AND VICTORIA STS.
TORONTO

INGENIOUS DEVICES TO STIMULATE SALES

Tim Thrift of Cleveland Tells
Toronto Ad Club of Big Efficiency Competition.

Tim Thrift, advertising manager of the Multi-graph Sales Co., Cleveland, Ohio, addressed the Toronto Ad Club on the ingenuity of sales forces in the advertising of their products. This company held a sales campaign that had marvelous results thru various devices that appealed to its sales forces and increased their efficiency. This was worked thru a sales contest that lasted a year and was divided into monthly, quarterly, and half-yearly periods. The basis of the contest was to appeal to the men as units and to keep efficiency records of their progress. A system of efficiency marking of their progress was instituted, based roughly on the nature of the territory they had to cover and on the rates of increase in their sales each month and prizes were instituted for the leaders. Various devices to stimulate lagging sales were devised. For instance, one month a baseball contest was instituted with each district manager's department made a club, and the two main divisions of territory covered divided into the National and American

Leagues. Each district was called after some big baseball club, and teams were pitted against each other, so that the contests would be of fairly equal strength. Scores were published in the home paper and baseball memorabilia was used. Sales of \$100 were called one run. In December a Santa Claus contest was staged with prizes in proportion to the efficiency of each salesman. Their records for each month also counted in the finals for the grand prize, a trip to Europe. Devices such as these, he said, were highly useful to increase business and promote the efficiency of the sales force.

DAILY MAIL MAY FACE LIBEL SUIT

QUEBEC, Feb. 16.—It is rumored here that C. B. Carpenter, the man from Gaspé, who The Montreal Daily Mail alleged "battered in" on the work of the Burns detectives when they were folding the net around certain members of the provincial legislature, will enter a libel suit against The Montreal Daily Mail for \$50,000 damages. Mr. Carpenter has arrived in Quebec, having been snowed out of his way along the Gaspé coast.

TORONTO DISTRICT W.C.T.U.

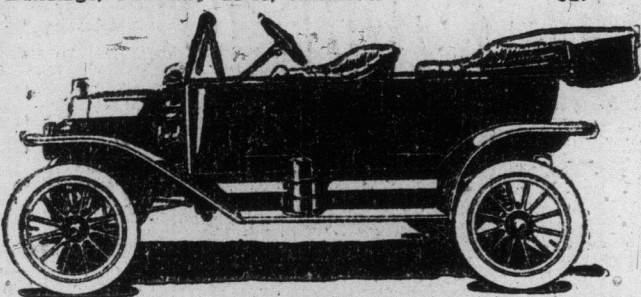
Toronto District W. C. T. U. will commemorate the home going of Frances E. Willard, by a service in Willard Hall, 20 East Gerard street, this afternoon at 2:30. Collection in aid of Dominion and world's missions. Members of local W.C.T.U. are asked to bring their contributions of fruit or pickle for the home.



Buy It Because
It's a Better Car

Model T
Touring Car
f.o.b. Ford,
Ontario
\$650

See our exhibition space at the Toronto Automobile Trade Association Show, Canadian National Exhibition Buildings, February 14-21, inclusive.



AFRICAN PROBLEM IS THE MOST DIFFICULT

Dr. Rainsford Fears Even Britain
May Fail in Attempts at
Civilizing.

TRIBUTE TO CIVIL SERVANT

Conditions in East Africa Nearest
Primal—Native Mind
is Ape-Like.

"I do not think that England is succeeding in Africa." Such was the assertion of Rev. Dr. William Rainsford in addressing the Canadian Club on his life as a missionary in South Africa at McCouckey's yesterday. "I take off my hat to the British civil servant," said he. "He is the bravest, most self-sacrificing of any servant ever sent out, even if he is sometimes a little stupid. He goes to Africa with his education in an English school and his £200 a year and he does his job under an unhealthy climate—in a climate that in ten years will most probably give him a bad liver, with the prospect of retiring on £150 a year; or if he stays twenty years, £250 a year, and he does his best for all this long service, even for the most intelligent fellows who serve in England's far-flung battle line, when they come back there is no way to summon them to England's councils."

Barbarous Conditions.
Dr. Rainsford said that East Africa was a land scarcely known. Some of the people had never seen a white man till they saw him. In this country it was impossible for them to understand conditions wholly barbarous. It was impossible here to conceive of a land where there were no roads save narrow 15-inch footpaths, worn by naked, native feet with toes turned inward, where famine rages fifty miles from plenty, and to realize that it was only in recent years that England and Germany had put an end to much promiscuous throat-cutting.

The people were one hundred and fifty thousand years younger than Europeans and Americans; they were but little higher than monkeys, had no memory, no conception of morals, lived the lowest quality of life, yet were so true that they would die by you without a tremor when 15 feet off they saw the gleaming, yellow eyes of a tiger.

Right Down to Nature.
Most men who go to Africa today, said he, are trappers. It was easy to go on a pleasure shooting trip. Seven weeks from London they could be in Nairobi, in a comfortable tent, well valeted by a first-rate black man and have a cook better than could be had here; shoot a hippopotamus, which was the easiest animal in the world to shoot, and perhaps hire a trained hunter to shoot a tiger, and then come back after six months and think that Africa had been seen. But to see Africa a man had to surrender himself to one hundred and fifty black carriers, go month after month among the people and catch life round the camp fire. There a man would confront the primal forces of nature and come back with a deeper sense of responsibility, of the worth of the things of civilization that one often holds too cheap. Africa was a land of mystery, a land of failure. She had no history because she had no tradition. Egypt, Greece, Rome had failed. Was Britain to fail there, too?

Dr. Rainsford then described travel in Africa and spoke of the vast problems confronting men who tried to civilize her. He said that the men who deserved the greatest credit were the missionaries, who on two hundred and fifty dollars a year lived in huts reared by their own hands, and patiently labored with the natives, and even sometimes gave their lives up for them.

LEAKAGE DISCOVERED AT UNIVERSITY PRESS

It has been alleged that a leakage of private matter from the University Press has been systematically manipulated for some time. Following an excess number of tickets being presented at the Freshman reception last month, and additional pasteboards being passed off for admission to the carnival at the Varsity Rink, the senate took the matter up, and as a result one of the employees of the Press was discharged. The matter has not been allowed to drop there, and other developments are expected to follow, which may mean that the board of governors will take a hand in the matter.

THE "PALLISER."

Announcement has been made by President Sir Thomas Shaughnessy of the Canadian Pacific Railway that the name of the new C.P.R. million-dollar hotel at Calgary, which will be opened next month, has been changed from the "Edmonton to Palliser." It will thus be named after the late Capt. Palliser, who explored western Canada in the 50's for the Royal Geographical Society of London.

DOG HAD SIX PUPPIES ALL HELD AT CUSTOMS

PORTLAND, Ore., Feb. 16.—Because a blooded British setter brought by Eugene Simpson of this city at Nanaimo, B.C., gave birth to six puppies while en route to Portland, the animal and her family have been held by Seattle customs officials. Gypsy Girl is the mother dog's name. Mr. Simpson paid \$150 for her. A

manifest accompanying her called for "one English setter dog," and the customs men declared they could not pass seven dogs on it, even the six of them were only day-old babies.

Mr. Simpson says he may have to appeal to Washington to get his canine family.

FINANCE FORUM.

At this evening's meeting of the Central Y. M. C. A. Finance Forum J. W.

Flavelle, president of the William Davies Co. Limited, will speak on "An Insufficiently Considered Side of the Food Problem." F. L. Appleby, manager of the foreign exchange department of the Union Bank of Canada, will speak of "International Exchange." Mr. Flavelle's address will be given at 8 o'clock, and Mr. Appleby's at 9.

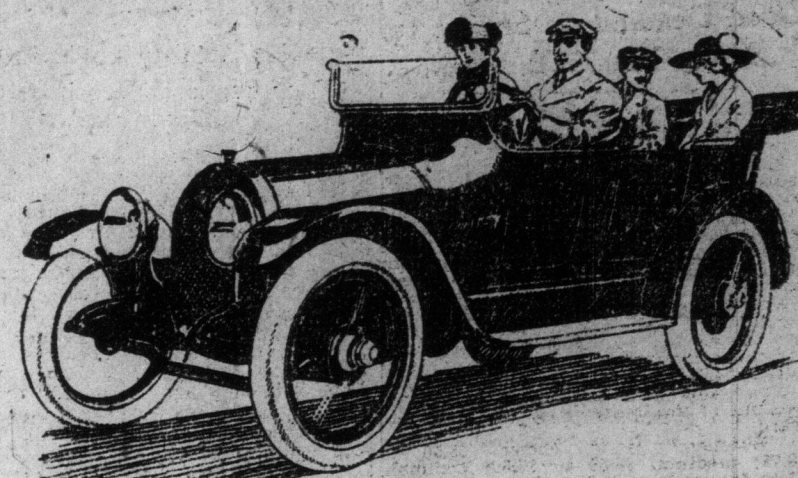
NANAIMO'S NEW INDUSTRY

NANAIMO, B.C., Feb. 16.—Another industry has been started in the city. This is the pickled herring plant of the

Great West Fisheries Company on New castle Townsite. The Great West Fisheries is a Victoria company that has decided there is a good foreign market for pickled herring put up in Nanaimo barrels and keels.

GERMAN CROWN PRINCE ILL

BERLIN, Feb. 16.—Crown Prince Frederick William of Germany was confined to his bed today suffering from an attack of tonsillitis.



Before Purchasing--and Afterward

YOU can find no weak link in the McLaughlin-Buick branches that girdle Canada to give you "service after you buy."

McLaughlin-Buick ownership means the highest satisfaction the motorist can imagine;

First—Because of mechanical perfection.
Second—Because of the strength and assured permanence of the manufacturer, and the service the manufacturer renders through twelve branch houses.

Before Purchasing

Get the facts about McLaughlin-Buick mechanical superiority. We particularly direct your attention to our new "Six" (Model B.55). True to the traditions of former McLaughlin-Buick models, this car demonstrates our ability to give greater mileage per gallon of fuel. Seventeen miles on a gallon is not only claimed, but actually guaranteed.

At \$2,700.00 the Six-Cylinder McLaughlin-Buick offers more in engine efficiency, more in luxury, more in all-round completeness, than you would expect even at a much higher price.

It is the greatest hill-climber that ever left the McLaughlin factory—which is saying a lot.

After Purchase

You will never regret that your selection rested on a McLaughlin-Buick. At their respective prices, every one of the 1914 models represents super-value—surpassing in power, in reliability, and in economy—and backed up by the factory and service organization that have given the name "McLaughlin" its undoubted prestige.

Electric lighting and electric starter supplied as regular equipment on all pleasure cars.

See the whole line at both buildings of Toronto Auto Show at Exhibition Grounds.

Abbreviated Specifications—McLaughlin Buick 1914

B.14—Two-passenger Roadster, 28 h.p. Left hand drive. Centre control. 105 inch wheel base	\$1,950.00
B.35—Five-passenger Touring Car, 22 h.p. Left hand drive. Centre control. 105 inch wheel base	\$1,400.00
B.36—Five-passenger Touring Car, 22 h.p. Right hand drive. Right hand control. 105 inch wheel base	\$1,600.00
B.37—Two-passenger Roadster, 28 h.p. Left hand drive. Centre control. 112 inch wheel base	\$1,975.00
B.38—Five-passenger Touring Car, 25 h.p. Left hand drive. Centre control. 112 inch wheel base	\$1,775.00
B.39—Five-passenger Touring Car, 40 h.p. Right hand drive. Right hand control. 115 inch wheel base	\$2,350.00
B.40—Six-Cylinder Touring Car, 48 h.p. Left hand drive. Centre control. 119 inch wheel base	\$2,750.00
Seven-passenger \$2,750.00	
Five-passenger \$2,700.00	
Three-passenger Roadster \$2,750.00	
Model 4—Truck, 4-cylinder, 125 inch wheel base. Express body, 1,500 pound capacity	\$1,550.00

All prices F.O.B. Oshawa.

Send to head office or nearest branch for 1914 catalogue.

McLaughlin Motor Car Co., Limited, Oshawa Toronto Branch Cor. Church and Richmond Streets.

Eastern Branch Houses: LONDON, Cor. Bathurst and Richmond Sts.
HAMILTON, 26-40 Bay Street South.
WINDSOR, 100-104 Dundas Street West.
MONTREAL, 380 Ontario St. West.
ST. JOHN, 140-144 Union Street.



That Son-in-Law of Pa's



By G. H. Wellington