

RISKS LIFE FOR COSTLY JEWELS

Hotel Diamond Thief Crawls Along Narrow Ledge and Robs Sleeping Victims.

A dexterous hotel thief paid a flying visit to Toronto on Friday night and left in the early hours of Saturday morning with set and unset gems and uncut stones of various kinds, valued at many thousands of dollars, belonging to C. L. Shirrell, a jewelry traveler, staying at the King Edward Hotel. The robbery, which was perpetrated by one of the "human fly" species, was carried out by the thief with an apparent disregard for his own neck, since he apparently made his entrance to Shirrell's room, and also to a room occupied by A. H. Lyons, of Toronto, by walking along a six-inch ledge running across the Colborne street side of the old section of the hotel premises. Lyons lost \$52, and Shirrell is also minus \$220 in bills, which were in the wallet which contained the jewels. It is the belief of the authorities that a man who registered at the hotel as A. Lawrence, of Detroit, at seven o'clock last Friday evening, and checked out at four o'clock on Saturday morning, planned and executed the robbery.

Shirrell occupied Room 708, which is on the seventh floor of the building; Lawrence was the tenant of 710, its immediate neighbor, and Lyons was in 710a, which was originally a part of Room 710. Shirrell retired to rest about 1:30 on Saturday morning, and before getting into bed, placed the wallet containing the jewels and money in his overcoat pocket. Being deaf and a sound sleeper, he did not hear anything untoward during the night. He awoke the next morning to find wallet gone. Lyons' experience was similar to Shirrell's, save that he is not deaf. Examination of the doors of the room showed that they were still locked when the occupants arose on Saturday morning. The night being warm, the windows had been left partly open.

Was Nervey Customer.

The hotel records show the activities of the man Lawrence, his registration at the hotel on Friday evening, and his early departure on Saturday morning. As he was leaving the hotel on the morning in question, he was accosted by one of the room clerks, who remarked that he would not be able to secure a train at that time in the morning. Lawrence told him bluntly to mind his own business and make out his bill for the night's stay.

Suspicion was directed toward Lawrence by one of the maids, who, on cleaning the room after the visitor's departure, came upon some papers scattered about the room, and others in the toilet. She carried the papers to the hotel officials, and when they were shown to Shirrell he recognized them as belonging to him.

How the thief accomplished his seemingly impossible task is a matter of conjecture, but since examination showed that the keys had not been disturbed in the locks, that he stepped from the window of his own room, crept cautiously along the narrow ledge which is at a height of 126 feet from the pavement, entered Shirrell's room, took the wallet, crept back into his own room, and after examining his loot and throwing aside what he considered worthless matter, performed a similar climbing operation into Lyons' room.

Made Rich Hand
Among the jewelry stolen was one parcel containing cut and uncut diamonds, consisting of twelve diamonds of all classes from seven karats down to three-quarter karat. Another parcel contained a large quantity of blue sapphires running from one-eighth to one and one-quarter karats each, besides several others flower blue, cashmere blue and burna blue.

One parcel of fanned colored sapphires, containing all known colors in sapphire trade, also several emeralds. Another parcel contained twelve karats of small rubies. Another parcel contained pink and blue pearls, all shades, between three and four hundred. Two small envelopes contained loose imitation pearls. Two strings of imitation cultured pearls, classed as rare. One parcel of loose settings comprised of platinum lavaliere, a gent's gold ring, a lady's diamond ring, and another parcel containing three sardonyx in colors of gold to red, about three to five karats each.

Other articles of jewelry stolen were one gold tie pin set with pearls, one gold tie pin containing sapphire and blue diamond, one gold diamond of blue oriental pearl set with three blue sapphires, one gold antique ring and a rare oriental pearl and gold ball necklaces, made up of twenty-four gold balls connected by three strings of seed pearls. Each ball is mounted with two pearls on one ruby and one sapphire. This necklace is twenty-four inches long.

Headquarters men, Detective-Sergeants Dawn and Greenlee, and Detective Watson, of Court street station, investigated the robbery.

Asked why he took the risk of carrying the gems around with him, Shirrell said that he was a globe-trotter, and never trusted hotel vaults and safes.

SCHOOL EXAMINATIONS.

Regina Leader—About this time every year school children the country over are subjected to what is known as "examinations." Whether the child who has to write the papers or the teacher who has to read them dislikes examinations most would be difficult to say. They are not loved by either teacher or taught, and it is a question in many educators' minds whether the results obtained from the usual examination in school are not inadequate to compensate all the trouble the child is put to. After all, such examinations merely discover the retentive powers of the child's mind. They constitute no test of the child's assimilative or reflective power.

GENEVA'S COCAINE FESTS.

At an inquest on a Geneva woman who died from an overdose of cocaine, it was established that she was in the habit of obtaining the drug at a cafe where, instead of sugar, cocaine was served in little packets with coffee. In view of the serious proportions which the drug traffic has reached in Geneva, an official inquiry has been ordered. The press urges strong measures to rid the city of pests basking on the weaknesses of young girls, several of whom have recently died after taking cocaine.



Canadian Bisley Team of 1922, sailed from Montreal for England on Sunday under command of Brig-Gen. C. F. Winter. The members of this year's team are: Lieut. A. M. Blackburn, Winnipeg; Sgt. W. Jaffray, Toronto; Lieut. V. T. D. Francis, Ottawa; Major C. R. Crowe, Guelph; Pte. A. Whitehead, Ottawa; Pte. P. W. Sellwood, Vancouver; Pte. H. King, Toronto; Lieut. Alex. Martin, Calgary; Lieut. J. Chandler, Woodstock, N. B.; Sgt. T. Young, C.O.M.S., Toronto; Pte. J. Lonsdale, Toronto; Major H. W. Utton, Ottawa.

WESTERN PAPER PRAISES C. N. R.

Regina Leader Says There Has Been Great Improvement in Service.

(Regina Leader.)
The current issue of The Canadian National Railways Magazine contains a short editorial note on "Service" which deserves wider publicity than the railways' own publications perhaps afford. The following sentences are quoted from this editorial note:

"The correspondent from Quebec states that the freight department in the city secured a shipment of a car-load of goods from a prominent manufacturing plant, for movement to Vancouver, to connect there with a ship for Australia. The car in question left the old French-Canadian city during the night of the 25th of March. After a run of thirteen days, it was delivered at Vancouver during the afternoon of the 7th of April. The correspondent adds that this is not by any means the first shipment, handled with similar dispatch, for the company concerned, and that in some cases goods are started from Quebec with only a fortnight allowed to connect the sailing from Vancouver, and that in no case has such a shipment, when moving over Canadian National rails, been shut out of the steamer."

A transportation company is known by the effectiveness of the service it gives. Such instances as these speak eloquently of the efficiency of Canadian National Railways as a common carrier. A few weeks ago the divisional superintendent of the Canadian National Railways, speaking at a Rotary Club luncheon in this city, cited figures that showed how grossly exaggerated is the more or less widely accepted idea that "the C. N. R. is always late." Give a dog a bad name and it will cling to him to the end. Allow a railway to get a reputation for inefficiency, carelessness or irregularity of train service and it will take years of hard work to restore it to public confidence and favor. The old reputation will rise up to plague the management and curtail earnings long after the railway has lived it down and earned a better name.

The Canadian National Railways are still suffering from the character of the service which some of its component units gave the traveling and shipping public before they came under government control. Since the lines passed out of the hands of private owners, a serious and earnest attempt has been made to bring that service up to the best standards on the continent. The task has not been easy and it is not completed yet, although any unbiased traveler will bear witness to the great improvement that has taken place in it during the last year or so. When the lines were taken over by the Government they were in a thoroughly demoralized condition. The Government has had to repair the morale of the service, as well as the physical property of the lines, at the same time that it was searching for ways and means of putting the Canadian Railways on a paying basis.

All this should be borne in mind by those who are inclined to still persist in the cry that "the C. N. R. is never on time." The C. N. R. seldom is not on time these days and in every other respect it is giving an increasingly satisfactory service. Comparing the service afforded the public by the Canadian National Railways with that afforded by the Canadian Pacific Railway, without taking all of the facts into consideration, cannot be justified. The Canadian Pacific has been efficiently managed from the beginning and consequently it is not suffering today for the sins of its management at any period of its history. There is no more efficiently managed railway in the world than the Canadian Pacific; but not all the railway operating genius in Canada is owned by the Canadian Pacific. The Canadian National Railways are beginning to make the Canadian Pacific step lively, when it comes to service; and it is to be hoped that before many years they will be nose to nose with it in the race for revenue surplus.

The people own the Canadian National Railways but they have not paid for them yet. The easiest way for them to pay for their railway is to patronize them. With the splendid service that the Canadian National is now offering the public this should not be a very hard thing to do. A fuller presentation of the facts to the public would do much to dispel the out-of-date still clinging to by the people, that the Canadian National Railways are today what they were even two years ago. Get that idea out of the people's heads and they will be prepared to give the railways they own a fair trial. That is all the Canadian National needs and no more than it deserves.

GENIUS IN LITERATURE.

Replying to criticism that Canada had no genius in literature, J. Murray Gibson, of Montreal, president of the Canadian Authors' Association, declared at a luncheon given in his honor by the Winnipeg branch on Saturday, that it was only in the last twenty years that Canadian publishers would take a chance

on publishing fiction by Canadian authors. Mr. Gibson added that considerable work of credit to its authors was now being produced. Mr. Gibson believed the west should come forward rapidly in the production

of Canadian literature. The pioneer on the land, the blending of the races, the shaping of social forms in a new country all provided material perhaps not available for the author in any other part of the country.

LOCAL NEWS

Little Miss Mildred Howes, 8 Brindley street, held a very successful bazaar in aid of the building fund of the Tabernacle church on Tuesday afternoon at her home. A large number of her friends attended and the sum of \$11 was realized.

Four of the five boys who made their escape from the Industrial Home here last Saturday were captured by Police-man Van Perry, of the Monton force, at Coal Branch yesterday. The names of the boys captured are: Calvin Flewelling, Winton; George Steeves, Bathurst; Emile Vautour, Shediac; Louis Maber, St. John. The fifth boy, Russell Barber, is reported to be in the vicinity of French Lake, Sunbury county. This youngster took a course of his own, while the others assert they have walked most of the way from St. John and that they intended going farther. No arrangements have been made as yet for the return of the boys.

Only prompt action on the part of Motorman T. Murray, 804 Union street, prevented a tragedy yesterday afternoon in Prince Edward street, when a five-year-old girl named Isaac, ran directly in front of a street car. The motorman jammed on his brakes so quickly that the car merely touched her. Dr. F. T. Dunlop and Dr. J. R. Nugent were in the car at the time and looked after the child, who was carried into a near-by house. It was found that she had not

sustained a scratch. The children of that district have a very bad habit of running in front of street cars and unless some action is taken a tragedy will result.

The local pilots have purchased a new motor launch, the Nancy Lee, of Quaco, which arrived here yesterday. She is thirty-eight feet long, has a nine and a half foot beam and is equipped with two eight horse power Atlantic engines. The pilots are much pleased with their new acquisition.

Rev. H. A. Young Dead.

Ottawa, June 29.—The death of Rev. Henry Amos Young, in his 78th year here yesterday, removes a respected minister of the Methodist church. He was ordained in England and held several appointments there before he came to Canada in 1884. He had held pastorates in Quebec, Montreal and in this city. He finished his active ministerial career at Phillipsburg, Que., five years ago. Mrs. J. L. Thienholm, of Montreal, is a daughter.

Roy Simpson, negro laborer, was putting in his first day with a construction gang whose foreman was known for getting the maximum amount of labor out of his men. Simpson was helping in the task of moving the right-of-way and all day long he carried heavy timbers and ties until at the close of the day he was completely tired out. Come quitting time. Before he went he approached the boss and said: "Mister, you sure you got me down on the payroll?" The foreman looked over the list of

ADMIRAL BARON KATO.



Japan's new premier, who is pledged to reduce the Japanese army budget \$20,000,000 and to withdraw Japanese soldiers from Siberia.

names he held. "Yes," he said, finally "here you are—Simpson—Roy Simpson. That's right, isn't it?" "Yas sah, boss," said the negro, "dass right. I thought maybe you had me down as Simpson."—Forbes Magazine (N. Y.)

Use the Want Ad. Way

The Case for Daily Newspaper Advertising

The question has been asked: What are the Advantages of Daily Newspaper Advertising by contrast with all other forms of advertising?

In setting out these advantages, Daily Newspaper Publishers do not discount supplementary forms of publicity. But the area of Canada and its distribution of population are such, that Daily Newspaper Advertising has been and must be the basis of all the pointedly successful Canadian advertising campaigns.

1. UNIVERSAL APPEAL.

(a) Enters the home intimately.

The newspaper enters the home and has a more intimate appeal to all members of the family than any other reading matter.

(b) Reaches all classes.

The newspaper appeals to all literate members of the community, without distinction of race, class, creed, sex, income or occupation.

(c) Thorough distribution.

The newspaper finds its readers, whether they are at home or not; if they are not at home, it reaches them when travelling, on trains and cars, in hotels, clubs and libraries.

(d) Reaches the business man.

The newspaper is to the business executive the most necessary medium of information.

(e) Minimum duplication.

Because of the completeness of the service of each newspaper, there is a minimum of duplication between newspapers.

2. IMMEDIATE APPEARANCE.

(a) Impulse to immediate action.

Because the newspaper deals with the immediate fact and the opinion of the day, its columns give an impulse to immediate action; results are often felt even before the presses are silent.

(b) Quick insertion.

Through the newspaper the reader may be reached within a few hours after copy is prepared.

(c) Quick change.

Advertisements in a newspaper may be changed or even cancelled up to a few hours before going to press.

(d) Quick repetition.

A newspaper advertisement which proves successful can be repeated promptly before the conditions favoring success have altered.

(e) Timely copy.

Newspaper copy can be adapted to the day on which it appears, or to current events, and can avoid untimely references.

3. FREQUENCY OF APPEARANCE.

(a) The choice of the day.

The newspaper advertiser has his choice of the precise day of the week most suitable to his advertising.

(b) Intensive campaigns.

Newspaper advertising permits any intensity desired, up to daily insertions.

(c) Serial campaigns.

In the newspaper it is possible to use serial copy with any desired interval between insertions.

(d) Cumulative effect.

A newspaper campaign may be planned to obtain a maximum cumulative effect, through the flexibility of space and intervals.

4. LOCALIZED CIRCULATION.

(a) Close to place of purchase.

The reader of a newspaper advertisement can go directly to the place where the article advertised is on sale.

(b) Spotty distribution.

The advertiser with spotty distribution can, by using newspapers, advertise exclusively where his goods are on sale.

(c) Concentrated territory.

The newspaper offers the maximum concentration of circulation in any community.

(d) Strengthening weak territory.

The newspaper may be used to strengthen weak spots in the distribution with the exact degree of force desired.

(e) Progressive zone advertising.

Newspaper advertising may be extended progressively by zones, hand-in-hand with and aiding the extension of distribution.

(f) Seasonable by territory.

Seasonable variations in the demand in different territories may be taken into account in newspaper advertising.

(g) Price variations.

When necessary, different prices may be quoted in different territories through newspaper advertising.

(h) Localized copy.

Newspaper copy and illustrations may be made to meet precisely, and take advantage of, local conditions.

(i) Traceability.

The effect of newspaper advertising may be traced by observing the course of sales in each community.

(j) Try-out and test campaigns.

At low cost, tests may be made of the medium, the product, the selling plan or the copy approach at typical points before embarking on a costly general campaign.

The Daily Newspaper is the medium of the moment—the axis of opportunity; flexible, powerful and instantaneous in its ability to create sales.

Advice as to the best ways and means of using it will be given to those who inquire of us; or, consult any recognized advertising agency—a list supplied on request.