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TO INCREASE RATES FOR ADVERTISING

Canadian Press Association Concedes Charges Are Too Low at Present.

It was unanimously conceded at the afternoon session of the Canadian Press Association in the King Edward Hotel yesterday that advertising rates through the country must be raised.

An interesting and highly technical address was given by W. E. Smallfield of The Renfrew (Ont.) Mercury, on what it costs per inch to produce advertising space, and for what it should be sold, based on his experience in his own locality.

The discussion of this subject which tollowed brought out a good many different opinions, as to whether the local or out-of-town advertiser should receive a preference in rates. Hal B. Donly expressed himself strong in favor of giving the out-of-town or "foreign" advertiser the benefit of a lower rate, pointing out the fact that 90 per cent, of foreign advertisements come in from the zgencies in plate form, which at a rate of 12 cents per inch would show a net profit of nine cents, whereas advertising set in the office would cost seven cents to set, leaving a net profit of only five cents per inch.

A number of delegates disagreed

leaving a net profit of only five cents per inch.

A number of delegates disagreed with Mr. Donly, claiming that the local advertiser was the mainstay of a newspaper and that if a sliding scale is adopted the regular home merchant should receive the preference.

E. Roy Sayles of Port Elgin summed up the discussion by pointing out that rates must be based on local conditions and service rendered thru the medium of the local agencies. But that rates were too low to make the small newspaper a profitable or serviceable undertaking was unanimously agreed upon.

The report of the executive committee showed the past year to have been the best in the history of the association, there being a balance on hand in the general fund of \$2280. There are now 735 members in the association and receipts from fees for the present year amount to over \$7700.

The report of the advertising committee showed that 22 agencies are now recognized and that eight firms have sought recognition. four of them being accepted, whereas only three cancellations of recognition were made.

The delegates to the conference, as

What's the world's most famous sons?
A London paper recently asked this question, and then proceeded to make an nuexpected answer, namely, that it is not "Auld Lang Syne," "Annie Laurie," "Home. Swest Home," "God Save the King," "The Watch on the Rhine." "The Marseillaise," or "The Last Rose of Summer," all of which would seem to be probable candidates for the honor. What is it, then? The answer is Malbrook, whose refrains, "We Won't Go Home Till Morning" and "For He's a Jolly Good Fellow," are equally familiar in Europe and in America.

The air of the song has been sung in Burope since the time of the crusades, when it was carried to the east, and so became familiar to Turks and Arabs. The modernization of the song dates from some time after the battle of Malplaques, when it was first sung by a French muse at Versailles, whence it spread to Paris and thruout France, and, as has been sung in gaze the great Duke of Mariborough more celebrity than all his victories. The still further modernization for the exigencies of roistering melody was the last touch which ensured the streets. The still further modernization for the exigencies of roistering melody was the last touch which ensured the stone of malphook has literally sung itself into the heart of the world.

And Du Maurier understood its infinite possibilities when he had Trilby transform it into a great lyric transet.

The remover at kind of the same time in And Du Maurier understood its infinite

NESTS THAT ARE THE SIZE OF WALNUTS

Humming Birds Make Dainty Little Homes for Their Young.

The most exquisitely dainty home built by the bill and feet of birds is that of the ruby-throated humming bird. When completed it is scarcely larger than an English walnut, and is usually saddled on a small horizontal limb of a tree or shrub frequently many feet from the ground.

This dainty domicile is composed almost entirely of soft plant fibres, fragments of spiders webs sometimes being used to hold them in shape. The sides are thickly studded with bits of lichen, and practiced indeed is the eye of the man who can distinguish it from a knot on the limb. The eggs are the size of quinine pills. pills.

Altho the humming bird's nest is exceedingly frail, there appears to be nothing on record to show that any great numbers of them come to grief during the summer rains. It is, however, not called upon for a long tenure of occupancy. Within three weeks after the two little white eggs are laid the young have departed on their tiny pinions.

NEW TWO DOLLAR BILL

TO COMMEMORATE DUKE

Canadian Press Despatch.
OTTAWA, July 9.—A new Dominion \$2 bill will be issued tomorrow, in commemoration of the stay of the Duke and Duchess of Connaught in Canada. It will bear their portraits on either corner, with the figure 2 in the centre, and the word two on each side of it. The bill will be of a light of green.

SEWARD, Alaska, July 9.—All the volcances along the Alaskan peninsula west of Seward to the Aleutian Islands, are in action, according to a report brought by Captain McMullen of the steamship Dirigo, which arrived today from Dutch Harbor.

Ask for a Wolfe's Schnapps and Ginger Beer

when you thirst for a long drink, and you have the finest combination refresher and health tonic possible. Wolfe's Schnapps stimulates the vital organs of the body to healthy activity by freeing them from the clogging influence of waste matters. Every glassful is a draught of renewed health and vigor. Vastly superior to ordinary gin.

Obtainable at all Hotels and Retail Stores. Distributors: R. H. HOWARD & CO., 29 Front Street East, Toronto

GOVERNMENT IDEA

RECEIVES KNOCK

Street Advertising by Post-

office Department.

ATTEMPTED BLACKMAIL

PENALTY OF DEATH

Slayer of Bank Manager Pro- Ald. McBride Objects to tested His Innocence / to Last.

WINNIPEG, Man., July 9.-John using our streets for advertising purnko, convicted of murder, was poses," said Ald. McBride yesterday hanged at 6.59 this morning in the at the meeting of the works commitprovincial jail. He died as he had tee, when a communication from the lived, a man of iron nerve, and went postoffice superintendent was read.

Cancellations of recognition were made.

The delegates to the conference, as the susets for the evening of Miss Percy Haxwell and Lee Grovb, attended the Princess Pheatre and witnessed the Princess Pheatre and witnessed to Meetings will be held today at it a.m., and some interesting discussions are expected.

MALBROOK'S SONGS

ARE MOST POPULAR

"He's a Jolly Good Fellow" is More Famous Than word that the world's most famous song and the proceeded to make as the world's most famous song and the proceeded to make as the world's most famous song and the proceeded to make as the world's most famous song a Leave the most of make and the proceeded to make as the world's most famous song a Leave the most of the world and surrounced to one of the guarded and nurmanized to the late of the place of the company will be an advised the extendion of the right to the place of the transport of the guarded and nurmanized to the late of the guarded and nurmanized to the place of the guarded and nurmanized to the late of the guarded and nurmanized to died.

Krafchenko maintained his innocence of the actual murder to the last.

DISH OF HAWAII

Supper is an Event That is

Pol is the national dish of the Hawaiians, and a pol supper is an event long to be remembered by foreigners admitted to participation therein. Pol is made from taro, a big, coarse, dark-skinned vegetable grown under water, the size and shape of a large sweet polato. The taro is pounded until it becomes a coarse, moist mass, and is then left to ferment.

When pol is served each guest bathes and dries the right hand and then proceeds to dip the index finger of that hand into the mass. There is quite a knack in the operation, and it is always necessary to instruct the novice that there is absolutely no need to move his arm, but simply the wrist.

One removes his finger at the same time that his neighbor does. On the finger of the skill-ful operator there will be a pear-shaped ball of pol, but the clumay one's fingers will simply be thinly veneered with the substance. Then, if the stranger ask what was the matter with his movement, he will be told that he held his finger too straight. He must crook it a little and turn his hand not too fast, with a wrist movement only. Canadian Press Despatch.

SAULT STE. MARIE, Ont., July 9.

—Awakening at an early hour this morning to find his garden destroyed and a card placed in a conspicuous spot threatening the members of his family with death providing he did not meet a demand for \$1000, Mike Paris, a prosperous west end Italian merchant, placed the matter in the hands of the police, who are now working on the case. The letter stated that the money must be placed at a spot designated on "the road to the cemetery," and unless it was done at a cer-

DEATH OF S. B. FULLER.

WOODSTOCK, July 9 .- Word reached Woodstock this morming of the death in Ottawa of S. B. Fuller, formerly manager of the Northern Crown and Imperial Banks here, and for the past four years inspector of ports under the live stock branch of the Dominion agricultural department. Mr. Fuller was a son of the late Bishop Fuller of Niagara, and was in his 62nd year.

RELEASED ON PAROLE.

Canadian Press Despatch.
KINGSTON, July 9.—Texas Burdell, KINGSTON, July 9.—Texas Burdell, serving a ten-year term for burglary at London, Ont., has been released on parole. He has served eight years, and he is in failing health, caused, he says, by having his hair cropped in winter. He was a witness at the recent prison investigation and protested against the hair-cropping rule.

LONDON CANADIAN CLUB.

LONDON, July 9.—During the past week the following have been elected members of the Canadian Club: Sir Cavendish Boyle, K.C.M.G.; James Buchanan, Sir Thomas R. Dewar, the Earl of Errol, Baron de Forest, M.P., Moreton Frewen, M.P., R. Reid, agentgeneral for Ontario; Hon. J. H. Turner, agent-general for British Columbia. ALASKAN VOLCANOES ACTIVE.

SEWARD, Alaska, July 9 .- All the

Inland Navigation



NIAGARA ston, Queenston, Niagara Falls and Buffalo

GRIMSBY BEACH per 'Micasua' leaves Toronto la m. 2 p.m. (daily except Sunday) Leaves Grimsby
11 a.m., 7.15 p.m.
01.CGTT SEACH

The patronage of of the Bechstein Plano by almost all the royal houses of Europe signifies the acceptance of the verdict of the world's greatest musicians in favor of the Bechstein Plano. 8.00, 11.15 a.m., 2.15, 5.30, 7.00 p.m. 2.15, 8.00, 10.00 p.m.

TORONTO DAY Hamilton Industrial Exhibition

Canada Steamship Lines, Limited Ticket Office, 46 Yonge Street, cornel Wellington, or at Yonge Street Dock.

musicians in favor of the Bechstein Piano.

One of the most gratifying features of the Bechstein Piano. so far as Canada is concerned, is the way in which the magnificent tonal qualities of the instrument have resisted the trying climatic conditions, especially throughout the west.

Gourlay, Winter and Leeming are honored with the Canadian representation for the Bechstein Piano, and have been notably successful in placing this eminent instrument throughout the Dominion with appreciative lovers of music. NIAGARA-ST. CATHARINES -LINE-

WEEK-DAY SERVICE

OF MERCHANT AT SOO Leave Toronto 8.00 a.m., 11.00 a SUNDAY SERVICE Leave Toronto-9 00 a.m., 7.00 p.m.

ONE DAY TRIPS

AFTERNOON RIDES

tery," and unless it was done at a certain time his entire family would be wiped out and his property destroyed. E., M. 5179. City Wharf, M. 2553.

Summer Resorts



slip away without visiting the Muskoka Lakes Select your hotel now and make up your

select your hotel now and make up your mind to come up in July when everything is at its best, and before the crowds come. Fascinating steamer voyages in all directions. Wonderful scenery, rock-ridged islands crowned with pine. Myriads of sparkling lakes. Every holiday amusement,—golf, tennis, fishing, motor boating, bathing, salling, dancing and always the priceless boon of the bracing Muskoka air, and the second statements. await you on Muskoka Lakes

Come to the "ROYAL" The Royal Muskoka Hotel leads in everything that makes Muskoka desirable. Beautifully situated. For rates, etc., apply B. E. Laciar, Mgr., Royal Muskoka P. O. Lake Rosseau, Ont. Dozens of good hotels. For list and full Muskoka information ask for Muskoka folder at any railway ticket office or write Muskoka Navigation Co., Gravenhurst.

Passenger Traffic

THROUGH TRAINS DEPART Benaventure Union Dapot, Montreal **Icean Limited** Daily 7.30 p.m. Through Slooping Bars, ST. JOHN and HALIFAX.

Maritime Express Daily Except Saturday, 8.40 a.m. Quebec, Moncton, St. John, Hallfax. The Sydneys, Prince Edward Island,

Excellent Sleeping and Dining Car Service Ocean Steamship Tickets by All Ganadian Lines

E. TIFFIN. Gen'i West'n Agent

Atlantic City

Cape May, Ocean City,
Wildwood

And All South Jersey Resorts

July 17, 31, August 14, 28

Special through fast daylight service to Atlantic City, without change of care, on train leaving Buffalo 9.00 a.m.

Tickets cood returning within 15

days.

\$13.50 round trip from Toronto, via steamer and Lewiston.

For time of express trains, stepovers allowed at Philadelphia and Harrisburg or other information consult Ticket Agents Canadian Paoific Ry., Grand Trunk Ry., Canada Steamship Lines; C. B. Brodie, Canadian passenger Agent, 56 King St. W., Toronto; or B. P. Fraser, D. P. A., 604 Brisbane Building, Buffalo, N. Y.

RETURN IN 15 DAYS including date of Excursion.

pre-the most economical and most enjoyable you can have. Hotels and boarding houses from a dollar a day

Tickets good for two weeks. Stop-over allowed at Philadelphia on re-

Lehigh Valley Railroad

See Ticket Agent at 63 Yonge St

PROSPEROUS TIME FOR COOKE'S CHURCH

Contributions Last Year Largest Ever Recorded -Mortgage Reduced.

Cooke's Church has had an increase in membership of about one hundred during the pastorate of Rev. John McNeill. The congregation now totals 1039 people. The contributions for one year from all sources totaled \$22,000, the largest annual collection ever made in the history of the church. This is an increase of \$8000 over last year. The mortgage, which in 1880 was \$50,000, has been reduced to \$18,000. The plate collections for the year amounted to \$7000, an increase of \$4000 over any former year. The attendance last year averaged 2500, an increase of over 600.

The church expenses included the purchase in Jarvis street of a manse for the pastor. The manse cost \$15,000. A first payment of \$5000 was made. The church property is valued at over \$125,000.

GERMAN AVIATOR MAKES NEW RECORD FOR ALTITUDE

Ganadian Press Despatch:

JOHANNESTHAL, Germany, July
9.—A world's altitude record for an
aeroplane carrying only the aviator
was made today by the German airman to Linnekogel, who at the aerodrome here attained a height of 6600
metres, or approximately 21,654 feet in
his monoplane.

The previous record was held by E.
Legagneux, a Frenchman, who on Dec.
28 last year fiew to a height of 6120
metres.

TO MOVE TO SIMCOE STREET. The Dominion Express Co. will have Passenger Traffic

Passenger Traffic

BETWEEN TORONTO AND

Whitby, Oshawa, Bowmanville, Port Hope, Cobourg, Trenton, Belleville, Ottawa and intermediate stations. Now in effect. Particulars from C.P.R. Ticket Agents.

Excellent Chicago Service

No. 19, "The Canadian" No. 22, "The Canadian"

GRAND TRUNK RAILWAY SYSTEM Double Track all the Way

Toronto-Chicago---Toronto-Montreal THE INTERNATIONAL LIMITED

Canada's Train of Superior Service Leave Toronto 8.00 a.m., arrive London 11.06 a.m., arrive Detrochicago 8.40 p.m. daily.

LAST TRAIN OUT OF TORONTO AT NIGHT
Leave 11.45 p.m., arrive Detroit 8.00 a.m. and Chicago 3.00 p.m. daily.

Berth reservations and particulars from Agents, or write Colst. Pass. Agent, Toronto.

CANADIAN NORTHERN

ORILLIA SERVICE

A.M. A.M. P.M. P.M. Leave TORONTO 7.30 10.00 5.15 1.10 Arrive ORILLIA.11.00 12.50 8.55 4.05 A.M. P.M. P.M. Leave ORILLIA. 6.45 2.10 5.55 Arrive TORONTO 40.00 5.00 9.25 Daily, except Sunday.

Connections at Udney with all trains for all point between Toronto and Sudbury.

(Northern Navigation Company) BY DULUTH

GREAT LAKES ROUTE

For Rail and Steamship Tickets, parlor and sleeping car re

ROTTERDAM

Direct Service II No Steamer 1

Passengers so on board night befor
Prepaid Tickets from all points at Lowe
Buy from the nearest Railway or Steamen

HANNOVER - July 17 WILLEHAD - July 31 And every Saturday thereafter. H. G. THORLEY, Agent, 41 King St. East, Toronto. 135

CUNARD LINE

FINEST AND FASTEST STEAMERS IN THE WORLD. FROM NEW YORK.

A. F. WEBSTER & SON - 53 YONGE ST. GENERAL AGENTS.

LIVERPOOL SERVICE DIRECT ANTWERP SERVICE One Class Cabin Ships

One Class Cabin Ships

From Antwerp. From Montreal.
July 1... Mount Temple ...July 22
July 15... Tyrolia ... Aug. 5
July 29... Ruthenia ... Aug. 19
Aug. 12... Montfort ... Sept. 2
All particulars from Steamship
Agents, or from M. G. Murphy, District Passenger Agent, Toronto, Ont.

its offices in Simcoe street after Oct.

1. The present offices are at Union Station.

Cabines de Luze. Private Baths.

HOLLAND - AMERICA LINE New Twin Screw Steamers, from 12,508 to 24,170 tons.

Gen. Passenger Agents, 24 TORONTO STREET.

Holy Name Requiem Mass.

Annual mass of Requiem for the annual mass of the Holy Name Soheld on Monday, September 28.