

MORPETH PARK

People Are Visiting This Property and Buying It Every Day--and They Are People Who Know--

LOOK WHAT ONE PURCHASER SAID:

"I bought a St. Clair Avenue lot from you for \$10 per foot on easy payments of \$10 down, \$10 monthly, and sold it for \$175 per foot. I have been waiting for a property like Morpeth Park, and I'm going to take advantage of it."

This man did—he bought six lots—this is just one instance.

Benefit By the Experience of Others

—they must be buying for good reasons. Here are some facts:

There is Transportation. Water on the Property. Houses Are Built. We Have Expended Upwards of \$42,000 on Roads Leading to the Property. It is But 30 Minutes' Ride From Queen and Yonge Sts.

\$6 PER FOOT You Have Five Years to Pay

Compare it with any other so-called cheap and close-in properties offered today. We invite you to do it, for we know you will be convinced that for actual value it is

The Best Real Estate Investment or Homesite Proposition Offered Today

This Afternoon 1.30-6.30 (Rain or Shine)

We will meet you at Glen Grove and Yonge Streets to show you over the property.

Phone, we will motor you out, or send in the coupon—only don't miss this chance.

ROBINS LIMITED, TORONTO
Please send me plans and particulars of Morpeth Park.
Name
Address

ROBINS LIMITED,
ROBINS BUILDING,
Victoria and Richmond Sts.
Tel. Adelaide 3200

ZEPPELINS RAIDED MUNITION FACTORY

Extent of Damage Wrought at Newcastle Withheld by Censors.

SHOWER OF BOMBS

Greatest Attack Yet Attempted on England by German Raiders.

NEW YORK, July 2.—A description of the bombardment of the north coast of England by zeppelins on the night of June 15, details of which have not been permitted by the British censors to become public, were brought to New York by passengers aboard the steamship Lapland from Liverpool. According to accounts of the air raid given by the Lapland's passengers, the zeppelins, which raided the northeast coast of England, were more successful from a military standpoint than any of the previous aerial war craft which have flown over England, as they did considerable damage to Palmer's foundry, a large machine shop in Newcastle, now used for armaments factory.

Hit Munitions Factory. The official reports, according to the Lapland's passengers, cited that a majority of the bombs caused by the explosive bombs dropped by the raiders took place in the munitions factory, which also suffered grave material damage. Except for insignificant injury to the Tilbury and Gravesend docks no damage worthy of the name of military usefulness, it was said, had been wrought by any German aircraft in England until the raid by zeppelins, June 15, on the northeast coast.

The raid began at Grimsby where the highly important and valuable docks at Immingham narrowly escaped bombs which were dropped by the Zeppelins. It was said. From Grimsby, a course was then steered for Hull, but when Hull was reached, little attention apparently was paid to the city which had suffered heavily from the previous visit of German aircraft. The pilot, who evidently knew the country well, led the Zeppelin squadron then to Newcastle.

Easy Target. F. F. Faldut, a Londoner with double shifts day and night the munitions factory at Newcastle was well lighted and offered a target for the aircraft. One of the big Zeppelins seemed to hover, almost stationary, over the munitions works and rained down upon the factory a quantity of explosive and incendiary bombs.

How great the damage was, it was said, has been withheld from the public. Only official reports have allowed near the bombed factory since then, but it is generally known that it suffered considerable damage from the attack.

AD MEN OF TORONTO BACK FROM CHICAGO

Convention Was Great Success and Remarkable Pagan Seen by Over Half Million.

The delegation of upwards of twenty-five members of the Toronto Advertising Club who attended the recent Chicago Convention of the Associated Advertising Clubs of the World, returned to the city on Saturday for the outlook of the advertising club's movement. Chas. Ed. Potter, the newly-elected president of the club, was unable to attend the convention owing to unexpected circumstances which arose at the last moment and was represented by F. G. McKay, vice-president of the organization.

It is estimated that between seven and eight thousand people attended the convention, there being over four thousand registrations. The remarkable advertising pageant held on Michigan avenue, on the first night of the convention, drew a crowd of 600,000 people. It took two hours for the parade to pass a given point. It was an exceedingly elaborate parade with marching clubs from all over the United States and Canada; costly and beautiful floats, famous advertising figures and crack military bands.

Rev. Herbert S. Houston, vice-president of Doubleday, Page & Co., of New York, was elected president to succeed Mr. Woodhouse of San Francisco, and P. S. Florea of Indianapolis was elected secretary. The Toronto Advertising Club is again represented on the executive committee of the associated clubs by the election of Mr. Frank H. Rowe, of the Toronto Advertising Club.

An interesting feature of the Toronto Advertising Club's activities at the convention was the distribution by them of literature advertising Toronto harbor improvements and a factory sites and the prominent display of banners calling attention to the Toronto Harbor Commissioners' scheme.

The convention for 1915 will be held in Philadelphia.

Score's Clothes. As hinted in our ad on Page 8, value received is not always governed by price paid.

COMPANIES GET CHARTER

By a Staff Reporter. OTTAWA, July 2.—The following incorporations are gazetted: Westmoreland Properties, Limited, Toronto, capital \$70,000.

United Engine & Separator Co. of Canada, Toronto, \$50,000. World Features, Calgary, \$100,000. Charter et Compagnie, Montreal, \$50,000.

Travelers' Indemnity Co., with head office in Montreal, has been granted a license for the transaction of plate glass and burglary insurance. The Dominion Fire Insurance Co., head office Toronto, is authorized to transact hail business in Saskatchewan.

Take Elevator—Save \$10.

Palm Beach and Light Homespun Suits at \$10.00

We are showing a splendid range of these ideal suits for summer, in several shades, probably as fine an assortment as you've seen, and the price is only \$10 a Suit.

The Palm Beach Suit, so popular in the United States, is coming into its own in Canada, too, and more will be worn this season than ever. They are light, cool, easily cleaned, and wear well. Light-weight homespun suits are also great favorites with sensible dressers. They come in two and three-piece styles, with patch pockets, half-lined coats, and unlined athletic vests. You'll scarcely notice the hottest days in one of these suits.

Let us again emphasize the fact that as we are "upstairs" one floor, where rents are not high, we can and do give the best values in the city in all lines of clothing.

Second Floor Kent Building

CLAUDE PASCOE & RILEY HERN

Corner Yonge and Richmond Streets

BRITISH LABOR IS ARDENTLY LOYAL

Resolution of Sympathy With German Workmen Quickly Squelched.

"SCRAP" IS IN PROGRESS

Ben Tillett Puts Case Fully Amid General Approval.

LONDON, July 2.—The trade unionists of Great Britain today dismissed with contempt the suggestion that a vote of sympathy be given to their German fellow-unionists in trade at the annual conference of the federation now in session at Derby.

"Drop such sentimental bosh," was the prompt demand made by Ben Tillett, the fighting head of a number of leading unions. "This is a scrap," he added, "and must be fought out in that spirit. Whoever heard of two prize-fighters stopping in the middle of a fight to kiss each other?"

One of the other delegates declared: "British workmen whose sons are at the front are so bitter on account of German outrages that they would hardly be content with anything less than the wiping out of the German people."

Some trades union delegates who were in Germany in 1914, said they had found the German workers in full sympathy with their government; that they had openly boasted that "when the great war came Germany was going to crush France and then England."

Louise of "next business" buried the proposal to pass a vote of sympathy with the German trade unionists.

TO PLANT MAPLE SEEDS BY CANADIAN GRAVES

Red Cross Expected to Take Matter Up—Maple Avenue for Langemark.

Canadian Associated Press Cable. LONDON, July 2.—A large supply of Canadian maple seeds has been received here. Negotiations are proceeding with the English Red Cross Society in an endeavor to have these seeds planted around the graves of the Canadian soldiers who are buried in Flanders. The Overseas Club proposes later to plant an avenue at Langemark as a memorial to the Canadian dead.

CAN JOIN AMBULANCE CLASS.

Any person desirous of joining the proposed St. John's Ambulance class, both junior and senior branch, can do so on Monday next by applying to Miss Jessie McNab, Dundurn Heights, 850 West St. Clair avenue.

HOW YOU MAY REDUCE YOUR WEIGHT

Overstoutness is a very unwelcome condition especially in the present-day when slender figures are so fashionable, and every reader of this paper has noticed the tendency of some people to put on an excessive amount of fat.

A new plan is being tried this year by E. W. Gillett Company, which promises to be quite an improvement on the old method. Under this plan practically all factory and office employees will have a two weeks vacation at the same time. Sufficient help, however, will be in the office and shipping room to attend to any necessary work. All the customers, however, have been notified to kindly anticipate their requirements and it is believed that with the co-operation of all concerned the new plan of holidays will be an entire success.

"Gripping"

describes many of the illustrations which will appear in the Art Section of this week's

Sunday World

Incidents of the war are vividly portrayed, and the multitude of pictures tell the story of happenings in the war zone better than columns of reading. A half-page drawing by The Sunday World's special artist depicts the tense moment just before the second battle of Ypres, when the Canadian division quietly fell in in perfect order, while the roads were literally swarmed with refugees.

Do not miss seeing this picture. Order a copy from your news-dealer or newsboy. For sale everywhere at five cents per copy.

OFFICER PRISONERS LIVE IN COMFORT

Three Canadians at Danholm, Germany, in Fair Surroundings.

U. S. ENVOY'S REPORT

Dr. Hart of Canadian Medicals Detained in Captivity, Recently Released.

Canadian Associated Press Cable.

LONDON, July 2.—The American ambassador at London has presented a report received from the Berlin Embassy of the United States regarding the condition of the officers who are prisoners of war at Danholm. Among those imprisoned there are Capt. Northwood, Lieut. Owen, Lieut. Bell and Lieut. Andrews, all of the 90th Rifles, Canada. The total number of officers imprisoned is 27. Dr. Hart of the Canadian Medical Corps was also given as a prisoner, but he has since been released.

The report says that all these were transferred from Mayence six weeks ago. They find their present surroundings more agreeable than their former surroundings. All seemed well and in good spirits. Tennis courts are in use. The officers are also permitted to fish from the shore. Arrangements had been made for swimming, but since some Russian officers attempted to escape, nothing further has been done in this matter. The commandant seemed quite ready to make conditions agreeable. The baths are limited, but are sufficient to enable the officers to use them daily.

Efficiency Vacation.

In most offices, particularly the larger ones, work is demoralized several months each year, owing to the fact that from two to four of the employees are taking their usual holidays, which means that the office has to be run short-handed during this entire time, and by the end of the season the work is usually in bad shape for this reason.

A new plan is being tried this year by E. W. Gillett Company, which promises to be quite an improvement on the old method. Under this plan practically all factory and office employees will have a two weeks vacation at the same time. Sufficient help, however, will be in the office and shipping room to attend to any necessary work. All the customers, however, have been notified to kindly anticipate their requirements and it is believed that with the co-operation of all concerned the new plan of holidays will be an entire success.

HOFBRAU

Liquid Extract of Malt
The most invigorating preparation of its kind ever introduced to help and sustain the invalid or the athletic.
W. H. LEE, Chemist, Toronto.
Canadian Agent
MANUFACTURED BY 246
THE REINHARDT SALVADOR BREWERY, LIMITED, TORONTO.

SYSTEM OF AUSTRIAN FORTS ARE INOPERATIVE

Power Works Destroyed by Five Plucky Italian Mountaineers.

BRESCIA, Italy, July 2.—Five Italian mountaineers have succeeded in rendering inoperative the electric works supplying power and light to the Rivaroverto system of Austrian forts in the Bergamasco district. The mountaineers worked quietly, undetected by sentinels during four nights, carrying dynamite which they planted near the works at the falls of Penele and then arranged the electric connections by which the charge afterwards was detonated.

The explosion destroyed the greater part of the main conduit of the electric system.

BRITISH MAIL TO CLOSE.

The next British and foreign mail, via England, will be closed at the General Post Office at 6.00 p.m., with a supplementary mail at 9.00 p.m. on Wednesday, July 7.

To Ward Off Summer Complexion Ills

To keep the face smooth, white and beautiful all summer, there's nothing quite so good as ordinary mercolized wax. Discolored or freckled skin, so common at this season, is gently absorbed by the wax and replaced by the newer, fresher skin beneath. The face exhibits no trace of the wax, which is applied at bedtime and washed off mornings. Greasy creams, powders and rouges, on the other hand, are apt to appear more conspicuous than usual these days of excessive perspiration. Just get an ounce of mercolized wax at any drug store and use like cold cream. This will help any skin at once and in a week or so the complexion will look remarkably young and healthy.

Sun, wind and flying dust often cause squinting and other contortions which make wrinkles. You can quickly get rid of every line, however caused, by using a harmless wash lotion made by dissolving 1 oz. powdered azooside in 1 pint witch hazel.

SOLDIERS TO ASSIGN HALF PAY TO WIVES

Married Men Joining Expeditionary Forces Put Under New Rule.

STOPS IMPOSITIONS

Thirty-Five Dollars Monthly Now Goes to Chief Dependent.

By a Staff Reporter.

OTTAWA, July 2.—Every married man who joins the expeditionary forces has to set aside \$15 a month for his wife, or she does not get any separation allowance from the government. In the artillery the officers are insisting that the married men set aside \$15 a month to their wives when they enlist. After that they still have about \$15 a month, entirely for spending money, because food and clothing are all furnished them.

If a man comes in and says that his wife does not need his \$15 a month, he is told that she does not need the \$20 a month separation allowance which the government gives in addition to the soldier's pay. It is a very effective way of avoiding imposition upon the government with regard to the separation allowance and seems to be more satisfactory than the provision that where men marry a certain time after they enlist, their wives are not entirely to the separation allowance. It is felt that if a man is prepared to give half his salary to his wife, the government should be ready to give the separation allowance, the same with the man who are the only supporters of mothers and sisters and therefore entitled to the separation allowance.

DEATH BY DROWNING BUT RIDER IS GIVEN

"Death by drowning," with a rider attached, "the jury recommend that the city council adopt rules and regulations for the hiring of canoes and rowboats for the safety of the general public," was the verdict rendered by the jury last night at the morgue at the inquest into the death of John Bais.

Bais, who lived at 614 College street, was drowned in the lagoon at Centre Island, when the canoe which he was in capsized.

GARLAND RESIGNS FROM COMMONS

Will Retire Into Private Life as Result of Contracts Revelations.

PROFITS WENT TO HIM

Conservatives Will Hold Meeting to Nominate Successor for Parliament.

By a Staff Reporter.

OTTAWA, Ont., July 2.—W. F. Garland, M.P., for Carleton, has resigned definitely that he will resign and retire into private life. It is understood that his resignation has been sent to the speaker. Dr. Sproule is not in the city, however, so that the formal statement of a vacancy in Carleton could not be obtained.

Garland resigned as the result of the revelations before Sir Charles Davidson in the war contracts inquiry last week. The profits which Powell made in the field dressing contracts were shown to have gone to him. Prior to this in the house of commons, Garland had stated that he had not been connected with government contracts, either directly or indirectly, and that he had in no way profited. Amongst those mentioned for the Carleton Conservative nomination are: R. T. Richardson of Woodroffe, president of the Conservative Association; Geo. Kidd, K.C., of Ottawa, a brother of the late Edward Kidd, M.P.; James Muir, an alderman of Ottawa and a member of the Parliamentary Press Gallery and W. J. Armitage, ex-warrior of the county.

TO PURCHASE FOR FRANCE.

LONDON, July 2.—The Hudson Bay Company has been appointed purchasing agent in Canada for the French Government.

SPECIAL MEETING CALLED

A special meeting of the Sir William Osler Chapter, I.O.D.E., will be held Monday at 8 p.m., in St. James' Parish Schoolhouse.

ITALY'S MUNITIONS WILL BE ADEQUATE

Military Industries Are to Be Organized Upon Vast Scale.

EXPERTS VOLUNTEER

Committee Formed at Lombardy to Undertake Important Work.

MILAN, Italy, July 2, via Paris.

Lombardy, Italy's greatest manufacturing centre, has organized a "preparation-for-munitions" committee, the executive committee of which, in collaboration with the military authorities, will work to organize Italian military industries on a vast scale to cope with the new and unexpected national situation regarding munitions.

The duties of the committee will be to ascertain if the various factories can supply the necessary machinery to enable them to undertake army work; to inform the various industries what the state requires; to supply designs and patterns, and to regulate the prices to be charged and stimulate rapidly in construction, which is expected to be obtained thru methodical work during longer hours for day and night duties.

The committee, whose services will be rendered gratuitously, consists of experts belonging to the Milan College of Engineers and Architects and the Italian Electro-Technic Association, which are largely providing the funds required, aided by subscriptions from the residents of Milan.

