

Trade Pact Between Canada And West Indies Ready for Signature

Thirty-Nine Victims When Night Club Collapses in Boston.—Valuable Relics Stolen from St. Peter's, Rome.—Chinese Attack British Property in Chungking.

39 VICTIMS OF CLUB COLLAPSE.

BOSTON, Mass., July 6. The number of victims known to have lost their lives when a wall of the Pickwick Club, an all night Chinese town resort, crashed in upon a party of more than 100 dancers early yesterday, grew steadily larger to-night as the firemen dug deeper into the mass of wreckage left by the collapse. At midnight 39 bodies had been recovered, 29 of which had been identified. No one knows how many more might be found. Sixteen persons were in hospitals, four of them seriously hurt. Seven of the bodies recovered to-night were of Chinese. Police Inspector Benjamin Alexander. He was believed to have been in the club looking for a member of the underworld, wanted by the authorities. Vandalism took advantage of the almost frantic search for bodies to-night to attempt to loot part of the club's coat room that was left standing. One man, William Robinson, of Malden, was shot in the arms by the police and three others were arrested.

AGREEMENT REACHED.

OTTAWA, July 6. (Can. Press)—Ratification of the new trade agreement between Canada and the West Indies, scheduled for tomorrow morning's conference between the delegates of the two countries, and the signing of the treaty, is expected to take place here in the afternoon at Laurier House, the residence of Premier King. Details of the pact have been embodied in a draft which it is now stated meets with the approval of all parties.

SIR FREDERICK FRASER DEAD.

HALIFAX, N.S., July 6. Sir Frederick Fraser, Superintendent of the Halifax School for the Blind, died at his residence here this afternoon. Sir Frederick had been critically ill for a week. He was 78 years old. Free education for the blind, free postage on Braille, and the Halifax School for the Blind, one of the foremost institutions of its kind in the world, stand out as three monuments to the life and works of Sir Frederick Fraser. His life was spent in seeking to educate the blind and thus to raise his fellow unfortunates from the status of objects of charity to that of useful citizenship. Public recognition of his worth was made in 1913 when he was publicly thanked by the House of Assembly in Nova Scotia on the completing of forty years service as Superintendent of the school for the blind, and again on June 3, 1915, when His Majesty King George created him a Knight Bachelor. Born at Windsor, N.S., January 4, 1850, son of Dr. R.

D. Fraser, Frederick Fraser, at the age of six, met with an accident which impaired his vision and resulted in blindness when he was about fourteen years of age. He attended school and college in his native town and later studied at the Perkins School for the Blind at Boston. Kings University conferred on him the degrees of M.A. and D.C.L., and Dalhousie University conferred the LL.D. degree in 1873. He was appointed Superintendent of the Halifax Blind Asylum, which two years after, largely through his instrumentality, became known as the Halifax School for the Blind. For fifty years he personally directed the work of the school, retiring as Superintendent Emeritus in 1923, and making his residence at Beaufort, South Street, Halifax.

ANOTHER CROSSING TRAGEDY.

MONTREAL, July 6. Paul Sapone, aged 28, and his wife, aged 18, of Rochester, N.Y., were fatally injured and three others, occupants of their automobile, suffered serious injuries when the New York Central passenger flier from New York crashed into the Sapone car at a railway crossing near Caughnawaga, Que., Saturday afternoon.

PRINCE HUNTING.

UMVUMA, South Africa, July 5. The Prince of Wales, who is spending a few days hunting game in this region, yesterday killed a blue wildebeest, described as the largest of its kind ever shot here. To-day it was admired by all the assembled hunters and brought the Prince unstinted congratulations. Galloping to within discreet distance of the animal H. R. H. dismounted and stalked in on hands and knees to within 150 yards, when he fired piercing the heart.

MULHOUSE CASE DISMISSED.

BREST, France, July 6. The famous Mulhouse piracy case, which commenced off the New England Coast last year and was reported when the steamer went to Halifax, and resulted in the arrest in France and the trial here of Max Pfaff, ended here yesterday when all charges were dismissed. The Mulhouse was under the French flag. The penalty for piracy, according to the French law, is death by hanging. Pfaff was released in bail some months ago and went to the United States.

CHINESE ATTACK BRITISH CO'S. PREMISES.

CHUNGKING, July 4. The Asiatic Petroleum Co's property here was entered to-day by 800 hoodlums Chinese soldiers who destroyed the office and ransacked the living quarters of the staff. The mob scattered only when the British gunboat teal arrived. So-called Chinese Boy

Scouts led another mob which stoned the workmen on the wharf of the British company here. The attackers were scattered by British marines who charged with bayonets. One Chinese was injured.

ROB ST. PETER'S.

ROME, July 6. Vandalism broke into the Repository of St. Peter's Cathedral wherein were stored some of the Vatican's most treasured relics, and stole a number of irreplaceable articles valued at three million lire. Seven arrests have been made.

AERIAL DERBY WINNER.

CROYDON, Eng., July 4. Captain F. L. Barnardum, piloting Sir Eric Geddes aeroplane Sikku, won the two day aerial derby for the King's Cup, covering the 1600 miles course at an average speed of 151 miles per hour.

£2,000,000 ESTATE.

LONDON, July 4. The will of Sir Edward Hulton, former well known newspaper proprietor, who died on May 25th last, has been probated at £2,000,000.

SEVEN DEATHS IN APARTMENT FIRE.

SARANAC LAKE, N.Y., July 4. Seven persons are dead and one is believed to be dying as a result of a fire in an apartment house here, to-day.

TWO CHILDREN DROWNED.

SASKATOON, July 4. Norman and Ruby, children of Arthur Walker, Colonsay District, were drowned yesterday on the slough when Ruby lost her balance and fell from the raft on which the children were playing, and dragged her brother in after her.

Women who use it say that Pearlina cleans everything quicker and better than any other washing powder.

"This Woman"

WHAT WAS THE SECRET OF HER HIDDEN PAST?

Irene Rich is scoring another success in "This Woman," the feature at the Majestic Theatre to-night. She has the sympathy of the spectators throughout the performance and succeeds in living up to her reputation of portraying with exceptional skill sincere womanly roles. The character of Carol Drayton, which Howard Rockey created in his novel, "This Woman," has become even more sympathetic through Miss Rich's portrayal on the screen.

There are other outstanding players in the cast, including Richard Cortez, Louise Fazenda, and Marc McDermott, all of whom are convincing in their respective roles.

The story deals with a music student, Carol Drayton, who finds herself in New York alone and discouraged. She is saved from suicide by Rose, a girl of the streets, who gives her her first meal in days. There is a raid at the restaurant, and Carol is compelled to serve a term in prison. Then comes her fight to live down her jail record. Some wealthy people finally become interested in her singing and conceive a strange business plan. She is incorporated, the dividends to be paid out of her subsequent earnings. Then comes the difficulty of telling her friends about her unfortunate past, and finally her discovery that her music instructor is her best friend and really loves her. The plot has some unusual incidents, well handled, and there is enough newness in it to make it extremely interesting. At no place in the sequence of scenes does the picture lapse into dullness.

Earth Swallows Teams of Horses

GROUND OPENED UP AND PLOUGHMAN LEFT ON EDGE OF CAVITY.

Two horses were killed and a ploughman had a narrow escape in a field at Intake Farm, Mansfield, Notts. The field, which has been the scene of previous unaccountable subsidences, was being ploughed when the ground fell away just ahead of the team of horses, and a hole was formed 12 feet deep.

Before the ploughman could stop the horses had plunged into the hole, dragging the plough after them. Both horses were suffocated.

It is not known certainly what causes these caverns to form, but they are put down to the effect of colliery working by some.

Geologists who have examined the scene, however, believe that there is an underground stream that wears away the limestone rocks, letting down the surface earth.

Fads and Fashions

Simply made little sports frocks are of gay cretonne.

Formal hats increase in size as the season advances.

Brands of kasha trip a sports frock of white chiffon.

For sports—jersey blouses are worn with tweed skirts.

A new model of printed crepe has collars and cuffs of lace.

"It Pays to Advertise"

BRITISH CONCERNS SPEND OVER £50,000,000 IN ONE YEAR.

From July 4 to July 8 the Great British Advertising Convention is to be held at Harrogate, and it is certain to add greatly to the common stock of knowledge of this most vital branch of commerce and industry. In 1924 British manufacturers and merchants spent over £50,000,000 on advertising their goods in newspapers and magazines. It is not easy to think in millions and to give this huge figure an everyday perspective. It is more than the sum Mr. Churchill has earmarked in his Budget to pay the current year's cost of maintaining the British Army.

"The expenditure of these millions during a period of acute industrial depression is significant," remarked Mr. Edgar Osborne, director of Osborne-Peacock Co., Ltd., one of the best known advertising agencies in the country. "Directly," it indicates that some industrial organizations have acted on the belief that the best cure for business depression is action in the obvious direction—intensified selling effort. Indirectly, this £50,000,000 advertising activity has a wider implication. It is evidence of a growing conviction on the part of industrial leaders that the rewards of industry must be readjusted on a fairer basis. The ideal marketing procedure is for the producer to sell direct to the consumer. The man who toils, who creates, can then fix a price fair to himself and fair to the man who buys and uses his goods. The customary method is for the goods to reach the public through a number of intermediaries, the wholesaler, the jobber, the retailer, each of whom claims payment for helping to pass the goods along. Since the days of the merchant adventurers when commerce was mainly barter, the primitive interchange of goods, there has been a steady tug of war between the producer and the distributor on the ground of profits, and in recent times the distributor has got hold of most of the rope. The old-time distributor was full worthy of his hire. He combined commerce with exploring, pioneering, and, on occasion, fighting. He found new territories, and cultivated them in the interests of the manufacturer. The distributor of to-day performs a useful function, but within recent times his charges for service have increased out of all proportion to his value in the scheme of things. Particularly has this been the case since 1914. Obviously the growing domination of the distributor is not a matter of concern for the producer alone, but for the public. Many inquiries covering the high cost of living have revealed countless instances where manufacturing costs have been reduced, but where distributors have failed to give the public the benefit of such reductions. It may not be possible or desirable to abandon a system of distribution which has operated more or less effectively for

"Lest We Forget"

How many pause and think, Amidst the joys that summer brings, Of those brave souls who suffer still, For what was once our country's cause, To whom the sunlight and the long, bright days Bring little joy? Oh! poor blind eyes; oh! poor limbs maimed: Oh! ears now deaf, who hear no more The sweet song of the summer bird—Such is the price ye paid For this our dear-bought happiness. —Campbell of Saddel, F.S.A. (Scot.), J.F.

the last 100 years or more, but the system must be controlled. The only effective means of controlling it is for the manufacturer to tell the public about his products and their prices through advertisements. The old fallacy that 'one has to pay for the name,' i.e., the advertised brand, dies hard. The fact is advertising is a powerful force operating to reduce the high cost of living. Inevitably it tends to lower both distribution and manufacturing costs because it has a direct influence on the all-important factor—demand. Advertising is the electoral system of commerce parallel to the ballot box of politics. The voice of the people is expressed in terms of demand, those who buy advertised goods determine the quality of the goods produced for them, and through the extent and force of their demand help to secure these goods at fair, economic prices."

LEAGUE FOOTBALL. — St. George's Field, this evening, at 7.30. Guards vs. Cadets. Admission 10c., Boys' 5c., Grandstand 10c. extra.—July 6.

120,000 Pounds in Duties

WILL OF LATE SIR EDWARD SASSOON.

Over £120,000 will accrue to the State in duties from the estate of the late Sir Edward Elias Sassoon, Bt., of Grosvenor-place, S.W., formerly senior partner in E. D. Sassoon & Co., merchants and bankers of London, India and China. Sir Edward left estate to the gross value of £488,343, with net personally £80,159. He declared that his domicile was Indian and that he was no longer a partner in E. D. Sassoon & Co., but only a shareholder. He left £5,000 to the executors for such charitable objects as they may think fit; £150 to William Couzens, nurse; £500 to Sister Vera Lewis; £100 to William Evans, chauffeur; £50 to each of the other servants who shall have been in his employ for two years.

The bench sandal may be of braided strips of leather.

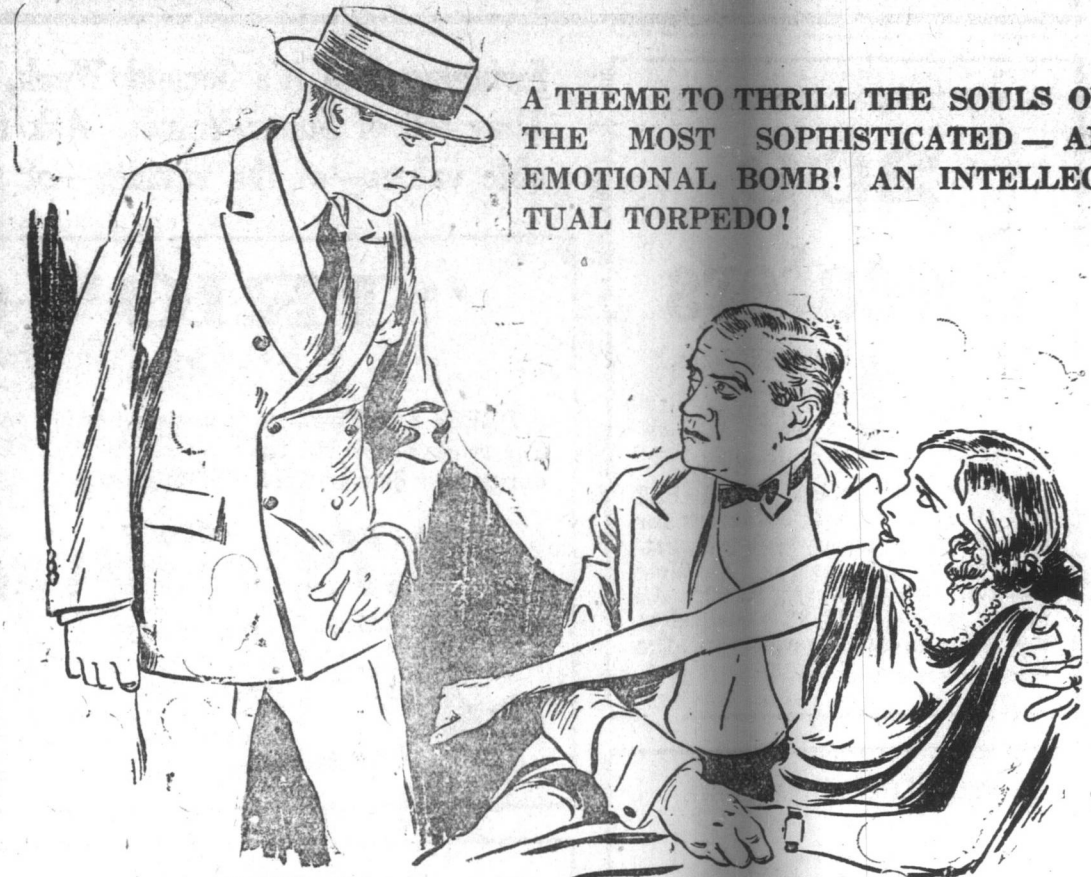
We not that some of the ribbon hats have grown in size.

The pump of patent leather may be piped with colored kid.

A shaded gown of green velvet is embroidered in crystals.

Powerful Social Melo-Drama AT THE NICKEL MONDAY!

Three Men Bidding Against One Another for the Possession of a Gorgeous, Innocent Woman!



A THEME TO THRILL THE SOULS OF
THE MOST SOPHISTICATED — AN
EMOTIONAL BOMB! AN INTELLEC-
TUAL TORPEDO!

AGNES AYRES in HER MARKET VALUE

Producers Distributing
CORPORATION

Supported by a Cast of Artists.
ANDERS RANDOLPH, TAYLOR HOLMES,
HEDDA HOPPER, EDWARD EARL
and others.

EXTRA ADDED ATTRACTION

"Meet The Missus"

HAL ROACH COMEDY.

Take Care to Get Genuine Beaver Board

You will know it by the Red Beaver Border. Beware of Imitations. Genuine BEAVER BOARD will last as long as your house. It is sized on both sides, ready for immediate use. You may paint it or kalsomine it.

3 BEAVER BOARDS, each 4 feet wide by 12 feet long, will cover the ceiling of a room 12 feet by 12 feet, at a cost of only \$7.20. BEAVER BOARD will not crack like plaster, nor show ugly seams like v-jointed boards.

You can get BEAVER BOARDS 4 feet wide and in lengths of 7, 8, 9, 10 and 12 feet, and the price is only 5 cents a square foot.

The best ROOFING you can get is DUX-BAK PATENT ROOFING. The price for a full size roll complete with cement and a double supply of nails, is

THREE DOLLARS AND FIFTY CENTS.

Colin Campbell, Ltd.

Opposite the Monument, Water Street East.

Here's
Our standard
"Quality and prices
Both right"

Superior Groceries at moderate cost—that's the Standard we never fail!

EX. S. F. ROSALIND:

PASTEURIZED BUTTER—Our usual weekly supply is now in stock. Safeguard your health and that of your children by using Government graded and inspected Pasteurized Butter. Costs no more than the common raw butter. 2-lb. Slabs . . . 55c. lb.

California Oranges.
Blue Table Plums.
Red Table Plums.
California Lemons.
Grape Fruit.

Fresh Tomatoes.
Ripe Cucumbers.
Carrots and Parsnips.
New Potatoes.
Wineapple Apples.

SUMMER BEVERAGES—
KIA-ORA ORANGE CRUSH—Pints & Quarts.
KIA-ORA LEMON CRUSH—Pints & Quarts.
ROSES LIME JUICE—Pints & Quarts.
ROSES LIME JUICE—CORDIAL—Pints & Quarts.
Etc., Etc.

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