

The Advertiser's World

WHAT THEY THINK OF THE WORLD

Self Brown of Standard Advertising, Chicago, "The World is a world-beater in handling the news of the ad convention. It is a satisfaction to read the kind of reports which The World has been printing this week. It has someone around the shop with a real nose for real news, and I was delighted to read the account of the 'big stuff' which was pulled off on Tuesday."

WHAT THEY THINK OF THE WORLD

R. L. Bissley, secretary Long Beach, Cal., Chamber of Commerce: "The Toronto World's convention special is the finest example of journalistic enterprise I have ever seen on this continent. It is a great piece of work and is attracting widespread attention."

EIGHTEEN PAGES—TORONTO THURSDAY MORNING JUNE 25 1914—EIGHTEEN PAGES

VOL. XXXIV.—NO. 12,279.

LOS ANGELES WON PRINTERS' INK CUP

Club There Did Most Practical Good in Its Constituency.

WILL CLING TO TROPHY

R. E. Sherman of El Paso Presented With Cup for Oratory.

Los Angeles Ad Club was awarded yesterday the cup offered by Printers' Ink to the advertising club which last year made use of its opportunity to do practical good in its own city. Edmonton, Toledo, El Paso and other cities were named as having done good work, but none so thorough as Los Angeles. "We would rather have this trophy," said one Los Angeles man, "than get the convention or the \$1000 prize, and now let me tell you all your eastern cities will have to go some to lift it from the Pacific coast." C. R. Stevenson made the presentation.

Credit for winners. Los Angeles Club has to its credit the passage of an honest advertising ordinance in that city, educational work among newspaper readers and religious work in the schools. Edmonton's Club scored the greatest single advance, for it is responsible for the passage of an honest advertising bill.

Cup for Oratory. R. E. Sherman, El Paso, the man who the delegates conceded can corral more oratory into five minutes than any other delegate, created such admiration on Tuesday that he was yesterday presented with "the cup for oratory." The surprise was so extreme that before he realized it he had once again launched into an exposition of El Paso's divine advantages which terminated with the declaration that "concrete skyscrapers reached to greet the sun from the spot where once stood abode houses."

MONTREAL WANTS 1918 CONVENTION

Invitation Will Be Extended to Delegates at Today's Session.

Montreal wants the big convention in 1918. At the general session this afternoon a formal invitation will be extended to the delegates to return to Canada for their meetings. Everything has been so satisfactory, and the reception given the delegates in Toronto has been so cordial that the Montreal delegation are firmly convinced that every man and woman will be glad to return to Canada for the convention four years hence.

QUALITY APPEALS TO SOIL-TILLERS

They Are Willing to Pay Fancy Prices, Says Shrewd Retailer.

Without doubt one of the most interesting addresses yesterday was that of H. G. Lillmer, a retailer in Charlton, a county seat town of 200 population. First he brought out the fact that the farmer was not only a customer for the better and higher class of goods, but that he was a discriminating buyer and paid the price for a better quality of goods. He showed that in securing this business, it was first necessary to anchor in the minds of his local people the fact that the store was one of service. He also brought out the fact that farmers buy the best quality of underwear and hosiery. They will pay \$2.50 and \$4 for a suit of underwear if they are sure they will get their money's worth. He stated strongly that the farm paper can be made a great aid in helping the manufacturer to get a larger and a better trade.

"He's a Peach," Cried Roger Minard, When El Paso Jack, The First Prize, Was Awarded

Huge Cheering Crowd Saw Mexican Burros Given to Their New Owners—Baby Jack So Forgot Himself as To Wink at Miss Mary Mallon.

Two new citizens were added to the rapidly growing population of Toronto yesterday when El Paso Jack and his little brother, Baby Jack, both of El Paso, Texas, were adopted by two of the Queen City's brightest school children. El Paso Jack will be reared from his brother, as he will in future be cared for by Roger W. Minard, of 183 Wright avenue, while Baby Jack will continue to grow under the tender care of Miss Mary Mallon, 19 Troquais avenue.

Now El Paso Jack and Baby Jack were presented yesterday afternoon by the El Paso Ad Club to these children thru The World, who had conducted the competition for the best essay on the City of El Paso. The presentation was made at the east steps of the transportation building at the Exhibition Grounds yesterday afternoon by R. E. Sherman, chairman of the El Paso delegation, and the youthful orator at the south waxed eloquent in praising the two children and the merits of the two burros.

The two burros, who have stood the trials and dangers of the Mexican war, will never see their country again, and also they will have to take leave of the land of sunshine they will be well taken care of in their new homes. Ever since the competition opened a few weeks ago and El Paso and his brother became the subject of the talk of all the school children, the burros have been anxiously thinking who would be their new owners. They need not have worried if they could have seen the winners of the competition, who are Roger Minard and Mary Mallon, who have two kind faces and the burros took to them at first sight.

In presenting the burros Mr. Sherman first brought El Paso Jack forth, and after congratulating Master Minard on his essay he gave him over to Roger with instructions on how to feed him. Roger proudly led his charge away, and when asked how he liked his new playmate, said, "He's a peach." El Paso Jack looked at his new master over and seemed well pleased, as he did not in displeasure, but went quietly along as if perfectly satisfied.


(Continued on Page 7, Column 4.)

SPECIAL TRAINING FOR THE SALESMEN

Percentage of Failures in Specialty Advertising is Due to Raw Material.

In an address on "The Development of Efficient Salesmen from Inexperienced Material," Leonard S. Cronk, before the specialty advertising meeting in the dairy building yesterday morning, advocated special training for the salesmen. "The percentage of failures in the specialty advertising field is, I believe, as great, if not greater, than in any other lines of advertising sales endeavor," he said. He contrasted the "ginner" method with that of the method of training, sometimes from raw material. The former method is used considerably, he said, although he expressed the opinion that it was not best in the long run. Firms carry on competitions between their salesmen, which, he thought, although it gave the company considerable business for a period, would not last all the time, and a falling off of business must take place.

In reference to training, he said: "To develop efficient salesmen from inexperienced material, and to empower even the experienced to achieve great success, there is urgent need of more technical training in the practical application of advertising specialties, than at present is given the majority of men now engaging the battles of specialty advertising."



CHARLES H. MORALT
President of the Kalamazoo Advertising League.

SPLENDID TALK ON ENGRAVING

Gustav Zeeze of New York Spoke on Important Branch of Advertising.

Addresses of much interest to advertising men who use illustrated copy, were delivered at the session of the department of engraving, yesterday morning.

A clear, if technical description of the making and use of color process plates, was given by Gustav Zeeze, of New York. The making of color reproductions is probably the most interesting branch of the engraving business, and the very idea of the finer points of this important department, that the average man has, was considerably enlarged by the very clear exposition given of the subject.

An address was also given by George Bridgen of Toronto, on giving a square deal to the customer on the price question.

PHOENIX, ARIZONA IS A LIVE TOWN

Its Ad Club is Spreading Loads of Information in Toronto.

Phoenix, Arizona, has a live Ad club. This is shown by the fact that this faraway club of seventeen members has three men in house attendance at all meetings of the big convention. Southern Arizona have been left with many Toronto people, in the form of ostrich eggs, significant of the fact that Arizona boasts of having a majority of all ostriches in captivity other than South Africa. They have there fourteen ostrich farms, with seven thousand specimens, one farm alone having four thousand. This country is one of native places for alfalfa, on which ostriches thrive. It was surprising to many to know that Phoenix has a population of 25,000. Last year building permits exceeded \$1,500,000.

WINNERS IN THE BURRO COMPETITION



Roger W. Minard, winner of first prize; M. P. Cartock, of El Paso, and Mary Mallon, after the presentation of El Paso Jack and Baby Jack at the big convention yesterday.

FIVE CANDIDATES FOR PRESIDENCY

Frank H. Rowe of Toronto is One of Those in the Field.

The name of William Woodhead of San Francisco, president of the Associated Advertising Clubs of the World, was not submitted in the report of the nominating committee yesterday afternoon on candidates for the presidency of the organization. The following names, to be voted upon by the convention in general session this morning, were submitted:

- A. E. Chamberlain of Chicago, Ill.
- Frank H. Rowe of Toronto, Ont.
- A. L. Shuman of Fort Worth, Texas.
- John Renfrew of Los Angeles, Cal.
- Edward J. Shay of Baltimore, Md.

The following were nominated to serve on the executive committee: E. T. Meredith of Des Moines, Ia.; W. C. D'Arcy of St. Louis, Mo.; Theodore R. Gerlap of Chicago, Ill.; Herbert S. Houston of New York; William H. Lee, Bridgeport, Conn.

BROKE INTO HOTEL

When Nightwatchman John Ross was making his rounds at Sprinkles Hotel about 11 o'clock last night he found that the cellar door leading from the barroom was open. He called in P. C. Kerr (219), who placed Albert Herbert, no home, under arrest, charged with the theft of several bottles of liquor.

THOUSANDS HEARD THE BANDS PLAY

Big Tattoo Was Something Entirely New for the Delegates.

DISPLAY OF FIREWORKS

Twenty Thousand People at the Exhibition for the Entertainment.

Twenty thousand people, twelve bands, several hundred militiamen and cadets, gymnasts, fencers, dancers, much national music and a wealth of fireworks. This is the recipe that last night made one of the finest military tattooes Toronto ever has turned out—and she has turned out some fine ones. Not for a moment did the performance drag.

American guests were responsible for most of the enthusiasm. They went to be pleased and did not disappoint themselves or anyone else. They applauded their own national songs to the last echo, and thru the roar soared the shrill rebel yell and the sky rocket screech from the San Francisco delegation.

A feature was the display in commemoration of the century of peace between the United States and Canada. The eight bands, named and flanked by two Highland companies played national airs of both countries. Then toward the close the two crossed flags were traced in fireworks, and on one side was a great picture of President Wilson.

"These fireworks have a militant suffrage demonstration beaten hands down," declared a man with a "Hoosier" hat band from down in Indianapolis way.

CAME LONG WAY FOR CONVENTION

Jack Alicoate of San Diego Traveled Farther Than Any Delegate.

Jack Alicoate has the distinction of being the delegate to the ad club convention who has travelled the greatest number of miles to be present. Mr. Alicoate is the sole representative from the ad club of San Diego, California and accompanied by his wife, they traveled no less than 4,400 miles, which journey took them 16 days to complete, with an expense of \$600. His time, however, has not been wasted, according to his own statement, for he considers that this has been the most successful convention he ever has attended.

Yesterday Mr. Alicoate received a wire from the mayor of San Diego, which necessitated his leaving the city immediately for Washington, where he will make a personal request to President Wilson to visit San Diego next year to witness the masting of the fleets of the world in San Diego harbor, after passing thru the Panama Canal.

SPORTING EXTRA!

The motorcycle race which the Ad Club convention staged last night on the Exhibition track were contested keenly, and one record went by the boards. The five-mile amateur single-cylinder event was a bumper, and a new record of 1:14-4 was set up. Hedley won the race, but there was a protest lodged afterwards, that Hedley had ridden in third place, skidded on a Blue Streak tire, which was not less so they claim, in this particular event. It is up to the C.M.A. to settle the question. The ten-mile race brought out a large field, but Morrison and Hedley soon left them behind. These two jockeyed up and down the stretches like two flies. Morrison eventually won with a terrific sprint in the final lap.

An accident occurred in this race, which Hedley did not prove as serious as was at first reported. Fred Hedley who was riding in third place, skidded on the east corner and hit the fence. He was carried to the other side of the track without anybody hitting him, however, and there his wounds were patched up. He received a bad gash in the side of the head, and a sprained wrist, but was sufficiently recovered afterwards to walk to the ambulance.

RESULTS.
Five-mile amateur single stock—Hedley 1, Miles 2, Morrison 3. Time 1:14-4.
This was a great race, with Hedley gradually going away from the field. They maintained their respective positions practically through the future. Hedley's tires were pre-vented after the race, and if Hedley is disqualified Shuttlesworth will get third money.

Ten-mile amateur single stock—Morrison 1, Hedley 2, Shuttlesworth 3. Time 3:11-4.
Hedley and Morrison kept taking the lead on alternate laps throughout the whole race, and the two men kept jockeying all the way to the finish. Hedley went to the front on the last lap, but Morrison came into stretch full gas and passed him 79 yards. Miles, who was in third position, skidded into the fence in the second to the last lap, and was injured, giving Shuttlesworth the place position.

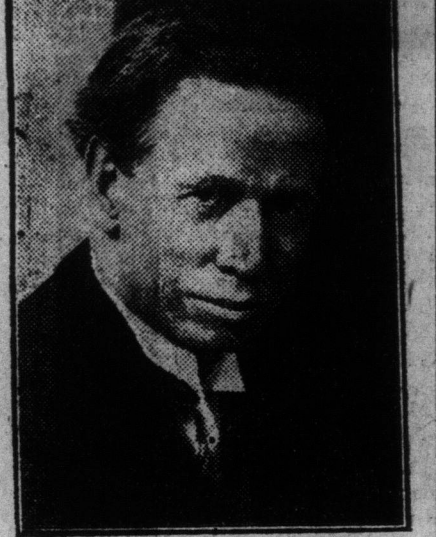
TORONTO WORLD IS WORLD BEATER

Seth Brown Pleased With Reports of Big Ad Convention.

NOSE FOR REAL NEWS

Chicago Expert Has Kind Words to Say of Canada's Brightest Paper.

Seth Brown, publisher of Standard Advertising, Chicago, says the World is a world-beater on handling the news of the advertising convention.



Seth Brown

He says the World is a world beater in handling the convention. With a real nose for real news, and this morning I was delighted to read the account of the great "big stuff" which was pulled off on Tuesday.

AD MEN SATISFIED WITH NEW NAME

No Truth in Rumored Split in Executive, Says President Woodhead.

The rumor circulated in convention circles last night that there was a split in the executive committee of the Associated Advertising Clubs of the World over the new name selected for the organization Monday is without foundation, according to President Wm. Woodhead.

MRS. FREDERICK SPOKE TO WOMEN

Business Management of the Home Was Subject of Address.

Mrs. Christina Frederick, who addressed the evening session of the Associated Advertising Clubs on Tuesday, spoke last evening at 8 o'clock at the Y.W.C.A. Her subject was "Business Management in the Home."

CAUGHT IN MACHINERY

Sterno Jamandoff, 8 Wiltshire avenue, was badly injured when caught in some machinery at the Swift Packing plant yesterday afternoon. He was removed to Grace Hospital.

MUCH PRAISE DUE VISITING LADIES

Contributed Largely to Great Success of Ad Men's Convention.

HIGHLY ENTERTAINED

By Wives of Local Members-Theatres, Teas and Boosting.

The visiting lady delegates vote with one accord that the convention being held in Toronto is the most remarkable of its kind that they have ever taken part in.

"We hardly get started on one lovely excursion when we are whisked back in luxurious motors, only to prepare for a still more wonderful trip," said one lovely woman from the south.

The ladies are certainly making the best of their time here, and if the men are bending every effort to make this convention of the Associated Ad Clubs of the World an ultimate success, the wives and sisters are doing their share, too.

HOW TO SPEND APPROPRIATION

Three Important Factors Should Be Considered by the Retailer.

W. A. Holt, speaking on "The Retail Advertising Appropriation," before the advertising meeting in the transportation building yesterday morning said: "The appropriation should be given very important consideration. It should take into account all possibilities and probabilities and deal with them thoroughly and seriously. It should be definite in its idea as the commodity exploited and the copy that is being used in exploitation are definite in their ideas. It should be thoroughly appreciated and understood as one of the four great factors of the plan, other three of which I would name as the commodity, the distribution and the copy."

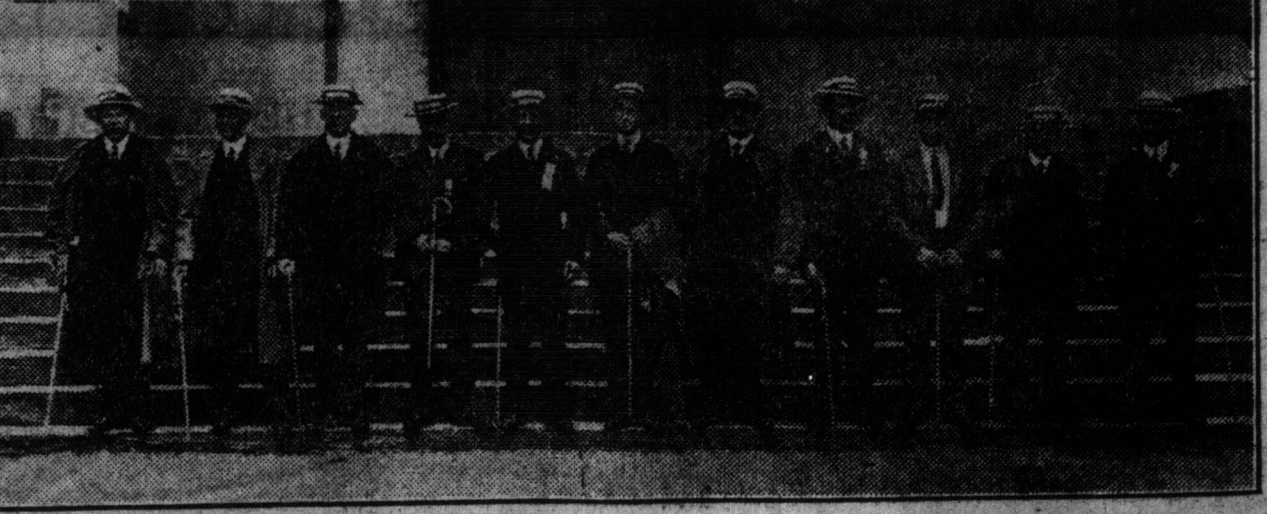
FARMERS SHOULD NOT BE FORGOTTEN

Ad Men Ought to Free Themselves From Indifference.

A Canadian, H. E. Cowan, of Peterboro, Ont., was a speaker at the agricultural publications session. His subject was "The farmer as most, was the subject of the technical talk, was the subject of the technical talk, was the subject of the technical talk."

What he emphasized was the importance of ad men freeing themselves of the indifference toward educational work in advertising in the colleges and by special lecture courses. For years the farmer has looked contemptuously upon college courses in farming, but now he was seeing their use. Ad men could not afford to disregard these opportunities. Three-year courses had been instituted in several universities.

ELEVEN HUSTLERS FROM BINGHAMTON, N. Y.



ETHICAL CANONS FOR TRADE PAPERS

Lofty Standards for Business Journals Urged by Toronto Speaker.

EXERCISE POLICE DUTY

These Should Be Such as to Increase Reputation of Publishers.

A plea for the adoption of lofty standards of practice by business journals, was made by A. C. Pearson of Toronto, in addressing the representatives of this branch of the press at the advertising convention yesterday. In closing his remarks, Mr. Pearson said:

"The average standard of practice of business publications has the same direct effect on each publication as the reputation of the man who will claim the individuality in that community. It is accordingly the duty of every publication affiliated with the trade press to see to it that the general standards of practice are sufficiently high to reflect credit on each individual publisher."

HE MAKES GRAPE JUICE

Edgar T. Welch of Westfield, N. Y.

"If there are any who doubt this statement they should look about a bit and they will find up in Westfield that the business outlook is exceptionally bright. Some may say that I am a rank outsider and not in a position to judge business conditions here, but I would have to protest against such an assertion. I have been making a serious study of Canadian business conditions for three years."

WENT FOR MOONLIGHT RIDE AROUND CITY

A moonlight street car ride around the city at midnight was the unique innovation extended by the Toronto Elks to the visiting brethren and their ladies with the Ad Club Association Convention last night. The ride commenced at the Exhibition grounds at the close of the tango, and after a two hours' cruise about the city, ended with a supper at the Prince George Hotel, where an address was made by J. R. Roaf of the Toronto Elks, and responded to by R. A. G. Williams of Chicago, of the visiting Elks.

FIFTEEN DELEGATES FROM SYRACUSE



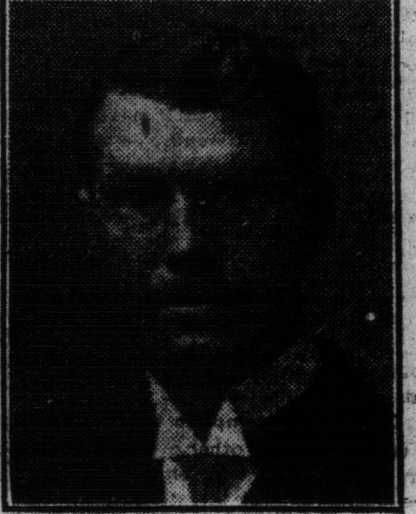
CANADIAN TRADE PLEASURES WELCH

Head of Grape Juice Company is Full of Optimism.

BUILDING NEW PLANT

St. Catharines Factory Will Be in Operation by the Autumn.

If anyone in Canada doubts the bright outlook of Canadian trade conditions he should hear what Edgar T. Welch of the Welch Grape Juice Co. has to say on the subject. The day Mr. Welch arrived for the convention he impressed everyone with his optimistic views on business in general, and Canadian business especially.



Edgar T. Welch of Westfield, N. Y.

"I am a rank outsider and not in a position to judge business conditions here, but I would have to protest against such an assertion. I have been making a serious study of Canadian business conditions for three years."

NOT KNOWN TO OFFICIALS

Some ladies are going thru the city selling tickets for the "Willing Circle of the King's Daughters." The officers of the city union announce that it is not under their auspices nor with their approval and will benefit the order at large in our city.

FIVE ENTHUSIASTS FROM ST. JOHN, N.B.

Claim That Business is Rushing in Canada's Winter Seaport.

WILL FORM AD CLUB

Delegates From East Here to Study Advertising Methods.

A distinct breath of bright and breezy optimism follows about in the train of five brisk young advertising delegates from the wind-swept shores of the Bay of Fundy. When it comes to talking of brilliant commercial prospects the Canadian west will soon have to take second place to the east, for those who come from St. John, N.B., are convinced that no land has the promise of their own. They have abundance of facts to back up their position also.

PRaised WORK OF PUBLICITY MEN

General Committee Has Spared Nothing to Forward Good of Ad Convention.

HONOR FOR EDMONTON

First City in Canada to Pass Bill Making Fraudulent Ads an Offence.

A general session of the convention was held in the transportation building yesterday afternoon, when several reports were presented, and the silver cup given by "Printer's Ink" was awarded to the club showing the best record for activity. It was won by the Los Angeles Ad Club. It was suggested by Richard H. Waldo, in presenting the report of the general publicity committee, that in the future prospective speakers would furnish a list of their addresses in order to facilitate the work of the newspapers in editing and condensing them. He pointed out the fact that hundreds of speeches were made, each one containing upwards of a thousand words, and the impossibility of their being properly handled in the press during the four days of the convention.

CHICAGO TO GET BIG CONVENTION

Windy City Beats Out San Francisco for Next Year's Ad Rally.

FOURTEEN MAJORITY

Fear Was Expressed That Panama Exposition Might Detract Attention.

COMMITTEE CHAIRMAN

Herbert S. Houston, head of the educational committee.

AD MEN TO FIGHT FOR ANOTHER TROPHY

Charles H. Morall, president of the Kalamazoo, Mich. club, announced that the vigilance committee of that organization will present a cup to the vigilance committee that shows the best record for work during the ensuing year. The cup will be presented at the next conference at Chicago, in 1915.

AS ENGLISHMEN SEE PUBLICITY

Charles Frederick Higham of London Explained What They Do.

NOT PRONE TO CHANGE

Advertising Men Are Not Switched as is Done in America.

At the session of the department of general advertising an interesting address was read by Charles Frederick Higham of London, England, the subject being "World Publicity as the Englishman Sees It." According to Mr. Higham, the advertising in this country is entirely educative. It will govern public opinion, because it will put the salient feature of every cause and movement into their simplest possible form, so that "he who runs may read" and understand.

PRaises AMERICAN AD MEN

Charles F. Higham, British publicity expert attending big convention.

to place his claims before those who might require his services. The advertising field has hitherto been left to the charlatan and the quack, and ere long the organizations which control these professions will realize that it is not playing the game with the public to let the faker get their trade.

FURTHER PRAISE FOR EXHIBITION

Visitors Never Saw Anything to Equal the Toronto Grounds.

BEST ON CONTINENT

Permanent Roads and Buildings Struck the Ad Men Most.

"It is time cities in the United States availed of such a permanent nucleus in Toronto," W. F. Palmer, secretary of the national advertising committee, said yesterday. "The permanent nucleus of the exhibition Park is the best thing that has happened in the history of the convention."

CAUGHT IN MACHINERY

Sterno Jamandoff, 8 Wiltshire avenue, was badly injured when caught in some machinery at the Swift Packing plant yesterday afternoon. He was removed to Grace Hospital.

Vertical text on the right edge of the page, including "HYDRO" and "Report at Wag Con Wor pres With" and other fragments.

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THE BAR-ROOM OR THE BOY

YOUR VOTE MAY SETTLE IT ON JUNE 29TH



"IS THAT YOU, DADDY?"

Arthur Henning

ROYAL
 Rooms in Canada
 American Plan

HEALING
INDIAN LIST

Hotelkeepers Will
 Links to Those
 Listed.

Onto World.
 June 24.—The Daily
 featured a report
 Hotelkeepers' As-
 being sent broad-
 papers thruout the
 was to the effect
 bers, who some time
 in official Indian
 agreeing to sell no
 named in that list,
 ing and decided to
 those persons upon
 1, or after the elec-
 tion of June 24.

KEPT OUT.
 were sadly disap-
 the Exhibition Park
 found the rooms
 On Tuesday some
 put books in their
 mistake somewhat
 tion, it was thought
 ent a recurrence by
 ones out.

NEW DOCTORS IN ONTARIO

The following candidates have passed the final examinations of the College of Physicians and Surgeons of Ontario, June, 1917:

George Chambers Anglin, 21 St. Vincent street, Toronto; James Priestly Austin, 30 West Wyandot street, Windsor; Charles Clarke Ballantyne, 283 St. George street, Toronto; Albert Frederick Bastedo, Bracebridge, Ont.; John Reginald Beaven, Hespeier, Ont.; William Ker Bell, box 488, Meaford, Ont.; James Ernest Bond, 282 Broadview avenue, Toronto; John Murray Bremner, Camilla, Ont.; Charles Hulise Breerton, 75 Rosemount avenue, Toronto; Harold Ernest Brown, 474 George street, Peterboro; Howard Hampton Burnham, 55 Warren road, Toronto; George Leonard Caldwell, Shanty Bay, Ont.; Keith Wilson Cameron, 25 Elgin avenue, Toronto; William Arthur Cardwell, 1092 West Bloor street, Toronto; John Harold Casca-dano, 464 Ontario street, Toronto; Michael Joseph Casserley, Hamilton, Mont., U.S.; Harold Clarke, 41 Olive

Thin People Can Increase Weight

Thin men and women who would like to increase their weight with 10 or 15 pounds of healthy "stay there" fat should try eating a little Sargol with their meals for a while and note results. Here is a good test worth trying. First weigh yourself and measure yourself. Then take Sargol—one tablet with every meal for two weeks. Then weigh and measure again. It isn't a question of how you look or feel or what your friends say and think. The scales and the tape measure will tell their own story, and most any thin man or woman can easily add from five to eight pounds in the first fourteen days by following this simple direction. And best of all, the new flesh stays put.

Sargol does not of itself make fat, but it does with your food, it turns the fats, sugars and starches of what you have eaten, into rich, ripe, fat-producing nourishment for the tissues of your body. It is an easily assimilated form which the blood can readily accept. All this nourishment now passes from your body as waste. But Sargol stops the waste and does it quickly and makes the fat-producing contents of the very same meals you are eating now develop pounds and pounds of healthy flesh between your skin and bones. Sargol is safe, pleasant, efficient and inexpensive. Druggists sell it in large boxes—forty tablets to a package—on guarantee of weight increase or money back.

NEW C. P. R. SERVICE STARTS ON MONDAY

Fast Train Will Clip Time Between Ottawa and Queen City.

The new service of the Canadian Pacific Railway over the Glen Tay line between Toronto and Ottawa will be inaugurated on Monday, June 29, according to an announcement made to The World yesterday. The service will be daily, except Sundays.

An Ottawa train is to leave Toronto at 8:05 a.m. and arrive at Ottawa at 4:50 p.m. Westbound train will leave Ottawa at 10 a.m. and arrive at Toronto at 5:50 p.m.

The Ottawa train will consist of baggage car, first and second-class coaches, parlor car and cafe-coach.

In addition to the above, the Can-

ford, Ont.; Robin Pearce, 55 Avenue road, Toronto; John Wilmer Peck, Seaford, Ont.; Orlando William Pickard, Sandwich, Ont.; John Melancthon Pollock, Berwick, Ont.; Douglas Absolem Quick, Harrow, Ont.; Lee Anderson Richmond, 297 Central avenue, London, Ont.; Ernest Fulton Riedon, 102 Avenue road, Toronto; Frank Ramsey Scott, 18 Maynard avenue, Toronto; James Douglas Shields, Mount Albert, Ont.; Richard James Shute, Holland Centre, Ont.; William Ewing Sinclair, Meaford, Ont.; Robert Franklin Slater, Toronto; Albert Joseph Couillard, 35 Lloyd street, Ottawa; Richard Edwin Crane, 59 Simpson avenue, Toronto; Oswald John Day, Orillia, Ont.; Herbert Knutsen Detweiler, R. R. No. 3, Berlin, Ont.; Harry Dingle, Greenbank, Sidmouth, Devon, Eng.; Ham-nett Townley Douglas, 250 West Sher-brooke street, Montreal; Harry Dover, 27 York street, Ottawa; Francis Louis Eberhart, Seaford, Ont.; Percival El-more Paed, Woodville, Ont.; George Murray Flock, Burlington, Ont.; Gordon Sutcliffe Foulds, 55 Triller avenue, Toronto; William Lawrence Gaboury, Lefontaine, Ont.; William John Gard-ner, Mount Forest, Ont.; George Char-ence Gliddon, Union, Ont.; Malcolm David Graham, Arnprior, Ont.; Ben-jamin Leslie Guyatt, Binbrook, Ont.; William Hamilton, 31 Summerhill avenue, Toronto; Beverley Hannah, 15 South Drive, Toronto; Russell E. Harry, Seaford, Ont.; Ivan Dwight Hayes, 224 Davenport road, Toronto; Harold Heffering, 450 Sherbourne street, Toronto; Earl Darius Hubbell, Thamesville, Ont.; John Joseph Hur-ley, 5 Dundonald street, Toronto; How-ard Brown Jeffs, 2491 Yonge street, Toronto; Samuel Orville Hughes Jones, R. R. No. 7, London, Ont.; Charles Ot-to Earle Kister, Chippewa, Ont.; James Edward Knox, 18 Elm Grove, Toronto; Jean Marie Laframboise, St. Eugene, Ont.; Arthur Elgin Lidstone, 157 Divi-sion street, Kingston, Ont.; William Thomas Little, 383 West 14th street, Owen Sound; Horace Roy Macintyre-Kinardine, Ont.; Charles Clifford Macklin, Milliken, Ont.; Harold San-derman Martin, 136 Hatten avenue, Hamilton; John Cotton Maynard, 178 Elizabeth street, Stratford, Ont.; Charles Richard Llewellyn Morgan, 172 West King street, Hamilton; Dun-can Arnold Morrison, Maxville, Ont.; Patrick Ganon Mulloy, Inkerman, Ont.; Alexander Muterer, Ingersoll, Ont.; Vincent Arthur McDonough, Nashville, Ont.; Hugh Alexander Mc-Kay, 48 Murray street, Toronto; Ken-neth George McKenzie, Moncton, Ont.; Walter Wake McKenzie, 66 Melbourne avenue, Toronto; Alan Ernest McKib-bin, Chelsea, Que.; William John Mc-Lean, Belgrave, Ont.; Laurel Cole Palmer, 217 Jameson avenue, Toronto; Murray Hulme Paterson, 108 Stanley avenue, Chatham; Leslie Gladstone Pearce, 211 Wellington street, Brant-

AUTO VICTIM IN SERIOUS CONDITION

Miss Eva Hingan, one of the victims of the auto accident last Sunday at Oakville, has not yet regained consciousness, and is still in a very serious condition at her home on Northcote avenue.

Her four companions, Misses May Hingan, Dorothy Galhagan, Bertha Prussick and Mr. Northgrave, escaped with minor cuts and bruises, and are only suffering from shock.

SPECIAL BOARD OF TRADE MEETING

A special meeting of the Toronto Board of Trade has been called for tomorrow at 4 p.m. to take into con-sideration a plan worked out by the council of the board for new quarters in the Royal Bank Building, and an increased membership fee consequent upon the acceptance of this plan by the board.

VIOLATED HEALTH BYLAWS.

For maintaining an undrained stable, Arthur Couling was fined \$10 in the police court yesterday. A Paellii who keeps his restaurant at 119 York street in a dirty condition, was fined ten dollars.

SANDERSON'S
Scotch
"Mountain Dew"
 POSITIVELY THE
 FINEST WHISKY IMPORTED

MISSION BOARD'S TRIBUTE.

KINGSTON, June 24.—The mission board of Ontario diocese has passed a resolution as an expression of the great loss sustained by the Anglican Church in the death of S. H. Blake. "His wise and practical counsel in the synod has earned the lasting gratitude of the church at large," reads the resolution.

COUPON
 MR. and MRS.
VERNON CASTLE'S
"MODERN DANCING"
 Greatest Dance Book Ever Published

Clip out this Coupon and present it together with our Special Price of 75c at the office of the
TORONTO WORLD

1 COUPON 75c SECURE THE GENUINE Castle Book AND 10c extra for postage.

Beautifully bound in art covers, stamped in gold, with portrait inlay in flesh tints and costumes in color.

CASTLES TEACH YOU TO DANCE WITH MOVING PICTURES. NO OTHER BOOK CAN COMPARE WITH CASTLES' "MODERN DANCING." SECURE YOUR COPY TODAY

SOUTH WEST TORONTO PUBLIC MEETINGS

IN THE INTERESTS OF
HON. J. J. FOY SEAT A. **GEO. H. GOODERHAM** SEAT B.
 Whitney Candidates
TONIGHT, 8 P.M. BROADWAY HALL
 450 Spadina Ave.
 Friday, June 26th, 8 p.m., Orange Hall, cor. Euclid and College.
 PROMINENT SPEAKERS. 345

ACCUSED OF PASSING BOGUS BILL FOR CLOTHES

Benjamin P. Campbell was accused in the police court yesterday with having passed a bogus \$10 bill on Nathan Heintzen, a York street clothier, last December. The bill was one of those used for advertising purposes, and Heintzen remembered that the only person who had offered a bill of such large denomination was the man who purchased a fur-lined coat, fur cap and a pair of boots. He notified the police and the arrest of Campbell is the result. The accused admitted having purchased the garments on that date.

RUSH ORDER FOR BIBLES FOR FRONTENAC ELECTION

Special to The Toronto World.
 KINGSTON, June 24.—In making arrangements for the election in County of Frontenac, Reeve J. A. Kennedy discovered there was a Bible famine. He found that forty-one new testaments were needed. After making a tour of local stores he found that he still required nineteen copies, and he then sent in a rush order to a Toronto firm. There is quite a large supply of higher-priced Bibles here, but for election purposes these are not necessary.

HAVERGAL COLLEGE, June 25.—(Special.)—The graduation exercises of this well-known college were held in the open air under the trees on the collegiate campus. The graduates were uniformly garbed, and presented a striking picture. It is reproduced in this week's issue of The Sunday World. Every student will want to obtain a copy. To prevent disappointment order it now from your nearest newsdealer or newsboy. 456

PUBLIC MEETING TONIGHT

At Parkdale Assembly Hall
 2 Lansdowne Ave.
 in the interest of the Conservative Candidate in Parkdale Riding. Ad-dresses will be delivered by Rev. T. J. Glover, William H. Price, J. M. Grant, and others.

HINTS ON TAKING PHOTOS.

The members of the Women's Press Club had a most interesting and most useful address yesterday afternoon from Mr. Ross, president of the Toronto Camera Club. Mr. Ross treated his subject to a great extent from the view of the newspaper, and gave many very useful rules which if followed would lead to many successful pictures. One of the consoling statements made was that a cheap Brownie, for example, often produces as satisfactory a picture as the more expensive instrument. A good negative and correct exposure are necessary elements to success.

ASSESSMENTS REDUCED.

The court of revision yesterday granted reduction in assessments to Mary J. Acknes, M. D. McKinnon, druggist; Oscar P. Johnston, 60 Lang-ley avenue; Arthur Willey, 83 Rose avenue; Thomas F. Kent, 379 Pape avenue, and Henry Hornshaw, all of ward one.

The Toronto World

FOUNDED 1880. A morning newspaper published every day in the year by The World Newspaper Company of Toronto, Limited; H. J. Maclean, Managing Director.

WORLD BUILDING, TORONTO, NO. 40 WEST RICHMOND STREET. Telephone Calls Private Exchange connecting all departments. Branch Office—15 Main Street East, Hamilton.

It will prevent delay if letters containing "subscriptions," "orders for papers," complaints, etc., are addressed to the Circulation Department.

The World promises a before 7 o'clock delivery in the City of Toronto, or by mail to any address in Canada, Great Britain or the United States.

THURSDAY MORNING, JUNE 25.

SOME REPAIRS NEEDED.

Our parliamentary machinery at Ottawa needs overhauling and repairing to make it as efficient as it might and should be. When and by whom this work will be undertaken remains to be seen.

Just now the people in this country are considering if the machinery might not be improved by cutting out the senate or making it over after a different pattern. The senate was modeled upon the house of lords and its functions were to be much the same.

But even with the senate out of the way repairs would still be needed in our parliamentary coach at Ottawa. Delaying nearly all important business till the very end of the session is a natural enough thing to do, and would be done to some extent under any rules.

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POSTOFFICE SQUARE.

A little more enthusiasm is asked from the city council in connection with the proposed Postoffice square. It is a pity that such a project should fall thru on account of mere apathy.

The expense is not a serious item, the amount involved being \$750,000, one-third of which would be paid by the adjoining property-holders, who are, we understand, all in favor of the improvement.

The Ottawa Government would apparently be quite willing to co-operate with the city if the council showed a hearty disposition to carry out the project.

ELECTORAL PERPLEXITIES.

Some of the voters, it is said, are in grievous perplexity over the question whether it is better to vote for a candidate who drinks but who would abolish the bar, or for a candidate who does not drink and who would refuse to abolish the bar.

wonder the average voter wears a worried look when he has read over the latest circular from one headquarters or another. The best bartenders it may be pointed out, are now all total abstainers, so that mere temperance practice is no sufficient guide for the voter.

The debate seems to emphasize the fact that all the temperance men are by no means on one side nor all the drinkers on the other. Some of the strongest teetotallers in the province believe in the local option measure.

THE SIXTY-FIVE YEAR LIMIT.

Another struggle over the superannuation regulation is announced for the board of education meeting tonight. We believe public opinion is quite settled on the advisability of establishing an age limit, and in the result the teachers will prefer to stand or fall by an established regulation rather than be in the hands of an arbitrary authority.

WIDER SCOPE OF MODERN INSURANCE

Supt. Emmet Warmly Comments Metropolitan Life's Excellent Management.

Efficient and enlightened business management is probably the outstanding feature in connection with the report of the New York State department of insurance on the triennial examination of the Metropolitan Life Insurance Company.

INCREASING RAILROAD CONTROL

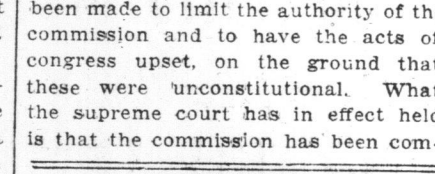
Among the measures promoted by President Taft, during his term of office, was that which constituted a commerce court with power to revise the decisions of the interstate commerce commission, the board of which exercises control over the federal railroads of the United States.

CONVOCACTION POSTPONED.

The Convocation which was announced for this afternoon at Trinity College for the conferring of the degree of doctor of Divinity on the Very Reverend the Dean of Argyll and the laies is postponed on account of the funeral of the Honorable S. H. Blake.

AND HE DID

THEY SAY IT'S HEALTHY TO SLEEP OUT OF DOORS I'M GOING TO TRY IT.



AND HE DID.

Advertisement for DODD'S KIDNEY PILLS, featuring a circular logo with text: 'DODD'S KIDNEY PILLS', 'CURES ALL KIDNEY DISEASE', 'BRIGGS' RHEUMATISM', 'BRIGGS' DIARRHEA', 'BRIGGS' DIABETES', 'BRIGGS' BACKACHE', 'NUMBER 23 THE PROPRIETOR'.

Advertisement for Rogers' Coal, featuring an illustration of a train and a coal basket. Text: 'Rogers' Coal Covers the City', 'THE ELIAS ROGERS CO. LIMITED', 'Alfred Rogers', 'PHONE MAIN 4155', 'THE VERY BEST ROGERS COAL', 'HEAD OFFICE 10 KING STREET WEST TORONTO'.

AT OSGOODE HALL

ANNOUNCEMENTS.

- June 24, 1914. Motions set down for single court for Thursday, 25th inst, at 11 a.m.: 1. Merriam v. Kenderdine. 2. Harnett v. Wood. 3. White v. Bennett. 4. Life Publishing Company v. Toronto. 5. Re Pagan and Soushine. 6. Ross v. Swartz. 7. Crocker v. Galusha. 8. Re Messenger Estate. 9. Hatfield v. Hatfield. 10. Re Canadian Mineral Rubber Co. 11. Re Abel Estate. 12. Bell v. Rogers. 13. McConnell v. Murphy. 14. Patton v. Murphy.

Master's Chambers.

- Before J. A. C. Cameron, Master. Cowie v. Kahn—L. Davis for defendant Poslins moved to set aside service of writ of summons W. W. Vickers for plaintiff. Order made giving defendants liberty to enter appearance without filing affidavit of merit. Costa v. Hanna v. Stewart—C. N. Black for defendant moved to change venue from Brantford to Toronto; R. G. Angus for plaintiff. Enlarged to 28th inst. Cowie v. Kahn—W. W. Vickers for plaintiff moved for judgment against Kahn and Kahn Costuming Company; J. Wilson for defendant Kahn. Order made with costs. Haines v. Vansickle—H. S. White for defendant moved to dismiss action for want of prosecution; J. M. Langstaff for plaintiff. Enlarged until 30th inst. Jenkins v. King—D. J. Coffey for assignee of plaintiff obtained final order of foreclosure. Taylor v. Dulmage—J. M. Langstaff

WERE AWARDED HONORS.

The following graduates of the Faculty of Education, Toronto, were awarded honors in the recent examinations: Lillian M. Allen, Edith Atkin S. G. Devitt, Rita M. Fleming, C. P. Halliday, E. A. Hodgson, Clea P. Holmes, H. B. Kerruish, E. W. Link-

for plaintiff moved for order of replevin; G. T. Walsh for defendant. Reserved.

McClay v. Hayes—Newton (Freeman and M.) for defendant obtained order on consent dismissing action without costs and vacating lien and his pendens.

Balloy v. Crockett—Stoneman (Masten and Co.) for plaintiff obtained leave to take original writ of summons out of files.

Hamilton v. Hamilton—W. J. McLarry for plaintiff moved for order making attaching order absolute; J. G. Smith for defendant. Enlarged until disposition of pending appeals.

Single Court. Before Middleton, J. Parker v. City of Toronto—W. D. Gwynne for plaintiff on motion for quashing bylaw of city; J. S. Fairly for city. The bylaw having been repealed, motion dismissed with costs, fixed at \$50, to be paid by the city to plaintiff.

Jardine v. MacDonald—P. Kerwin (Guelph) for plaintiff moved for judgment. No one contra. Judgment for plaintiff for an account of all moneys had and received by MacDonald and Sons, Ltd., to the use of plaintiffs under and by virtue of a certain agreement of January 30, 1914, other than the sum of \$2,138.90 referred to in paragraph 3 of the endorsement on writ, with reference to local master at Guelph, and parties to pay amount found due by master who is also to dispose of question of costs.

Re West York Election—A. J. Anderson and W. A. McMaster for Alexander Hain moved for a mandamus to Enoch Ward, returning officer, to receive his nomination paper. A. F. Lobb, K.C., for returning officer. Held that Hain at stroke of twelve or after the proclamation was read Dr. Godfrey's nomination became effective. More than an hour elapsed after that before Hain's nomination was received, and the returning officer acted rightly in closing the nomination. But whether he acted rightly or wrongly is now functus officio, and this court cannot now two days after interfere with his action. That can only be dealt with, if at all, by an election court. Motion dismissed with costs.

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Advertisement for POISONOUS MATCHES. Text: 'POISONOUS MATCHES. In less than two years it will be unlawful to buy or to use poisonous white phosphorous matches. EVERYBODY SHOULD BEGIN TO USE EDDY'S NON-POISONOUS "SESQUI" MATCHES. AND THUS ENSURE SAFETY IN THE HOME. ed7'

Advertisement for MICHE'S GLENERNAN Scotch Whisky. Text: 'MICHE'S GLENERNAN Scotch Whisky. A blend of pure Highland malts, bottled in Scotland exclusively for Michie & Co., Ltd., Toronto. Established 1835. ed7'

Advertisement for GREAT REDUCTION IN PRICE OF HARD COAL. Text: 'ESTABLISHED 1856. GREAT REDUCTION IN PRICE OF HARD COAL. P. BURNS & CO. LIMITED. 49 King East. Telephone Main 131 and 132. 3467'

WALKED ON THE GRASS. Harry Levinsky, Meyer Cooper and Louis Cadensky walked on the grass on University avenue and paid \$1 each into the police court exchequer yesterday, for this offence.

Large advertisement for O'KEEFE'S GOLD LABEL Old Stock ALE. Features a large illustration of a beer bottle with a label that says 'O'KEEFE'S GOLD LABEL OLD STOCK ALE'. Text: 'GOLD LABEL Old Stock ALE. "Don't go stale Drink Gold Label Ale." Order a case to-day. THE O'KEEFE BREWERY CO. LIMITED, TORONTO, CANADA.'

DOMESTIC FRUITS BECOME PLENTIFUL

Strawberries Went as Low as Eight Cents a Box Wholesale.

CHERRY PRICES STEADY

Green Peas Were Lower, Asparagus Scarcer and Gooseberries Unchanged.

Strawberries came in in large quantities yesterday, and the price dropped from 10c to 14c to 8c to 10c per box...

Table with columns for various goods like Wool, Tarn, Hides, Calfskins, Sheepskins, Raw Furs, Tallow, etc.

SUGAR QUOTATIONS. Local wholesale quotations on sugar in 100-pound bags are now as follows:

CHEESE MARKETS. MADOC, Ont., June 24.—Five hundred and twenty-five white offered, all sold at 12-14c.

CHICAGO LIVE STOCK. CHICAGO, June 24.—Cattle—Receipts, 11,800; market, steady; beefs, \$7.50 to \$9.40; Texas steers, \$8.20 to \$8.30; stockers and feeders, \$4.11 to \$5.15; cows and heifers, \$2.75 to \$3.80; calves, \$7 to \$10.

GOOD ROADS WORK NOW UNDER WAY

Provincial Engineer McLean Begins Preliminary Work of Improving Highways.

LOOKING INTO NEEDS

Engineers Are Sent Out to Find Out Requirements of Counties.

The first stage of the reorganization of the provincial highways system is entered upon this week by the Ontario Government. With the aim in view of expending several millions in the fitting up of the most efficient county systems on the continent, the preliminary motor surveys have been commenced.

Wanted. A reliable, energetic man for the position of... Apply to Mr. J. M. Himes, 100 St. George Street, Toronto.

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CULVER and COMPANY

INVESTMENT BROKERS Suite 803, Traders Bank Building

OFFER---For Public Subscription

Remaining BALANCE of 100 Shares of the Common Stock of the CONNESS-TILL FILM CO. LTD., Par Value of Shares \$100.00 each---All Common Stock

MOTION PICTURES MADE IN CANADA

Opportunities To-day are Gone To-morrow

Object of Company The CONNESS-TILL FILM COMPANY LIMITED has been organized and incorporated under the Ontario Companies Act for the purpose of manufacturing Motion Picture Films in Canada.

Capitalization The company is Capitalized at \$50,000.00, divided into 500 shares, par value \$100.00 each, All common stock.

Possibilities of This Company Think of the possibilities of this company, the only one of its kind in Canada. Think of the immense field for its activities, from Coast to Coast in Canada, also realize that we can undersell any imported Film, thereby giving the Motion Picture Owners a bigger profit.

What Is A Feature Film? A Feature Film is a film in three to five parts, usually taken from some standard book or play, which creates a world-wide demand for it.

Location of Studio The studio is located in Swansea on the Humber—property covering about two and a quarter acres, with three separate buildings. The main auditorium building, which is 70 x 150 feet, will be used for interior picture purposes, while the beautiful Humber, with all its natural facilities, will be used for exterior pictures.

CULVER and COMPANY 503 Traders Bank Bldg.

OWEN SOUND, June 25.—(Special.)—The recent convention of the Christian Endeavorers, held here, was photographed opposite the First Methodist Church. This picture is reproduced in this week's art section of The Toronto Sunday World. Copies can be obtained from any newsdealer.

CULVER and COMPANY

Suite 803, Traders Bank Building

Name P.O.

Advertisement for Dunlop tires featuring an illustration of a bicycle and text: 'A Big Revival in Bicycling this Year. All the signs point to a greater demand for bicycles, likewise for tires. But no matter whether bicycling was up or down, Dunlop Tires were always "there." In other words, Dunlop Tires have always enjoyed the biggest portion of the patronage that was going. So this likely-looking increase in this year's bicycle business means more friends added to the Dunlop calling list of twenty-six years.'

MONEY EXCHANGE BOND STOCKS COMMERCE METALS

RAILWAY STOCKS WERE WEAKEST

Market Leaders Declined Under Weight of Selling Pressure.

COPPER METAL FELL

Europe Not a Factor - Paris Had Steadier Tone.

FOREMOST FINANCIAL FACTS

Announcement is made that the Eastern Car Co. at New Glasgow, N.S., will open for business on July 1. It has been closed for some time.

Today a \$30,000,000 loan, negotiated by the Dominion some time ago at 3 1/2 per cent, falls due. Because of an option to retire this in 1919, that will be done in view of present conditions.

NEWS OF ORDER IS WELCOMED IN LONDON

LONDON, June 24.—Financial circles welcome the news of the compulsory winding up order for Chapin, Miles, Grenfell Co. It came at the latter's request. Full publicity is not assured.

ANNUAL MEETINGS TODAY.

Demsters Electric Co. Limited, annual meeting, 10 p.m. American Cyanamid, annual meeting at 3 p.m.

EUROPEAN BOURSES.

PARIS, June 24.—Bourses opened heavy and closed steady on the bourse today. Three per cent, rentes; 64 francs 10 centimes for the account; exchange on London at francs 16 1/2 centimes for cheques; private rate of discount, 2 1/2 per cent.

MAKING GOOD PROGRESS.

COBALT, June 24.—The mill extension and the sprinkler system of the Hollinger mine is making good progress. In the Hollinger statement, gross in the mill has just been reported as \$722,077. It is charged up against mill extension and \$358,778 against the sprinkler system. It is expected that the cost of insurance will materially decrease.

GRAND TRUNK DENIES.

MONTREAL, June 24.—"There is absolutely no truth in the rumor," said D. E. Galloway, assistant to President Chamberlain of the Grand Trunk Railway, this morning in answer to a question caused by a report coming from Chicago yesterday to the effect that the Grand Trunk Railway would in a short time take over the operation of the Chicago and Great Western Railway.

TELEGRAPH DIVIDEND.

The Montreal Telegraph Co. has declared a 2 per cent dividend payable July 15 to shareholders of record June 30.

PASSED THE DIVIDENDS.

NEW YORK, June 24.—Panhandle directors today passed the dividend on the common stock and cut the preferred dividend in half, reducing it to 3 1/2 per cent for the quarter.

LOCAL BANK CLEARINGS.

Bank clearings yesterday were \$7,821,993.

BRAZILIAN ABROAD.

Bongard Ryerson & Co. quote Brazilian in London yesterday at 79 3/4 to 80 1/4 yesterday. The close was at 79 5/8 to 80.

LISTED ON EXCHANGE.

One hundred and ten thousand dollars ordinary stock of the Canadian Salt Co., Limited, has been listed on the Toronto Stock Exchange.

MONTREAL STOCKS WERE IRREGULAR

Textile and Nova Scotia Strong, But General Tone Was Weak.

BREAK IN LOCAL INDUSTRIAL ISSUE

General Electric Goes Down - Brazilian and Barcelona Weaker.

EASIER TREND ON MINING EXCHANGE

Hollinger Goes Up - Dome Mines Weak - York, Ont., Active and Strong.

Hollinger was the feature in mining stocks yesterday. It sold up to 1905. There appears to be a good demand for this stock. At the close 1900 was the figure. Dome Mines was weak. It sold down to 645. This is a loss of 20 points on the day.

RICH STRIKE OF GOLD IS REPORTED

Vein of Fourteen Inches Said to Be Found in Alma Township.

WHAT THE TAPE SAYS

American stocks in London quiet and irregular. Canadian crude oil reduced 3 cents to \$1.56 a barrel.

BANK OF FRANCE MAY LOWER DISCOUNT

PARIS, June 24.—It has been learned that the governors of the Bank of France are likely to lower the discount rate from 3 1/2 per cent to at least 3 per cent on Thursday. They are to take this action with a view of encouraging and facilitating the approaching new issue of rentes by providing a favorable investment atmosphere.

RAILWAY EARNINGS.

In the statement of earnings and operating expenses for May the Canadian Northern decrease in gross earnings was \$576,900. The expenses show a decrease of \$478,490. The net earnings are \$81,410, which is a decrease of \$98,800 from May of a year ago; mileage in operation has increased by 373 miles.

LEHIGH VALLEY.

Change. Gross for May Dec. 278,000 Net for May Dec. 124,000 Net 11 months Dec. 2,234,032

CHURCH ORGANS.

In a recent report it is estimated that about \$10,000,000 is spent annually for organs in the American churches, \$25,000,000 for church-choir salaries, and \$5,000,000 for organists' salaries, and \$7,500,000 for sheet music.

WILL CLOSE FOR HOLIDAY.

Next Tuesday at noon the Toronto Stock Exchange will close. It will not reopen until Tuesday morning, Wednesday being Dominion Day.

STOCKS ON THE TORONTO EXCHANGE

continued to move in the same narrow market as has characterized the exchange during the past few days, yesterday. Beyond the fact that Canadian General Electric was lower, that Nova Scotia Steel was firm and that the market as a whole was inactive, there is little to report.

GENERAL ELECTRIC STARTED AT 100 1/4

It dropped to 98 1/4. Slight fluctuations occurred from this figure, but it held at the close.

Both Brazilian and Barcelona were weaker. The former opened at 77 3/4. It fell to 5-8 and then to 1-4. Sales were made at 77 1/4. Barcelona was not traded in to any extent. It started at 25 1/2. The close was at 25 3/8.

DEPRESSION IN NEW YORK WAS AN INFLUENCE.

Rumors of adverse character regarding the Brazilian loan were responsible for the weakness in foreign issues.

Steamships sold at 66 3/4. This price held firm. C.P.R. sold at 193 1/4. Banks were neglected. Bonds in the same class. Mining issues were fairly active.

AMERICAN STOCKS IN LONDON QUIET AND IRREGULAR.

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Latest Stock Quotations

TORONTO

Table of Toronto stock prices including Am. Cyanid common, do. preferred, Brazilian, B. C. Packers common, etc.

NEW YORK

Table of New York stock prices including Erie, Atchafalaya, C. P. R., Ches. & O., etc.

MINING QUOTATIONS.

Table of mining stock prices including Cobalt, Hollinger, Dome, etc.

TORONTO SALES.

Table of Toronto sales including Op. High, Low, Cl. Sales for various commodities.

MONTREAL

Table of Montreal stock prices including Ames Hold., do. pref., etc.

NEW YORK CURB.

Table of New York Curb prices including Buffalo, Dome Mines, etc.

STANDARD SALES.

Table of standard sales including Big Dome, 35 at \$85, 100 at \$85, etc.

MONEY AND EXCHANGE.

Table of money and exchange rates including Glassbrook & Cronyn, etc.

NEW YORK COTTON.

Table of New York Cotton prices including New York, London, etc.

THE DOMINION BANK

Notice is hereby given that a dividend of three per cent, has been declared upon the paid up capital stock of this institution for the quarter ending 30th June, 1914, being at the rate of twelve per cent. per annum, and that the same will be payable at the head office of the bank and its branches on and after Thursday, the 2nd day of July, 1914, to shareholders of record of 20th June, 1914.

THE DOMINION PERMANENT LOAN CO. DIVIDEND NOTICE

Notice is hereby given that a dividend of three per cent, (3 per cent) for the six months ending June 30th, 1914, being at the rate of six per cent. per annum, has been declared on the permanent stock of the company, and is due and payable at the office of the company, 12 King Street West, Toronto, on and after the 2nd day of July, 1914.

SPACE IN THE ROYAL BANK BUILDING

is, peculiarly, a spacious subject. You can do almost anything with it. Let us introduce you to our efficiency engineer, who will take the worry of economy in space off your mind.

HERON & CO. Investment Securities Specialists

UNLISTED ISSUES Correspondence invited. 16 King St. W., Toronto

LYON & PLUMMER

Members Toronto Stock Exchange. 21 Melinda Street. Telephone Main 7978-9.

BUCHANAN, SEAGRAM & CO. STOCKS AND BONDS

Correspondence invited. 22 JORDAN STREET.

STOCKS AND BONDS

deal in on all Exchanges. Send for List. H. O'NEILL & COMPANY. 30 Toronto St. Toronto. 348

CHICAGO WHEAT

Our two private wires give unexcelled facilities for transacting business in the Chicago grain market. Correspondence invited.

ERICKSON PERKINS & CO. TORONTO

14 King W., TORONTO Telephone Main 5790. 245

CALGARY OIL

English and American investors are beginning to realize that Calgary oil fields are the real goods, why not you? For a short time we are offering commercial oil at per value of \$1.00. All our leases are reported by the leading geologists to be want, or write us for prospectus and full information. Commercial Oil and Gas Co., Ltd., 700-2 Street, Calgary, Alberta. Reliable agent wanted.

FLEMING & MARVIN

Members Standard Stock Exchange. 310 LUMSDEN BUILDING. Porcupine and Cobalt Stocks. TELEPHONE M. 4028-9.

LOUIS J. WEST & CO.

Members Standard Stock Exchange. 56 KING STREET WEST, TORONTO. Adeline 3342-3343-3344.

J. F. CANNON & CO.

Members Standard Stock Exchange. 20 VICTORIA STREET, TORONTO. Offices also at Montreal, Winnipeg, Calgary and Vancouver.

Edwards, Morgan & Co. CHARTERED ACCOUNTANTS

20 VICTORIA STREET, TORONTO. Offices also at Montreal, Winnipeg, Calgary and Vancouver.

GEO. O. MERSON & CO.

Chartered Accountants. 16 KING STREET WEST, TORONTO. Calgary and Medicine Hat.

THE ROYAL BANK OF CANADA

INCORPORATED 1869

Capital Paid Up \$11,560,000 Reserve Funds 13,575,000

BANK MONEY ORDERS

A safe and economical method of remitting SMALL amounts. Rates: \$5 and under Over \$5, not exceeding \$10, . . . 6c Over \$10, not exceeding \$50, . . . 10c Over \$50, not exceeding \$100, . . . 15c

MONEY AND EXCHANGE.

Glassbrook & Cronyn, exchange and bond brokers, report exchange rates as follows: Buyers. Sellers. Counter.

NEW YORK COTTON.

New York, London, etc. Sterling, 60 days sight. 485 90 487 1/2

LETUCE AND BACON.

The coarser outside leaves of the lettuce can be used with bacon in an appetizing dish. Chop them fine with a bunch of green onions and one sweet red pepper. Fry five or six strips of bacon until very crisp and crumble these with the soft vegetables. Mix together enough dressing to saturate it, of olive oil, vinegar and seasoning, to which has been added a tablespoonful of bacon fat from the frying. Mix the chopped vegetables with the dressing and serve soon after.

SURPLUS FRUIT JUICE.

One very acceptable way of using juice left from the jars of canned fruit or preserves is for pudding sauce. Dilute if very strong, add a little lemon juice if too sweet or a little sugar if too sour; thicken with flour blended with an equal amount of butter. This is delicious for collage pudding. Another way of using left-over fruit juice, if there is enough, is to make a clear tapioca pudding, sweetened to taste, with this for the flavoring. Serve with cream.

SPINACH SALAD.

Boil one pint of spinach for ten minutes; drain and press hard to remove all the water. Chop fine, add horse-radish, oil and salt. Pack in

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594 bottles... Choice... \$2.50...

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I am offering to the Public Shares in the ROYAL CANADIAN OILS, Ltd.

"NON-PERSONAL LIABILITY"

At \$1.00 Per Share

I consider this Oil Company second to none in which shares have been offered for public subscription in Calgary. Most of my best leases comprising some of the very choicest holdings in the entire field, are owned by this Company, which will have my very strongest support at all times. It is my intention to develop these properties as quickly as possible so as to make these shares increase in value rapidly. I invite the public to subscribe for stock in blocks of ten shares or more. Shares in Royal Canadian Oils, Ltd., "Non-Personal Liability," are being offered in Calgary, Edmonton, Vancouver, Victoria, Toronto and Medicine Hat, it being my intention to create a wide market for this stock.

F. C. LOWES

Calgary :: :: Alberta

RUN OF CATTLE CONTINUES LIGHT

Price Unchanged for Choice Butchers — Easier for Cows.

VEAL CALVES HIGH

Demand Greater Than Supply — Sheep and Lambs Wanted at Good Figures.

Receipts of live stock at the Union Stock Yards yesterday were 54 cars, 594 cattle, 1069 hogs, 668 sheep and 245 calves. The run of cattle was again light with few good to choice quality among them. Trade was quiet with prices unchanged for choice butchers, but easier for cows and common to medium grass cattle. On account of the warm weather and fruit becoming more plentiful the prospects are for lower prices for cattle, excepting choice stall-fed animals, which are being sold at higher prices, but of course they were of extra quality, being stall-fed. The market for stockers and feeders was if anything weaker, few reaching \$7 per cwt., the bulk selling from \$6 to \$6.50. There being little or no demand for milkers and springers, prices were easier on a weak market. Veal calves still sold at high values, the demand being greater than the supply. Sheep and lambs were in demand, and the latter sold at higher quotations. Hogs were quoted about 10c lower than on Tuesday. Butchers' Cattle. Choice butchers' steers by the head sold at \$2.25 to \$3.50; choice steers and heifers at \$18 to \$22.50; medium to good at \$7.80 to \$8.10; common, \$7.20 to \$7.65; choice cows, \$7 to \$7.25; good cows at \$6.50 to \$6.80; medium cows, \$5.75 to \$6; canners and cutters, \$3 to \$4.75; bulls, \$5.50 to \$7.50. Stockers and Feeders. There was little doing in stockers and feeders, as demand has fallen off and prices were lower. Choice steers, \$6.75 to \$7; medium to good steers, \$6.50 to \$6.75; cows, \$5.75 to \$6.40. Milkers and Springers. The market for milkers and springers was dull and draggy with prices easier, selling from \$4 to \$8.50, but few reach the latter figure. Veal Calves. The delivery of veal calves was light, which caused prices to be very firm. Choice veals \$10 to \$10.50; good calves, \$9 to \$9.50; medium calves, \$8 to \$8.50; common, \$7 to \$7.75. Sheep and Lambs. There were 568 sheep and lambs reported on sale. The market for both was firm, for sheep of good, light quality, but lambs were sold at higher values. Sheep, ewes, light, sold at \$5.75 to \$6.25; heavy ewes and lambs at \$4.50 to \$4.80; spring lambs sold at \$10 to \$12 per cwt. Hogs. Selected fed and watered, sold at \$15, and \$8.25 to \$8.40 weighed off cars. Hogs, f.o.b. cars, \$7.75. Representative Sales. H. P. Kennedy sold: 115 lbs., at \$8.25; 11 butchers', 900 lbs., at \$8.15; 7 cows, 1100

lbs., at \$6.65; 3 cows, common, at \$5.25; 1 load butchers', 1040 lbs., at \$8.20; 1 load stockers, 470 lbs., at \$6.25; 1 load stockers, 500 lbs., at \$6; 4 decks of hogs at \$7.75 f.o.b. cars. In our report of hog prices received by this company Tuesday it was stated \$8.25, fed and watered. It should have been \$8.25 weighed off cars. Rice and Whaley sold 5 car loads: Butchers—3, 860 lbs., at \$8.50; 6, 1150 lbs., at \$8.25; 8, 1050 lbs., at \$8.10; 5, 1050 lbs., at \$7.85; 2, 860 lbs., at \$7.25. Bulls—1, 1280 lbs., at \$7.1; 2, 240 lbs., at \$5.50. Cows—1, 770 lbs., at \$7.1; 2, 1200 lbs., at \$7.1; 1, 1050 lbs., at \$7.1; 1, 990 lbs., at \$6.50. Sheep—4, 185 lbs., at \$7.4; 2, 150 lbs., at \$6.50; 12, 195 lbs., at \$4; 2, 240 lbs., at \$3.50. Spring lambs—20, 70 lbs., at \$11.55; 5, 74 lbs., at \$11.50. Calves—1, 190 lbs., at \$9.50; 5, 150 lbs., at \$9; 48, 180 lbs., at \$6.75. Hogs—7, 200 lbs., at \$8.40 weighed off cars. The Corbett, Hall and Coughlin Company sold 11 cars of live stock on Tuesday and Wednesday. Sheep—outlets, \$2.25 to \$2.40; medium to good, \$7.85 to \$8.10; choice cows, \$6.75 to \$7; good cows, \$6.40 to \$6.70; medium cows, \$5.50 to \$6.10; common cows, \$4.50 to \$5.50; 10 milkers and springers at \$5 to \$5.50 each; one deck of hogs on Tuesday at \$8.50, weighed off cars; one deck on Wednesday at \$8.15 fed; 20 spring lambs at \$11.75 to \$12.25 per cwt.; 20 sheep at \$5.50 per cwt.; 80 calves at \$9 to \$10.50 per cwt., and bought on order one load of butchers' cattle. Dairy and Levack sold: Butchers—5, 1110 lbs., at \$8.45; 4, 960 lbs., at \$8.25; 1, 1050 lbs., at \$8.15; 1, 1150 lbs., at \$8.50; 2, 1110 lbs., at \$8.50; 1, 1050 lbs., at \$8.25; 2, 1050 lbs., at \$8; 2, 1000 lbs., at \$6.25; 2, 730 lbs., at \$3.75; 1, 1200 lbs., at \$6.75; 1, 910 lbs., at \$6; 1, 100 lbs., at \$6.50; 1, 730 lbs., at \$3.25; 10, 1080 lbs., at \$6.40; 3, 950 lbs., at \$6.25; 1, 840 lbs., at \$5.80; 6, 1020 lbs., at \$6.25. Milkers—1, at \$46; 1, at \$70. Lambs—200 at \$12. Sheep—200 at \$4 to \$6 per cwt. Cows—100 at \$8 to \$11 per cwt. Hogs—200 at \$8.15 fed and watered. S. Hiley sold 1 load of grass cattle: Steers and heifers at \$8.25; stockers at \$6.60. Wm. Ettridge sold 1 load stockers, 600 lbs. at \$6.50; 16 milkers and springers at \$38 each. Representative Purchases. The Swift Canadian Company bought 275 cattle: Good to choice steers and heifers at \$7.50 to \$8.50; common to medium at \$7 to \$7.75; good to choice cows at \$7 to \$7.75; good cows at \$6.25 to \$7; medium cows at \$5 to \$6; bulls at \$6.50 to \$7.50; 50 lambs at \$11.75 per cwt.; 25 sheep at \$4.50 to \$5; 40 calves at \$8.75 to \$10.50. Geo. Rowntree bought 200 cattle on Tuesday and Wednesday for the Harris Abattoir Company: Steers and heifers at \$7.75 to \$8.25; cows at \$6 to \$7.10; bulls at \$7 to \$7.40. D. Rowntree bought for the Harris Abattoir Co.: Eight calves at \$11 per cwt.; 120 lambs at \$12 per cwt.; 25 sheep at \$5.75 to \$6 for light and \$4 to \$4.50 for heavy. W. J. Neely bought for Matthews-Blackwell 65 cattle: Steers and heifers at \$7.75 to \$8.10; cows at \$6 to \$7; bulls at \$6 to \$7.25; 50 spring lambs at \$11 to \$11.75 per cwt.; 40 sheep at \$6 to \$6.50. S. Hiley bought 125 cattle for Gunns, Limited: Steers and heifers at \$8.15 to \$8.40; cows at \$6.85 to \$7.35; bulls at \$7 to \$7.50; 100 lambs at \$11 to \$12 per cwt.; 50 calves at \$9.50 to \$10.50 per cwt.; 40 sheep at \$6.50 to \$6.25 per cwt. William Ettridge bought 23 milkers and springers at \$50 to \$60 each; 2 stock bulls at \$6.75; 27 feeders, 500 to 600 lbs. at \$8.25. Fred Rowntree bought this week 23 milkers and springers at \$55 to \$58.

NEWSPAPER DIGEST

American Fear is still strong and hope weak. Wall street: Stocks are reported to be in strong hands now. NEW YORK, June 24.—Newspapers comment on the financial situation as follows: Journal: There is no doubt that the value of Southern Pacific oil lands has been exaggerated. Commercial: The rate decision simplifies the railroad business of the country, which is an advance. EAST BUFFALO CATTLE. EAST BUFFALO, June 24.—Cattle—Receipts, 60; quiet; prices unchanged. Veals—Receipts, 25; active and steady; \$5 to \$10.75. Hogs—Receipts, 1300; active; pigs steady; others, higher; heavy and mixed, \$3.40 to \$3.65; Yorkers, \$3.50 to \$3.55; pigs, \$3.50; roughs, \$7.25 to \$7.35; stags, \$6 to \$6.75; Canada, \$8.25 to \$8.50. Sheep and lambs—Receipts, 600; active and steady. C. P. R. LIVE STOCK MARKET. MONTREAL, June 24.—At the C. P. R. live stock market the range of prices was

slightly lower, but as there were no extra choice steers offered the top price of Monday was not realized. Best steers offered sold at \$8.50 and the lower grade from that down to \$7.50, with some common lots selling at \$6 to \$6.50 per 100 lbs. Butchers' cows brought from \$4 to \$7.75 and bulls from \$5 to \$7.50 per 100 lbs. Hogs were in fair demand and Ontario selected lots were made at \$3.50 to \$3.60, and a few lots of heavyweights sold at \$3 to \$3.25 per 100 lbs., weighed off cars. The demand for spring lambs was good. GOES TO PEN FOR TWO YEARS. Penal servitude for two years was the sentence imposed by Magistrate Denison yesterday upon Harold Clarkson, who was found guilty of stealing clothing from R. E. Walker and R. Downes. A second charge, that of shooting with intent, was beyond the jurisdiction of the magistrate and Clarkson will be brought from Kingston to face that charge at the assizes. Clarkson's young wife and her parents were in court and the father told of the shooting. W. K. Murphy, counsel for the accused, pleaded for a light sentence, as this was the young man's first offense, but the magistrate said that he had given the case careful consideration, and the term, being subject to reduction for good conduct, was for the best.

GRAIN STATISTICS

LIVERPOOL CLOSE.			
Wheat	1st	2nd	3rd
Wheat	44	38	148
Duluth	112	123	158
Chicago	30	41	120
Winnipeg	198	61	103

NORTHWEST CARS.			
Yest'dy	Last wk	Last yr.	
Minnesota	44	38	148
Duluth	112	123	158
Chicago	30	41	120
Winnipeg	198	61	103

PRIMARY MOVEMENT.			
Yest'dy	Last wk	Last yr.	
Wheat	225,000	410,000	644,000
Shipments	648,000	342,000	611,000
Corn	623,000	645,000	1,125,000
Shipments	382,000	405,000	604,000
Oats	747,000	757,000	1,124,000
Shipments	682,000	760,000	805,000

CHICAGO MARKETS.				
Open	High	Low	Close	
Wheat	79 1/2	79 3/4	79 3/4	79 3/4
July	79 1/2	79 3/4	79 3/4	79 3/4
Sept.	78 1/2	78 3/4	78 3/4	78 3/4
Dec.	81 1/2	81 3/4	81 3/4	81 3/4
Corn	69 1/2	69 3/4	69 3/4	69 3/4
July	67 1/2	67 3/4	67 3/4	67 3/4
Sept.	67 1/2	67 3/4	67 3/4	67 3/4
Dec.	67 1/2	67 3/4	67 3/4	67 3/4
Oats	57 1/2	57 3/4	57 3/4	57 3/4
July	57 1/2	57 3/4	57 3/4	57 3/4
Sept.	57 1/2	57 3/4	57 3/4	57 3/4
Dec.	57 1/2	57 3/4	57 3/4	57 3/4

GRAIN AND PRODUCE.				
Open	High	Low	Close	
Wheat	11.47	11.80	11.47	11.47
July	11.47	11.80	11.47	11.47
Sept.	11.12	11.55	11.12	11.12
Dec.	11.12	11.55	11.12	11.12
Oats	10.10	10.12	10.07	10.07
July	10.10	10.12	10.07	10.07
Sept.	10.27	10.27	10.22	10.22
Dec.	10.27	10.27	10.22	10.22

Ontario wheat—No. 2, 45c, immediate shipment. Manitoba flour—Quotations at Toronto are: First patents, \$3.70 in cotton and \$3.60 in jute; second patents, \$3.20 in cotton and \$3.10 in jute; strong bakers', \$4.30 in jute. Ontario oats—No. 2 white, 25c to 40c, outside, and 41 1/2c to 42 1/2c, track, Toronto. Buckwheat—\$2c to 30c. Rye—65c to 64c, nominal. Bran—Manitoba, \$5, in bags, Toronto, and shorts \$25, Toronto; middlings, \$28. Ontario flour—90 per cent. patents, \$2.85 to \$2.90, seaboard. Rolled oats—\$2.25 per bag of 30 pounds. Manitoba wheat—Bay ports, No. 1 northern, 9c; No. 2, 9 1/2c; No. 3, 9 1/4c. Barley—Ontario, No. 2, 8c to 8 1/2c, outside. Manitoba feed barley—5c, track, bay ports. Corn—No. 3 yellow, 75c, track, Port Colborne. WORKED SUFFERING HORSES. The Humane Society is hot after those who work suffering horses and as a result of their activities, Louis Grossi and Fred Dancy paid fines of one dollar, while William Freland, Samuel Tipperne and Morris Cohen were fined five dollars in the police court yesterday. HAMILTON AND RETURN, \$1.55. June 25, 26, 27, 28, and July 2. Aerial Sport Hamilton Jockey Club Races. Particular attention is called to Canadian Pacific train leaving Toronto 11:30 a.m., arriving Hamilton 12:35 p.m., which enables you to have lunch in Hamilton with plenty of time to reach the race track before first race. Excellent service returning, trains leave Hamilton 7:45 and 8:30 p.m. On Saturday, week-end fare of \$1.40 applies, good returning Monday following date of issue. Full particulars from Canadian Pacific Ticket Agents.

REPORTS CAUSED A SEVERE BREAK

Abrupt Setback on Chicago Market — General Rush to Sell. CHICAGO, June 24.—Flattering reports about the wheat harvest in the United States caused a severe break in prices in Liverpool before trading here began. The result was an abrupt setback for the Chicago market the instant that business opened. There was a general rush, which was followed by a reaction on profit-taking, and by a renewal of weakness, with later a second rally. Market Depressed. Liberal acceptances of bids here for wheat to arrive from the country had much to do with keeping the market depressed, notwithstanding advice that European rivals had withdrawn from efforts to undersell the United States. In addition, harvesting was reported general as far north as the Kansas-Nebraska line with field conditions ideal, and 40 per cent. of the Nebraska crop was expected to be ready to cut by the end of the present week. Oats weakened in sympathy with wheat and because of reports that rural holders were showing more willingness to sell. Provisions averaged higher with hogs. Cash meats were said to be in excellent demand. Through Coach to Lindsay. Canadian Pacific train No. 36, leaving Toronto 4:20 a.m., arriving Lindsay 12:10 p.m., and train No. 35, leaving Lindsay 4:20 p.m., arriving Toronto 1:10 p.m., will carry through coach between Toronto and Lindsay. Full information, etc., from Canadian Pacific Ticket Agents, City Office, corner King and Yonge streets, Toronto.



RICE'S INDESTRUCTIBLE ANGLE STEEL FENCE

CHEAPER THAN WOOD
T. G. RICE WIRE M'FG CO., 231 KING STREET EAST TORONTO

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Store Opens at 8.30 a.m. Closes at 5.30 p.m.

SIMPSON'S SUMMER SALE FRIDAY BARGAINS

Saturday Closes at 1 p.m. No Noon Delivery

Misses' and Women's Cotton Dresses 98c

An offering of manufacturer's seconds, that in some cases has become slightly stained or soiled from handling, others fresh and clean, in voiles, ratines, cords and crepes; all these dresses sold previously from \$1.95, \$2.50, \$3.50 to \$4.50. Friday bargain .98

A Suit Sale for Misses and Women, \$4.95—A very special price offered for one day's remarkable selling. Formerly sold at \$8.75, \$9.75, \$11.50 to \$12.00. Finely tailored suits of serges, tweeds and checks, nicely lined with silks. 8.30 rush bargain sale .495

Smart Coats for Summer Wear, Friday, \$3.95—These coats sold regularly at \$7.50 and \$9.00, but to reduce our stock this season of the year we are making this special sale. The materials include navy and black serges and wool tweeds. Styles are all new and up to date, but not too extreme. Suitable for misses or women. Remarkably good bargain at .395

Big Reductions on College Girls' Coats, Friday, \$2.95—Sold at \$5.00, \$6.00 and \$7.50. Many styles gathered together to make this one day's sale an exceptional bargain. Tweeds, vicunas and black worsteds. Made in pretty styles. Some have belted backs. Sizes 13, 15 to 17. Busts 30 to 34. .295

Wash Skirts, 98c—A very special lot of Wash Skirts, in a wide range of styles, some buttoning down front with white pearl detachable buttons, and others plain gored styles, suitable for outings. Materials are natural linens, striped, mercerized repps, lins, cordeline, repps and piques. In all stock sizes. Very special Friday .98

The Silk List

Remnant Sale, 25c Yard—All ends of natural color Shantung silk, 1 to 2 yards, formerly 50c to 75c yard; odd lengths of plain and cord velvet, 75c to 1.00; colored Honan and Shantung silks, regular \$1.00 qualities; satin de chine, peau de soies, tamolines, Jap silks, etc. Friday, yard .25

Extra Value in Black Duchesse Paillette—300 yards of a bright-finished paillette, 36 inches wide; a most satisfactory wearing weave. On sale .84

Black Duchesse Satins, 36 and 38-inch satins, in the best Swiss and French makers, in qualities we can recommend. All considerably reduced Friday. Per yard .119

Beautiful Duchesse Satins, in lovely colorings, sold at a big discount; 36 inches wide. Sale .93

Shantung Silks, 33 and 34-inch. Some of the best pieces we have ever handled are shown in this lot. Rich, crisp qualities that are worth fully 50 per cent. more than we have priced them. Natural Ivory. Per yard .43

Children's Ribbed Black Cashmere Stockings, summer weight, good wearing yarn, spliced heels, toe and sole; sizes 5 1/2 to 10. Extra value, Friday, 19c; 3 pairs, 55c.

Children's All-wool Ribbed Black Cashmere Stockings, nice weight, spliced heel, toe and sole; sizes 5 to 8 1/2. Regularly 30c. Friday, 23c.

Men's \$2.00 Working Boots \$1.35

The sizes are 8 and 9 only. They are made from strong split leather, laced Blucher style, English back strap and leather pull, heavy double soles, strongly reinforced with rows of nails. Regularly \$2.00. Friday bargain .135

Men's \$3.50, \$4.00, \$4.50 and \$5.00 Oxford Shoes, \$1.99—They have Goodyear welted soles, are made on the newest and most popular lasts, and every pair are perfect; button and laced styles; tans, blacks and patents; all sizes from 5 to 11. Regularly \$3.50 to \$5.00. Clearing price, Friday bargain .199

Men's \$4.00, \$4.50 and \$5.00 Goodyear Welted Boots, \$2.95—Beautiful footwear in button and laced styles, tan Russia calf, patent colt, gunmetal and velours calf leathers. They are made on five different popular lasts, and every pair is Goodyear welted; all sizes from 5 to 11. Regularly \$4.00, \$4.50 and \$5.00. Friday bargain .295

Boys' Boots, \$1.99—Made from strong box kip leather on a neat, full fitting last, double solid leather soles. Sizes 1 to 5. Friday, 1.99; sizes 11 to 13, Friday .169

Children's White Oxfords, 79c—Neat Little Oxfords, of fine white canvas, full round toes, medium weight soles and spring heels; sizes 8 to 10 1/2. Regularly \$1.00. Friday bargain .79

Barfoot Sandals—Cream American elk skin and tan leather, made with fancy open vamps and two straps and buckles, reinforced soles. Sizes 12 to 2, Friday, .79; sizes 9 to 11, Friday, .69; sizes 5 to 8, Friday, .59; sizes 2 to 5, no heel, Friday .49

Women's Pumps and Oxfords, \$1.75—High-Grade Button and Laced Oxfords and Pumps, with tailored bows and pretty buckles, medium and light weight soles, high, medium and low heels. There are patent colt, gunmetal, tan Russia calf, vicid kid and dull kid leathers; sizes 2 1/2 to 7. Regularly \$2.50, \$3.00 and \$3.50. Friday bargain .175

Women's \$2.50, \$3.00 and \$3.50 Boots, \$1.75—Button and laced styles, made on popular perfect fitting lasts, gunmetal, patent colt, fine vicid kid, tan Russia calf and fine white canvas; medium and light weight soles; all styles of heels; sizes 2 1/2 to 6. Friday bargain .175

The Weekly Clearing Day assumes new importance from the Midsummer Sale. For it is a clearing of clearings; a great disposal of the broken stocks from the Sale, as well as of arriving goods purchased for these cut-price bargains. Come early.

THE NEWLY LOCATED DEPARTMENTS are getting into permanent shape, incidentally providing many good values for the Bargain day.

400 Suits for Men to Clear Friday \$4.95

Another Clearing Sale of Men's Good Business Suits, from good-wearing English tweeds, in browns and greys, in neat stripe patterns. Every suit is carefully tailored, and many have wool mohair linings. The coats are single-breasted, the vests single-breasted, and the trousers good fitting. Another big rush for 8.30. Sizes 34 to 44. Values \$8.50, \$10.00 and a few at \$12.00. To clear .495

400 PAIRS OF MEN'S TROUSERS TO CLEAR AT 95c. A rush sale of Men's Strong, Good Wearing Tweed Pants in browns and greys, in stripe designs; these would be good buying at \$1.25, sizes 32 to 44. Friday .95

YOUTHS' SUITS WITH LONG TROUSERS, \$4.90. Regularly \$7.50 to \$10.50. 35 Smart Single-breasted Suits, with single-breasted vest and long trousers; suits are odd sizes from our regular stock; tailored from English tweeds, in brown and grey shades, lined with serge linings, sizes 25 to 28. Friday bargain .490

BOYS' WASH SUITS TO CLEAR FRIDAY, 49c. 400 Neat Russian Wash Suits, made from natural linens and striped cambrics, in blue and white stripes, single-breasted sailor and military Russian style, with belt at waist and elastic bottom bloomers, sizes 2 1/2 to 7 years. Friday bargain .49

BOYS' TWO-PIECE SUITS FROM STOCK, \$4.95. Regularly \$6.00, \$7.00, \$8.50 and \$9.50, single-breasted yokes wide, lace trimmed umbrellas or tight knee drawers, sizes 32 to 44 bust. Regularly \$8.00 and 50c. Friday bargain .25

WOMEN'S UNDERWEAR. Women's Vests, fine ribbed white cotton, low neck, with short or no sleeves, lace heading and draw ribbon, sizes 32 to 44 bust. Regularly 15c and 20c. Friday bargain .10

Women's Combinations, fine ribbed white cotton, low neck with short or no sleeves, lace heading and ribbon; trim lace trimmed umbrellas or tight knee drawers, sizes 32 to 44 bust. Regularly \$1.00 and 50c. Friday bargain .25

WOMEN'S AND CHILDREN'S WHITEWEAR AT CLEARING PRICES. The last Bargain Day of the June White Sale; a wonderful clearance at rush prices of all balances of lines that have almost sold out, counter-merchandise goods and manufacturer's samples.

For Women—Nightgowns, Corset Covers, Drawers, Princess Slips, Combinations, Underskirts, Aprons, French hand-embroidered and crepe de chine are included.

For Children—Nightgowns, Princess Slips, Drawers, Petticoats, Aprons, Best choice at 8.30. Friday bargain, one-third to Half off Regular Prices.

RIBBON BARGAINS. A number of styles at various prices will be reduced to one price Friday. They include stripes, plaids and Dresden, in a good color yard. Regularly 35c and 38c per yard. Friday bargain .25

MILLINERY FOR FRIDAY. The price-making for Friday is most attractive in the Millinery Department. These are values we have not shown before.

Silk Lace Trimmed Hats, made of white silk chantilly lace, in six styles of shapes, trimmed with flowers or small ribbons. Regularly \$1.00 to \$1.50. 200 Trimmed Hats at \$1.00—These we have taken off our table at \$2.35 and \$3.50. Friday, while they last 1.00

Flowers, in white silk, white wings, grapes, at 50c and 75c.

New boxes will be opened showing hats of quality and kind similar to those in the children's sale at prices like 50c and \$1.00.

BRASS BEDSTEADS. That Have Been Used as Samples on the Floor. Some are Slightly Damaged.

Brass Bedstead—One only, 4-6 size. Regularly \$18.00. Sale price .14.50

Brass Bedstead—One only, 4-6 size. Regularly \$15.75. Sale price .11.50

Brass Bedstead—One only, 4-6 size. Regularly \$15.50. Sale price .11.50

Brass Bedstead—One only, 4-6 size. Regularly \$14.75. Sale price .11.50

Brass Bedstead—One only, 4-6 size. Regularly \$14.00. Sale price .25.50

Brass Bedstead—One only, 4-6 size. Regularly \$13.50. Sale price .24.00

Brass Bedstead—One only, 3 ft. size. Regularly \$14.75. Sale price .15.00

Brass Bedstead—One only, 4 ft. size. Regularly \$14.75. Sale price .38.75

STERLING SILVER TOILET PIECES AT HALF PRICE.

Sterling Silver Mounted Hat Brushes, in different patterns. Regularly \$1.00 each. Friday .50

Sterling Silver Mounted Nail Polishers. Regularly \$1.00 each. Friday .50

Sterling Silver Mounted Whiskers, in different patterns. Regularly \$1.50 each. Friday .75

Sterling Silver Mounted Combs, in men's or ladies' sizes. Regularly \$1.00 each. Friday .50

Embroidery or Manicure Scissors, in different patterns, with sterling silver handles. Regularly \$1.00 and \$1.25 pair. Friday 50c and 63c.

Celery Trays, in clear crystal, fine quality glass, sterling silver deposited. Regularly \$4.00 each. Friday .1.98

Silver-plated Bread Trays, your choice of four or five designs; these are slightly shop worn. Regularly \$3.00, \$3.50, \$4.00 and \$5.00 each. Friday .1.98

FANCY NEEDLEWORK, THIRD FLOOR.

A big clearance of pure white embroidered pieces just delivered from Belfast and comprising tray cloths, scarfs and shams, table covers, pillows, etc., a wonderful line of goods worth from 25c to 38c each. Friday bargain .15

Assortments of natural linen embroidered Shoe Bags, Work Bags and Carryalls. All new goods made to sell at 25c, 35c and 40c each. Friday .15

A Big Natural Linen Laundry Bag, with "Laundry" embroidered in color across the centre; 200 below cost price for Friday, each .19

DRUG SPECIALS. Beef, Iron and Wine, 40c bottles. Friday .25

Health Salt—A teaspoonful to a glass of water makes a healthful effervescent drink. Friday, 3 tins .25

Blotch-O, for removing stains, etc. from all white goods. Friday .15

Drinking Cups, paper or aluminum, collapsible. Regularly 10c. Friday 5c

Medicine Glasses. Regularly 10c. Friday 5c

Complexion Brushes, all rubber, 25c size. Friday .15

Rubber Tubing, in 8-foot lengths, finest quality striped. Regularly 25c. Friday .25

Surgical Belts, adjustable. Friday .40

EYEGLASSES AND SPECTACLES. FRIDAY SPECIAL, \$2.45.

Finest gold-filled, any style frame or nose piece in stock. Regular value \$4.00 to \$5.00. Sale price .2.45

\$1.00 extra in each pair of glasses worth \$1.00. Specialists to test your eyes. (Optical Dept., Second Floor.)

HAIR GOODS BARGAINS. Back Combs, Barrettes, Bandeaux, Side Combs and Turban Pins, in shell and low amber. Broken lines from stock. Regularly \$1.00, \$1.50, \$2.00 and \$3.00. Friday .89

Hair Switches, regular. Regularly \$3.00. Friday 1.89

The Robert Simpson Company, Limited

Men's Panama Hats

In tourist, negligé and telescope crown shapes; fine weave and a natural bleach, good quality of trimmings; \$4.00 hats. Friday bargain .200

Men's Derby or Stiff Hats, fine imported fur felt, and in fashionable styles, balances in sizes 6 1/2 and 6 3/4 only. If you wear either of these sizes, you can select a specially good hat from this lot at a remarkably low price. Regularly \$2.00 and \$2.50 hats. Friday for .75

Men's Straw Hats, negligé shapes, in medium high crowns and curl brim, fine quality imported chip braids, black silk bands. \$1.00 hats. Friday bargain .45

Men's Straw Hats, in boater or straight brim styles, fine sennit or fancy rustic braids, dressy and up-to-date 1914 shapes, fine quality black silk bands and easy-fitting leather sweatbands. Friday bargain .100

Children's Straw Hats, fine white Canton braids, in turban and middy shapes, white and navy trim. Regularly 50c and 75c. Friday .39

Men's Furnishings at Sale Prices

Men's Summer Underwear, mostly balbriggan and merinos, in white, sky, gray and natural; shirts and drawers all long sleeves and ankle length, with the exception of a few pure white mesh knits in short sleeves and knee length; sizes in the lot 34 to 44. Regularly 50c and 75c. Friday bargain .29

Men's Soft Shirts, with double cuffs and detached soft collar, hairline stripe designs, white ground, blue, black or tan stripes. Regularly \$1.00. Friday bargain .69

Men's Open Mesh Combination Underwear, in pure white only and some fancy nainsook, athletic styles, all have the closed crotch, short sleeves, knee length style only; sizes 34 to 44. Regularly \$1.00. Friday bargain .69

Men's Two-Piece Bathing Suits, in navy blue with white or red stripes around bottom of jersey and knee; sizes 32 to 44. Regularly \$1.00. Friday bargain .69

Special Steamer Trunks

Steamer Trunk, fibre bound, canvas covered, hardwood slats, sheet iron bottom, two heavy outside straps, heavy brass dome corners, brass lock and bolts, fitted with end covered tray; size 32-inch, regularly \$4.40; size 34-inch, regularly \$4.60; size 36-inch, regularly \$4.90; size 40-inch, regularly \$5.20. Friday .439

Willow Picnic or Lunch Baskets, square shape, in three sizes. Friday .75, 1.00 and 1.25

Jewelry Reduced

9k Beauty Pin Sets, plain style or set with pearls; 9k Rings, in many styles, such as signets, birthday rings, opal rings, etc.; 9k Brooches, chased or plain; 10k Pearl Crescent and Star Brooch; 14k and 10k Scarf Pins, set with real pearls, in maple leaf, daisy, wishbone, crescent and star and fleur de lis designs; 10k Screw Earrings, with pearl studs. Regularly \$2.00, \$2.50, \$3.00, \$3.50. Friday bargain .98

Best Gold-Filled Cuff Links, for men's summer shirts, loose link connection, oval ends and bevelled edges; the popular black hoop earrings in drop patterns, several designs; Men's Gold-Filled Locketts, plain or two photos, fine Roman finish. Regularly \$8c, \$1.25 and \$1.50. Friday bargain .59

The Grocery List

One car Granulated Sugar, 20-lb. cotton bag .95
Choice Family Flour, 7 1/2 bag .60
Choice Cleaned Currants, 3 lbs. .25
California Seeded Raisins, Three packages .31
Yellow Cooking Sugar, 11 lbs. .50
Perfection Baking Powder, Three tins .25
Pure Kettle Rendered Lard, Per pound .18
Canada Corn Starch, Per package .07
Heather Brand Flavoring Extracts, assorted. Three bottles .25
New Orleans Molasses, 2-lb. tin .10
Finest Canned Corn or Peas, Three tins .25
Finest Creamery Butter, Per lb. .27
Canned Sweet Tomatoes, Three tins .25
Pure White Pumpkin, Three tins .25
Picked Shoulder of Pork, 5-lb. pack .65
Choice Pink Salmon, Three tins .25
Pearl Tapioca, 4 lbs. .25
Fresh Peel Cake, Per lb. .15
Fancy Mixed Biscuits, 2 lbs. .25
Sunkist Oranges, Per dozen .35

2 1/2 LBS. PURE CELONA TEA, 58c.

1000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Friday 2 1/2 lbs. 58c

FRESH CANDIES DAILY.

500 lbs. Assorted Chocolate Creams, fresh fruit flavors. Per lb. .25
1000 lbs. Imported Turkish Delight, Per lb. .15
1000 lbs. Walnut Maple Cream, Per lb. .10

NEWSPAPER THE B... Give the B and Clean... THE ORIG... London D... Page... William C... councillor of... address yes... the New Adm... Society of N... twenty... to the suc... of the coun... and the... Freeman. "E... truthful adv... distinguish... and the... reliable and... desirable and... broad-minded... others. He is... states how... Business... should advert... cations, but... knows that... can and ent... that informat... and pleas... each salu... tar and must... to the limit... co-operate... these ever... what all the p... advertising d... is a sign... an able... build." Must... The adver... quality under... he has had... he has ma... now to avoid... never made a... advice others... more import... and to do... He conclude... deal for devo... the cause... that its effe... During the... the Six P... City, the c... combined with... the roof dro... men jumped... "little song... of New... joyful med... Gang's All H... Rain, the G... laughable fly... Continuing... want to call... the type of... goes into the... it is a thin... small dosa... never used a... son comes... ties-T any... of presiding... when your g... ally in a f... portant to b... nation... conquer the... Canada with... In conclu... and enthu... in the origi... strongly opp... using jokes... when the p... marathon a... find out the... Put... "Our pap... water are e... in this c... Boston, Ly... papers, Li... was received... The Daily... land and s... can truthf... which holds... confidence o... in the case... of censorsh... buy our pa... then, give... give him... take adv... or first, no... He then... better new... published... delimitation... program... In reply... once as to... the number... Bottomley... "Yes," if... print four... and two m... be turned... remember... filled up... the me... mainly se... the 75 W... York City... Territories... Ought to... PECK H... ON... Yesterday... George Fr... and E... winner of... Advertis... certificate... to negoti... Laughlin... official... thousand... delegation... "Thousand... an officia... Corporatio... is a subse... led by him... been sport... great prid... Mr. Pec... dollars pl... of the C... make full... fallen in

NEWSPAPERS ARE THE BEST MEDIUMS

"Give the People Good News and Clean Advertisements" - Freeman

THE ORIGINAL "SHOW ME"

London Daily Mail's Front Page Taken Till Next April.

William C. Freeman, advertising counselor of The New York Globe, in his address yesterday morning on "How the New Adman Will Increase the Efficiency of Newspaper Advertising," gave twenty-five qualifications...

Must Make Mistakes. "The advertising counselor cannot qualify under these classifications until he has had a varied experience..."

Some Diversions. During the address of Dan A. Carroll, special representative and member of the Six Point League, New York City...

Over one hundred thousand dollars' worth of paid space was secured by those engaged in promoting the advertising convention in Toronto in order to give it publicity...

The first move in the campaign was the creation of a street car advertising card, a model for elegance, to urge attendance at the Toronto Convention. Then the United Cigar Stores Company...

Put the Reader First. "Our papers on the other side of the water are entirely different from those in this country," declared Holford Bottomley...

The means by which a manufacturer can put a personality on his goods by means of advertising was dealt with by Mr. Walton in the departmental session on house organs yesterday morning.

The injection of a spirit of good times into their advertising was the keynote of several firms which had reported successful success on account of their advertising campaigns...

Educational training for the advertising men was fraught with the highest possibilities," said Theodore G. Morgan of Montreal. The great buildings and mighty concerns all over the country were evidence of the benefits of national advertising.

The subject of advertising had become a science, stated Mr. Morgan. Because of the seriousness with which this subject had been taken up, hundreds of books had been written, and invaluable data had been collected which was placed at the disposal of the man who sought power by using its great advantages.

PECK HAS A FINE TIME ON THOUSAND DOLLARS

Yesterday at the Bank of Toronto J. George Frederick, editor of Advertising and Selling, assisted J. P. Peck, winner of the \$1000 prize offered by Advertising and Selling, in turning the certificate given him on the platform into negotiable paper.

Mr. Peck is having the thousand dollars photographed at the suggestion of the Chicago boys, who are going to make full use of the honor which has fallen on them.

MANY MEN WORKED FOR CONVENTION



Louis Wiley, Barron G. Collier, O. J. Gude, Richard H. Waldo, W. G. Rook, C. D. Spalding, Frank H. Rowe, L. E. Pratt, T. D. Harman, W. J. Melndoe, Mason Britton, R. D. Heine.

a 24-sheet poster that could be read a block away, and with the aid of 25 bill posting companies these were set up in many cities.

Blotters, calendars, flags and art metal trays were sent out to every Ad Club secretary by Lewellyn E. Pratt, director of the specialty committee.

Frederick J. Haskin contributed three articles on "Truth in Advertising." Then a syndicated story, "When Advertising Clans Gather," was written by Edwin C. Hill of The New York Sun and sent to the secretaries of each club.

WALTER S. HAMBURGER RETAIL ADVERTISING. Advice to the retail advertiser was given by Walter S. Hamburger, of Baltimore, before the retail advertising session of the Ad Men's convention in the transportation building yesterday morning.

ADVERTISING HAS BECOME SCIENCE

Hundreds of Books Have Been Written Owing to Seriousness of Subject.

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CO-OPERATION FOR RELIGIOUS PRESS

Advertising Service to Supply All This Class of Periodical Approved.

ADVANTAGES ARE MANY

Would Enable Keeping Up Large Organization and Intensive Soliciting.

The formation of an advertising service by the different papers and magazines of the religious press was proposed by Mr. J. F. Jacobs of Clinton, South Carolina, in an address at the Baptist departmental session of the religious press at the advertising men's convention yesterday.

Some of the advantages named were: "First, that by consolidation of interests a large organization could be maintained and a thoro and intensive soliciting be done."

"Secondly, a much more efficient organization could be maintained with men receiving larger salaries and naturally with men more competent."

"Third, such an organization could afford to develop advertising, designing, business planning and co-operation with the sales departments as well as the advertising departments of various advertisers."

Co-operative Benefits. "Fourth, the co-ordination of interests of a large list of publications would bring to each publication the benefit of all the enquiries, so that if 100 publications were so allied, the enquiries reaching each of 100 offices, could be used to the advantage, not only of the publications to which they are originally addressed, but also of all the other 99 publications of the list."

"The organization would also have such control of rates that it would be able to maintain rates absolutely without rate-cutting, and so gain the respect of advertisers and general agencies."

"The organization would admit other publications to representation and also would admit of a publication selling out its interest and withdrawing."

"The capital of such an organization would be at least a quarter of a million dollars, and its sales force would include from 20 to 30 men, its office force 40 or 50 people additional."

Financial Side. "The operating expenses would probably run to \$200,000 a year. Such an organization would produce \$500,000 per annum of business, of which \$250,000 would go to the publishers for space, approximately \$200,000 would be paid out in expense of maintenance and \$50,000 remain to add to the financial strength of the organization in the way of surplus, or else be distributed in dividends to stock holders."

Mr. Jacobs also proposed that a bureau of censorship be formed in connection with the organization.

"I could easily find it in my heart to use this occasion to ask all of our brothers in the advertising world that they give to the religious press larger consideration than they have been accustomed to give, for it is certain that these papers must have some advertising of a high-grade if they are to continue their work and enlarge its usefulness," said Rev. William E. Barton, in his opening remarks before the departmental session of the religious press yesterday morning.

Other addresses were delivered by Oliver R. Williamson of Chicago, on "Developing an Intentional Interest in the Advertising of the Religious Press," and John Renfrew of Los Angeles, on "How the Educational Work Serves Advertising."

TWO WOMEN DELEGATES



Miss Dora Doscher and Miss Olga Doscher, two delegates from Charleston, S.C.

TEXAS MAN HAD NEVER RODE ON STEAMBOAT

To have never ridden upon a steamboat, altho he is twenty-one years of age, until a few days ago, and to have never seen a boat of more than thirty feet in length was the experience of Raymond Gillington of Dallas, Texas, who is with the Ad. Club Convention.

Living on a ranch in the heart of Texas, where the sun plays with the red hot sands and where water is usually at a premium, this young man never found it necessary to travel by boat until he arrived at Detroit last Friday afternoon. From there to Sarnia, he took his first boat ride, and when questioned by The World as to how he liked it, he stated that he thought it was fine. Asked if he thought that he would miss the water after seeing so much of it in the last few days, he replied that as he has not been used to having much sun by the aid of water, he did not expect that it would make much difference to him. "After watching yesterday's regatta," he continued, "I can easily see that there is a lot of pleasure to be derived, but at present I can hardly appreciate it."

CLINIC IS PROPOSED FOR CHICAGO NEXT YEAR

R. R. Shuman of Chicago advocated to the trade and technical press yesterday that they should ask the National Council for permission to hold a clinic at Chicago next year. The idea is to have the advertisers and editors of these journals try to land a contract for a supposed advertisement and the speeches should be held in a great auditorium, so that everyone interested could attend. He believed that the idea would prove of more practical worth to the men than any other idea yet tried.

The Man Who Put TRUTH in TRUTHFUL Advertising

Advertisement for J. Montgomery Brown, Business Manager of the Fort Worth Record. The ad features a silhouette of a man and text describing the newspaper's success and its role as a market center in Texas.

FROM THE SUNNY SOUTH



Charleston, South Carolina, sends twelve to big ad rally.



Cargoes

Quinquireme of Nineveh from distant
Ophir
Rowing home to haven in sunny Palestine,
With a cargo of ivory,
And apes and peacocks,
Sandalwood, cedarwood, and sweet white
wine.

Stately Spanish galleon coming from
the Isthmus,
Dipping through the Tropics by the
palm-green shores,
With a cargo of diamonds,
Emeralds, amethysts,
Topazes and cinnamon, and gold
moidores.

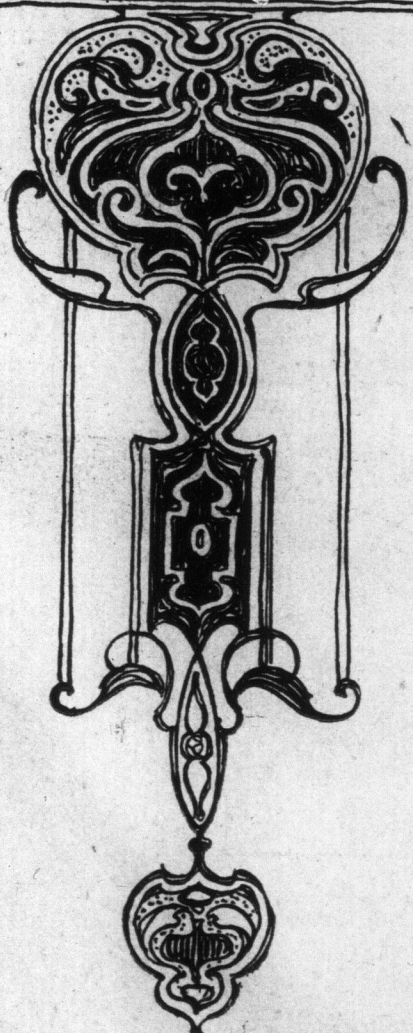
Dirty British coaster with a salt-caked
smoke-stack,
Butting through the Channel in the mad
March days,
With a cargo of Tyne coal,
Road-rails, pig-lead,
Firewood, iron-ware and cheap tin trays.

John Magfield

Ten thousand miles from the Simpson
Store there are ships of the desert and
ships of the sea starting on their long
journeys with precious Simpson cargoes.
These cargoes that arrive from the ends
of the earth are opened daily for your
inspection and make this store the most
attractive kind of market place, where
the products of the wide world are
brought to your very doors.

Like merchants who bring their wares
from a far country, the Ad. men of
America have brought to this city from
all over the continent the most precious
of all cargoes—new ideas. It is in the
Simpson Store that the people of this city
will find these new merchandising ideas
first taking concrete form, and bringing
mutual benefits to them and to us.
Therefore we say to the Associated
Advertising Clubs of America "Hail
and Farewell."

C. W. JEFFERYS



The Robert **SIMPSON** Company Limited