

comment yesterday. Delegates were practically unanimous in the belief that the use of seals of local clubs in the "truth" campaign would be satisfac-tory for the present.

Altho the committee's reported ac-tion will avert probably considerable discussion before the convention, a lively time is expected today when a lively time is expected today when a resolution will be introduced prohibit-ing the charging of tolls to users of the seals. Many delegates are of the opinion that placing a charge upon the guarantees of truth would be a profitable source of revenue for carry-ing on the work of the "honesty fore-most" campaign. Others, however, be-lieve that to place a charge upon the seals would be commercializing the advertising profession—"penalized ho-nesty." nesty.'

MANE &

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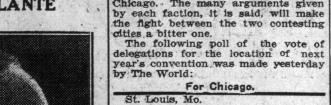
#### IOWA CLUB'S DINNER.

About fifty people were present at the Iowa dinner at the Walker House Clifford Du Prey, president of Des Moines Ad. Club, acted as toastmaster. The following speeches were made: "How I like the convention," H. G. Larimer of Iowa.

"What we can take back to Iowa from Toronto," H. M. Harwood, secre-tary Associated Ad Clubs of Iowa. "What Des Moines can learn from Toronto." W. S. Arant, Des Moines. "How I like Toronto," Frank C. Kip, secretary Des Moines Ad. Club. "What Nevada has learned," O. J.

Benjamin, Nevada. "The big idea that I'll take back," Lafe Young, sr., formerly U. S. Sen-

ator for Iowa and now publisher of The Capital, Des Moines. "Imperial old Iowa," Joe Mitchell Chapple, editor National Magazine, Boston A VIGILANTE



Kansas City, Mo. Des Moines, Ia. Dayton, Ohio. Little Rock, Ark. Bridgeport, Conn. New York. Lincoln, Neb. Omaha, Neb. Cincinnati. Ohio Pittsburg, Pa. Atlanta, Ga. Winnipeg, Man. Kalamazoo, Mich. Montreal, Que.

Binghampton, N. Y. Rochester, N. Y. Albany, N. Y. Indianapolis, Ind. For San Francisco. Los Angeles, Cal. San Diego, Cal. Portland, Ore. El Paso, Texas. Denver, Col. Dallas, Texas.

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P. D. WHITAKER of Denver, a member of the National Vigilance Committee. Waco, Texas

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vention. A poll of the vote of delega-tions from forty principal cities, taken specially by The World yesterday, showed the census of opinion equally divided between San Francisco and Chicago. The many arguments given by each faction it is said will make

burros, the burlesgue bullfight will be staged on the lawn at the exposition grounds with the two burros taking the part of the horses which are used in the bullrings of Mexico. This regu-lation bull fighting costumes will be worn by the El Pasoans in this contest, and the bull will be killed on the grounds if he has to be chiked to death by the brave "matadors." Fort Worth, Texas. New Orleans, La. Oklahoma City, Okla.

Phoenix, Ariz. Fort Smith, Ark. Spokane, Wash. Baltimore, Md. Calgary, Alta. Edmonton, Alta. Wheeling, Va. Salt Lake City. Shreveport, La.

As Toronto is the place McKenzie t has no vote.

Working Four, Rowing-1. Argos (Hunter), 2. Dons, (Carter), 3. Dons, (Martin). Time, 4.39 1-5. The Dons' best crew were fouled early in the race was not stopped for some unaccountable reason. The dou-ble blue crew won by hslf a length eventually with the sast enders taking the next three po-sitions.

Double Blade, Singles-1. Mc-Gregor, T. C. C., 2. Ireland, I. A.A., 3. Newport, Balmy Beach, Time, 4.38, t A.A., 3. Newport, Dailing Time, 4.83. t McGregor lead from the start with Ireland chasing bard. New-port came out of the field with a desperate sprint and got in 2. Parkdale, o. Parkdale. Thile, 4.02 3-5. This race was a ding-dong effort all the way and the Park-dale men were forcing the Red Ringers to extend themselves to the limit at the finish. Eight Oar, Rowing-1. Argos, Runter, 2. Dons, Peterkin. Time 4.13.

a desperate sprint and set at the money. Double Sculls, Rowing-1. Bir-ney and Peterkin, Dons, 2. Spragee and Little, Argos. The winners were never pressed and finished eased up. Single Blade Tandems-1. Smith and Orr, Balmy Beach, 2. McKenzie and Eilliott, T. C. Hunter, 2. Dons, Peterkin. Time 4.13. Six crews started and all of them were well up at the fin-ish. Argos, with their Cam-bridge stroke, stood the final gaff better, altho the Dons near

and

ly caught War Cane the oe Race-1. T.C.C., 2.

AD

WINKS

**RECRUITS FROM BALMY BEACH, CLUB DEFEAT CANADIAN CHAMPIONS** The Associated Ad Clubs' Con- won the war cance race and the showed up well. They tied showed up well. They tied with Argos, having three firsts, two seconds and several thirds. In the working boat fours, they made a great showing, as out of, eight starters they placed crews in second, third and fourth po-sitions. The east end club is in the field again this year with some grand material and will stand watching. The yacht races were postponed owing to the light weather. The Sun Fish, the flying boat, and the Heloise thrilled the crowd while Reg. Blomfield, the world's cham-pion trick canoelst, displayed his prowess. the events were well filled; no less than seven crews started in the war cance race. Another well filled feature was the single blade tandems, sixteen pairs starting. This event was the tit-bit of the regata, as Smith and Orr, two new re-cruits from the Balmy Beach Club, outdistanced all the vet-erans including McKenzie and Elliott, the Canadian champions. This is the first event that the Balmy Beach, Club has ever won in open competition. T.C.C,

Parkdale, 3. Humber Bay. Time 3.24 1-5. The Red Ring crew took a comfortable read and eased up till within fifty yards of the



pion his pr

JUNE 24 1914 THE TORONTO WORLD WEDNESDAY MORNING used to effectively supplement other forms of advertising and to so study the other forms used that the direct advertising may become a component part of the entire publicity plan. 4. To study the special advantages of direct advertising such as individu-ality, privacy of plan, facility for ac-companying with advertisement, samples, postals, return envelopes, in-quiry or order blanks, ability to reach special groups or places, personal con-trol of advertising up to the minute **RELIGIOUS PRESS** TAKE PLEDGE TO BE FIFTEEN AD MEN'S DEPARTMENTS **RETAILERS ADOPT** ADOPT STANDARDS FAIR WITH PUBLIC TEN STANDARDS ADOPT STANDARDS OF PRACTICE ALL EMPHASIZE NEED OF TRUTH Dedicate Their Best Efforts to Truth in Printed Words is General Advertisers Readily Agree to Nine Standards the Cause of Business First on the pecial groups or places, personal con-rol of advertising up to the minute f mailing, and other recognized adof Practice. List. Uplift. Efforts Representing Most Vital Development in Advertising Field in Advertising *f* ield
on Tomorrow
5. To strengthen the bond between manufacturer and dealer by encouraging the manufacturer to prepare direct advertising matter for the dealer, so well printed with his name, address and business card as to make him glad to distribute it, providing always the cost of advertising considerations and to measure all reading matter by its worth to the subscriber.
6. To decline all advertising which is misleading, which does not conform to business integrity or is unsulted to the farm field.
7. To allow agent's commission to Will Be Submitted to General Session Tomorrow **MODEST ADVERTISING DISTURBING ELEMENT DISHONESTY IS BANNED** For Adoption. Misrepresentation of Goods Religion Creates Unrest Re-To Claim No More, or Little Less Than Can Be and Discourtesy of Salesgarding Low Standards Fifteen different departments at the W. H. UKERS advertising men's convention today Delivered. people Forbidden. of Living. adopted standards of practice which will be submitted to the general ses-Clear, frank, outspoken and sincere were the pledges made by the "General Advertisers", in their morning session held in the transportation building. The "Standards of Practice" were introduced by Harry Tipper, president of the Advertising Men's League of New York. The nine sections were adopted singly after careful and thoro discussion. sions on Thursday for adoption as a At a meeting of the retail advertis-ers in the transportation building on Tuesday, June 23, 1914, there were re-presentatives from all sections of the United States, from the Dominion of Canada and from the countries of con-tinental Europe. Mr. Gillam of New York was chairman and F. A. Black of Boston secretary. The department of religious press, Walter J. McIndoe, chairman, adopt-ed the following standard of practice whole. All the department codes came out strong for truth in advertis-ing, ideals of service and for the cor-rection of abuses in all departments of ications: ve in truth in the printthe farm field. 5. To piedge ourselves to work with fellow-publishers in the interests of all advertising and the ultimate suc-cess of the advertiser. 6. To accept cash only in payment for advertising and to maintain the same rates and discounts to all. advertising. William H. Ukers of New York, chairman of the committee, in an in-terview said: "These standards re-present the most vital development in al force in the world and that Boston secretary. After an inspiring discussion and the careful consideration of each item, the following standards of practice for uct their affairs with a scru duct their affairs with a scrupulous desire to measure up to the standards which religion prescribes. 3. We believe that the religious pa-per should be faithful to its convic-tion and not allow business expedi-ency to swerve it from its purpose. 4. We believe that religious publi-cations should be kept up-to-date, editorially and typographically, and sold on their merits. 5. We believe in eliminating person-al opinions in the news columns; in being a leader of thought in the edi-torial columns; that criticism should be constructive. only as they can be turned into sales. An inquiry is a means to an end—not an end in itself. The disposition to consider cost per inquiry instead of cost per sale has lead many a firm to false analysis.
8. To give the mailing list its pro-per importance. Many advertisers use poorly prepared mailing lists, which are compiled in a careless, haphazard manner, and never take the trouble to check them up or expand them. Mail-ing lists should be constantly revised. Poor lists and old lists cost money in two ways: One by missing good pros-pects and thereby losing sales, and the other by money spent on useless names. the advertising field and are the best contributions to the cause of 'better business' yet made by the associated "To be fair with the public" was the keynote of the pledges. Following are the "Standards of Practice" adopted: "Realizing our obligation and re-sponsibility to the public, to the seller of advertising service, the advertising agent and our own organization, we, as general advertisers, pledge ourselves as follows: 7. To allow agent's commission to recognized advertising agents only and under no circumstances extend the concession to the advertiser direct. the following standards of plactice to retailers were adopted: Each head of a retail enterprise should dedicate his best efforts to the cause of business uplift, and to this end should pledge himself: 1. To consider, first, the interests of "They are significant, because thru them all, like a sliver thread, runs the idea of reciprocity and co-operation. There is no jarring note. Each de-partment acknowledges that the others have a legitimate place in the adver-tising field, and that while there may be commetition there can also be a 8. To make editorial merit of our ublications the basis of circulation his customers. 2. To insist on the courteous treat-9. To supply advertisers and adverfollows: "I. To consider the interest of the public foremost, and particularly that portion thereof which we serve. "2. To claim no more, but if any-thing a little less, in our advertising than we can deliver. "3. To refrain from statements in our advertising which thru actual mis-representation, thru ambiguity, or thru incompleteness are likely to be misleading to the public or unjust to competitors. tising agents with full information re-garding the character and extent of ment of every visitor. 3. To permit no misrepresentation. 4. To discountenance careless, slur-ring or offensive statements on the competition there can also be co operation. ation, including detailed circula-For the first time in the history of lon statements, subject to proper and torial columns; that criticism should be constructive. 6. We believe that unreliable or questionable advertising has no place in religious publications. 7. We believe advertisers and ad-vertising agents should be furnished with a verifiable statement of circuadvertising we now have codes of ad-vertising ethics. by means of which the members of the associated clubs can gauge their own conduct and also that ring or offensive statements on the part of salespeople. 5. To avoid misrepresentation, or careless indifference to advertising. 6. To see that comparisons valued in printed announcements are with prices previously prevailing in his store, un-10. To avoid unfair competition and onfine our statements regarding other ublications to verified facts. sauge their own conduct and also that of their fellows. "As Chairman Allen, who first thought of these 'Standards of Prac-tice.' has expressed it. 'These stan-dards should be what the Ten Com-mandments have been to the Christian people for centuries.' They are ideals of conduct. While they may never be lived up to in toto perhaps by any single practitioner of advertising they will nevertheless be to advertising men what the Ten Commandments have been to society, a set of ideals to-9. To encourage the use of direct ad-vertising as an educational factor within their organization with sales forces and dealers. 'Many concerns have raised their standards of effi-ciency thru the use of letters, house organs, bulletins, mailing cards, fold-ers etc. 'Dependent of the reader.' 11. To determine what is the highest and largest function of the field which we serve, and then to strive in every legitimate way to promote that funcwith a verifiable statement of circu-lation. 8. We believe in discouraging the "Me, too," form of advertising solici-tation; every publication should stand on its own merits. 9. We believe in lending a hand with i all other organizations and individu-als engaged in the movement of business integrity. 10. We believe in service—service to God, service to mankind—and that the religious publication is under obligation to encourage all movements for a bet-ter mutual understanding among men. "4. To use every possible means, r only in our own individual advertisi but by association and co-operation, increase the public's confidence in a T. W. LeQuatte, Des Moines, Iowa. Frank W. Lovejoy, Racine, Wis. Of New York, chairman of the Committee on Standards of Practice. ers, etc. 10. To champion direct advertising in the right way. General publicity and direct advertising are two ser-vants of business and each has its place and its work to do. No form NOVA SCOTIA HAS ARRIVED. the reader. 8. To resent strenuously-to the ertised statements. ertising solely upon the merits of the "5. To refrain from attacking com petitors in our advertising. "6. To refrain from imposing upo the seller of advertising service unjus For the first time in the history of blicati point of withdrawal if necessary—the "make up" of his advertising in a newspaper next or near announcements offensive to good taste, or of a dethe Associated Advertising Clubs of America, the province down by the Atlantic, the most easterly portion of 7. To avoid misrepresentation by statement or inference regarding cir-culation, placing the test of reference publicity upon its accessibility , to seekers, rather than on the number of been to society, a set of ideals to-wards which to work—the best stan-dards of right action now attainable." of advertising should ever attack an-other form of advertising as such. Homor J. Buckley, Chicago, Ill.; C. H. Chamberlain, Chicago, Ill. Canada, is represented at the Toronto basing nature. 9. To demand of each newspaper evidence of the approximate number of its readers (based on copies actually **ADVERTISING AGENTS** copies sold. 8. To co-operate with approved or-During the past few years the genter mutual understanding among men. Disturbing Element. The champion for the department, Charles Stelzle of New York, in ad-vocating the standards, emphasized the fact that religion is the most dis-turbing element in human society, be-cause it creates an unrest regarding low standards of living. The religious newspaper, if it is true to the ideals of religion, will create a desire for higher standards in education, in the home, in amusements, in social rela-tionships. These result in a demand for books, and furniture, travel and clothing, and practically every other commodity which enriches life. Mr. Stelzle pointed out that the story of foreign missions was a con-crete illustration of the demands for material comforts created by the in-fluence of religion, and particularly of the religious press. eral impression was abroad that Nova Scotians were awakening to the pos-Realizing the increased responsi-bilities of the general advertising agent, due to the enlarged scope and ganizations and individuals engaged in **BUSINESS PAPERS** sold); their general location and char-acter and a statement as to how they creative advertising work. 9. To avoid unfair competition tatements "8. To refrain from and disc

1. To first recognize the fact that advertising, to be efficient, must de-serve the full confidence and respect of the public, and, therefore, to de-cline to give service to any advertiser whose publicity would bring discredit on the printed word. In his address on "Economics and

whose publicity would bring discussion on the printed word. 2. To recognize that it is bad prac-

2. To recognize that it is bad prac-tice to unwarrantably disturb the re-lations between a client and an agent who is faithfully and efficiently serv-ing such client. 3. To permit no lowering of maxi-mum service thru accenting any new client whose business is in direct com-petition withmath of a present client sideration." Today, régatdless of an almost mar-velous degree of progress within the decade. Nova Scotia boasts a mine of parties The price of many advertised articles 4. To avoid unfair competition, reundeveloped wealth. commonly used by men today was compared with that of ten years ago. Here is a section of Canada that may well lay claim to almost every conceivable branch and feature of desolve to carry into practice the equit-able basis of "one-price-for-all," and determine that the minimum charge for service be the full commission alvelopment of resources and general inchase price has not increased prolowed to recognized agencies, and that chase price portionately. dustrial activities. The sea, the mine, the forest and the soil are contributing no rebates, discounts of variations of any kind be made, except those regu-larly allowed for cash payment, and tuch special discounts as may be geneach their quota, but mining and fish-ing predominate as the basis of wealth. Nova Scotia fisheries total in value \$10,119,242 per year, equal to 33.81 per cent of the total value of the fisher-ies of Canada. Nova Scotia fishermen hold sway over a second of 5600 miles 8. To co-operate with all organiza-tions and individuals engaged in creasuch special discounts as may be gen-erally announced and available to all. tive advertising work. 9. To avoid unfair competition. 10. To determine what is the high-est and largest function of the field which he serves, and then to strive in every legitimate way to promote that have been made on unadversised goods. following are commodities he spoke of: 5. To conserve advertising ex-penditures by making investi-gation in advance of all Sirloin steak increased 59.5 per cent. Roast beef increased 63.8 per cent. hold sway over a seacoast of 5600 miles, and in the adjacent waters there are conditions surrounding a contemplat-ed campaign, by counseling delay where preliminary work must first be accomplished, and by using every ef-Smoked ham increased 61.5 per cent. Round steak increased 84 per cent. not less then twenty varieties of fish Cornmeal increased 63.7 per cent. taken. W. H. Ukers, New York, A. C. Pear-son, New York, F. D. Porter, Chicago, Pork chops increased \$6 per cent. The industrial ascendancy of Nova fort to establish the right relation and co-operation between advertising and Hens increased 58.1 per cent. Fresh milk increased 32.9 pdr cent. Scotia began with the development of the coal mining industry, till in 1913 7.203,912 long tons were mined. One A. A. Gray, Chicago. eelling forces. 6. To avoid, in the preparation of vo copy, exaggerated statements and to him In reference to a suspicion that advertising is a factor in the high cost of ndustry alone in the colliery districts ving, Mr. Hopkins stated that "there copy, exaggerated statements and to discountenance any wilful misrepre-is yearly spent \$616,000,000 in printed advertising, or a per capita expendi-ture of \$6.85. Not very much of an excuse for the high cost of living." As of Nova Scotia employs over 20.004 From the forest Nova Scotia takes yearly over 400 million feet of lumber. The fruit industry of Nova Scotia mediums the maintenance of equable and uniform rates to all advertisers 2. Every outdoor advertising plant should refuse all advertising which sa-vors of personal animosity, as ours is strictly an advertising medium. The Truit industry of Nova Scotia enjoys a world-wide fame, particularly that branch centring in and about the Annapolis Valley, "The Land of Evan-geline." Even as late as 1880 only 20,-000 barrels of apples were exported, while during past few years an average of 1,500.000 barrels have been shipped from Nova Scotia each season. This remarkable increase demonstrates the to pure food, he averred that advertising mediums and advertising manualike and the maintenance of uniform facturers have done more for the cause rates, terms and discounts to all reof pure food and the insuring of its cognized agents alike. 8. To require exact information as to the volume of circulation of any quality than any other medium. PRINTING, ENGRAVING medium used, and specific detail as to the distribution of this circulation. both territorially and as to class of The members of the department of remarkable increase demonstrates the both territorially and as to class of a readers. In figuring the value of a medium to regard information as to the method of obtaining this circula-tion and the care in auditing this cir-tion and the care in auditing this circulaenormous possibilities of this section of Canada as a fruit-raising country. All eyes are now focused on Halifax, the capital city of the "Province of Perpetual Prosperity," and the Atlantic Fateway of Canada Beachtly the the ated Advertising Clubs of the World ulation as an essential consideration uplift and social service, and to this in estimating its worth. gateway of Canada. Recently the fedend pledge themselves: 1. To give full value for every dol-9. To discountenance the issuance eral government announced that \$35.-000.000 would be spent on ocean ter-minal facilities at this fine port. Alof agency house organs soliciting or containing paid advertising from own-2. To charge fair prices, viz., known ready tenders have been let for many ers of space. ost plus a reasonable profit. 10. To ensure continued progress millions of dollars' worth of this work, 3. To subscribe to and work for truth and honesty in business; to toward better professional standards, thru the appointment of a standard and active operations are now under way. This enormous sum will be ex-pended within the next five years. W. H. Dennis, manager of The Hali-fax Herald, The Evening Mail and The avoid substitution, broken promises, agency practice committee, to whom all suggestions shall be refer-red during the coming year, and who unbusinesslike methods. 4. To co-operate in establishing and shall report their recommendations at maintaining approved business ethics. Weekly Mail and Homestead, the three leading publications in Nova Scotia, is the next annual convention. 5. To be original producers and he next annual convention. 11. To co-operate heartly with each creators, not copylsts. 4 6. To be promotive, looking to the actively engaged distributing litera-ture and setting out the advantages and posibilities of this province among division of advertising in its effort to 6. To be promotive, looking to the establish better standards of practice. needs of the customer, analyzing his W. H. Johns, New York City, Chairman. O. H. Blackman, requirements and devising new and the thousands of delegates to the coneffective means for promoting and exfolder asks on its cover, "What Do You Know About the Purchasing tending his business. New York City, Champion. Power of Eastern Canadians?"

The people of Nova Scotia, it may be well said, have been wholly to blame

Scotlans were awakening to the pos-sibilities and the rich undeveloped re-sources of their province; and consid-ering the enthusiasm displayed by the delegates from Halifax, ad men are now convinced that the seed of pro-gressiveness has borne fruit. Since Canada has been a confed-erated Dominion, Nova Scotla has been looked upon by the outside world as a The publisher of a business paper should dedicate his best efforts to the cause of business and social service, and to this end should pledge himself: 1. To consider, first the interests of the subscriber.

looked upon by the outside world as a country laying claim to historic tradi-tions and associations rather than commercial and industrial activities.

integrity.

were secured-by voluntary subscrip-tion. by soliciation, by premiums, or

10. To urge on newspapers that the same care should be shown in admit-ting advertising to their columns that 1. 2. To subscribe to and work for truth and honesty in all departments. 3. To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticiasme construction would be shown in admitting news matter to their columns. or in express-ing editorial opinion there; that the newspaper should feel itself as responsible for the verity and propriety of advertising and news in the columns as for its editorials—always giving as-surance that he will welcome just criticism of his own advertising.



**OF-BREVITY IN ADS** 

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severe on the deck of

"To be fair with the public" was the

inreasonable, and unnecessarily irk-

"7. To furnish to publishers, when requested, technical information which will help them keep reading pages and advertising columns free from mis-

deceptive or coercive methods in se-curing free advertising and to do every-thing possible to aid the publisher to keep his columns free and indepen-

"9. To require standards for our-selves equal to those we set for others." O. C. Harn, advertising manager of the National Lead Co., chairman."



Influence.



requirements of modern agency ser-vice, every agent should use his best efforts to raise the general standards of practice, and should pledge him-

7. To place emphasis upon quality rather than price; service to the customer being the first consideration. 8. To merit the support of buyers of

The publisher of a directory should their product by living up to the spirit dedicate his best efforts to the cause as well as the letter of these standards. 9. To develop by co-operation with cther departments of the Associated of business uplift and social service, and to this end should pledge himself:

1. To consider, first, the interests of the user of the book. 2. To subscribe to and work for service rendered to advertising by the graphic arts may achieve its highest truth, honesty and accuracy in all deefficiency

partments. 8. To avoid confusing duplication of 5. To avoid containing diplication of monious relations between employer and employed by establishing honor-concern under the one heading that be conditions of employment. Henry best describes it, and to treat addi-best describes is advertising, to be D. Porter, Boston; T. E. D. Donnelly, Chicago. charged for at regular rates.

DIRECTORIES

4. To increase public knowledge of what directories contain; to study public needs and make directories to sup-ply them; to revise and standardize Believing that the growth of farm

methods and classifications, so that what is wanted may be most easily

DIRECT ADVERTISING

Every advertising manager or bus-iness executive in charge of merchan-dising establishments, also every addising establishments, also every ad-vertising councillor in dealing with his clients, should dedicate his best efforts to making truthful direct advertising an efficient aid to business and should Advertising Clubs an ever-strength-ing bond of union to the end that the

pledge himself: 1. To study carefully his proposi 10. To aid in securing just and hartion and his field to find out what kind of advertising applies. The rea-son for every advertising failure is that the right kind of advertising, and its proper application for the particu-lar product and market were not used. FARM PUBLICATIONS

only forms of advertising which The which produce the most profit. 2. To bring direct advertising to the

publications, both in a business way and in their usefulness to the farm attention of concerns who have never realized its possibilities. Many con-cerns do not advertise because they do not know that advertising can be

6. To solicit subscriptions and ad vertising solely upon the merits of the publication.

Real Advertising Essentially 7. To supply advertisers with full Promulgation of Ideas, information regarding character and extent of circulation, including detailed Says A. E. Frost. circulation statements subject to prop-er and authentic verification.

**PROPER POSTER WORK** 

Has Dominating Individuality and Public Believe in It.

"Poster advertising and its relation OUTDOOR ADVERTISERS to the other media" was the subject chosen by Allen E. Frost of Chicago, 1. Every outdoor advertising plant and in a forceful address he pointed must continue to refuse all misleading, out the value of concise advertising. ndecent and illegitimate advertising. To gain that end they had to study and practice the quickest way of cre-

ating attention and their efficiency in that direction depended on - their real worth. In declaring that ty per cent. of advertising worthless, he explained that 3. All advertising contracts should be started on date contracted for. 4. Every client should be furnished real advertising was essentially a promul gation of ideas. Again, natural selec promptly upon completion of his disgation of ideas. Again, natural selec-tion was the proper way of advertising and their problem was to tell the mer-its of the goods in such a way that anyone could characterize them in one word. He concluded by stating that the way was being prepared for men to bring helpful ideas to those strug-gling with the problem of salesman-ship, and that their association offer-ed them a complete analysis of adverplay with a list showing all locations, and plant owners should at all times assist clients with check displays.

assist clients with check displays. 5. Every outdoor advertising plant should be maintained in the best con-dition possible, both from the stand-point of appearance and stability. 6. All locations for outdoor display should be selected where the traffic is such that it insures the best circulation ed them a complete analysis of adveror the article advertised. tising whereby they could attain suc cess and financial prosperity. 7. Care should be exercised by every

plant owner in the selection of loca A. de Montluzin also favored the concise method of advertising by stations so as not to cause friction eithe with the municipal authorities or the people of the neighborhood. 8. A rule of one-rate-to-all and one

ing that proper poster work was to convey to the people the merits of the goods in the least words. Poster ad-vertising had reached its terminal of high grade class of service to every advertiser must be rigidly maintained. 9. Every effort should be made to constantly raise outdoor advertising copy to the maximum efficiency policy, ideas and execution.

10. Recognizing the great power of our medium, we should use it for the paper advertisements were failures begeneral good by devoting space to matters of general happiness and welfare.

11. We believe in close association among members of our own branch of advertising, to the end that greater efficiency be attained thru the inter-change of ideas. 12. We believe in hearty co-opera-

12. We believe in hearty co-opera-tion between the outdoor advertising interests and all other legitimate branches of publicity. 13. We believe in the solicitation of 14. We believe in the solicitation of the basis of respect for gilance committee spoke on the hon-esty of advertising and asked co-oper-

12. We believe in the solicitation of business on the basis of respect for the value of all other good media. 14. We believe in dissuading the would-be advertiser from starting a campaign when in our fudgment his product, his facilities. his available funds, or some other factor makes his success doubtful had secured 24 convictions. COURT ST. PRISONER

uccess doubtful. O. J. Gude, New York. E. L. Ruddy, Toronto.

**TOOK OFF HER SHOES** 

Altho William Joy of 271 West Rich-mond street entered the cells of No. 1 police station last night on a minor charge of driukenness, he will go to police court today charged with as-police court today charged with as-police court today charged with as-saulting two of the prison property. Joy was first placed in a cell with a number of other drunks and imme-diately began to clean up. Two of his fellow-prisoners he beat severely. Fol-lowing this he was ejected for breaking 42 panes of glass in the high windows. Joy's actions were finally brought to an end when he was put in a solitary iron cell. what is wanted may be most easily found, and the directory be made to social reference book and director of beyer to seller. 5. To decline any advertisement which has a tendency to mislead, or which does not conform to business integrity. 5. To conduct our editorial columns. 5. To decline any advertisement which has a tendency to mislead, or which so an exposition of those practices: integrity. 5. To conform to business integrity. 5. To conform to bus

put in a solitary iron cell.



RS. CHRISTINE FREDERICK Greenlawn, Long Island, author The New Housekeeping, who sy yesterday.

**ENGRAVERS WILL** 

Advertisers Will Receive the Benefit of Their Technical

**UNVEIL MYSTERY** 

Knowledge.

success because people believed in it and because it had dominated indivi-duality and was never found in bad

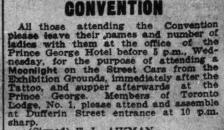
M.P. Gould declared that some news-It was pointed out by E. W. Hou of Chicago that the photo engraving industry was responsible for the great cause they were not worked to the extent that they created a demand for the improvements in the manufacture tent that they created a demand for the commodity. The value of newspaper advertisment was that it offered an element of novelty and newness, and they made the painted sign more suc-cessful. P. D. Whittaker of the vi-rilance committee spoke on the hon-

> vertising public. vertising public. The photo engravers have pledged themselves to truth in advertising and fair dealing in business. The yell of mystery surrounding the engraving process is to be lifted and

advertisers will receive the benefit of

carried on to equip advertisers with the necessary knowledge that they may purchase and use engravings in-telligently and profitably. The delegates committed themselves

engravings.



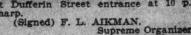
Toronto Lodge, Ontario No.1

THD DLKS

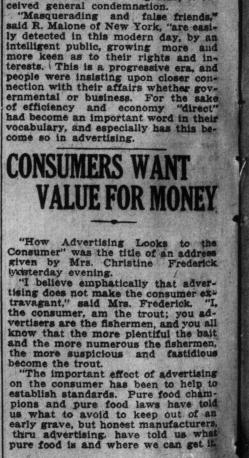
Greetings To Our Visiting Brothren

with the

AD CLUB ASSOCIATION







graving section.

A "Standard of Practice" was adopt. ed by the delegates, setting forth the

attitude of the craft toward the ad-

IN BELLIGERENT MOOD

the engraver's technical knowledge. An educational campaign is to be

Altho William Joy of 271 West Rich-

e

to the policy of selling their product at figures based upon the cost of pro-duction, eliminating the uncertainties now surrounding the selling price of

solitary ted for in the is were he was the solution of the test of this may be removed at once by rub-bing a little salt on the teeth. A clothesine may be cleaned by wrap-ping it around a washboard and thoroly scrubbing it in soapsuda



tisers Readily e Standards ctice.

## VERTISING

ore, or Little Can Be red.

oken and sincere. de by the "General morning session ation building. Practice" were Tipper, president Men's League of careful and thoro

e public" was the "Standards of

igation and reablic, to the seller te, the advertising

rganization, we, as bledge ourselves as e interest of the particularly that we serve. nore, but if any-n our advertising

statements in our ru actual misambiguity, or ,are likely to be

ossible means, not vidual advertising, co-operation, to confidence in ad-

m attacking com. tising. m imposing upon ing service unjust, ssarily

publishers, when information which reading pages and free from mis-

m and discourse we methods in se-ng and to do everyd the publisher to free and indepen-

andards for our we set for others. ctising manager of Co., chairman."



Advertising

all standards was

Barrett Andrews of magazine men in

session yesterday he advertising end reful supervision of itter submitted. It

the motto "Truth."

nce of the editorial lsing influence was

Andrews. In order and at its highest,

advertiser had to

the literary side of

might be at times

standpoint of the

t it was not in the

e magazine, it re-

nd false friends."

ew York, "are easi-

rowing more and

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rogressive era, and

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ess. For the sake

economy "direct"

ortant word in their

ecially has this be-

FOR MONEY

ng Looks to the title of an address

hristine Frederick

tically that adver-

te the consumer ex-drs. Frederick. "I,

the trout; you ad-

hermen, and you all

e plentiful the bait

rous the fishermen.

is and fastidious

ffect of advertising

has been to help to Pure food cham-

od laws have told

to keep out of an

lest manufacturers,

here we can get it.

, Ontario No.1

ELKS

Visiting Brethren

SSOCIATION

ing the Convention names and number of t the office of the before 5 p.m., Wed-rpose of attending a Street Cars from the immediately after the afterwards at the fembers of Toronto ottend and assembla

embers of Toronto attend and assemble entrance at 10 p.m.

Supreme Organizer. McFARLANE,

Grand Secretary,

ENTION

IKMAN.

have told us what

S WANT

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odern day, by an

ination.

ence.

inerro. Should Be In-



PROBS \_\_\_\_\_ Moderate winds; fine and decidedly warm today; thunderstorms on Thursday.

BURNED TO DEATH IN FIRE

Four-Year-Old Tommy Taylor Met Death in Blaze Which Destroyed Shanley Street Stables - Mother Severely Burned in Attempt at Rescue.

ur-year-old Tommy Taylor of 16

ir-year-old Tommy Taylor, who los ridge of 165 Shanley street at 5, relock yesterday afternoon. Accordor to the information in the hands of the police the unfortunate child kindled

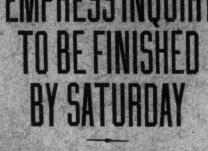
ith his own hands the fire which tool All afternoon Joe Bainbridge, age 6. nd little Tommy had played together in

inbridge's back yard. The former, Drastic Changes Slated for an intelligent little chap, told the Measure After Second ainclothesmen of the Ossington ave-Reading — Main Bill nue police station that Tommy sugrested they have a fire, and went into his own home to get some matches

Delayed. One corner of Bainbridge's stables was berricaded off with a storm door, and Canadian Associated Press Cable. LONDON, June 23 .- It is stated that hay filled the enclosure. The Taylor boy returned with four matches.

the opposition leaders are in favor of climbed over the barricade to the hay climbed over the barricade to the hay and ignited it. The child was unable to climb back to safety and was almost instantly suffocated by the flames which immediately shot to the roof of the stable. The other lad ran to his house and told his mother of the oc-currence. Mrs. Taylor saw the flames almost immediately and rushed to the stable to rescue her child. Altho the blaze was already pouring cut the open door she forced her way in almost to the barricade on the other side of which giving the amending home

parricade on the other side of which out any time limit. There may be



All Evidence Expected to Be in Thursday - Liner Lies Seventy-Five Feet Deep -Voyages.

Canadian Press Despatch. QUEBEC, June, 23.—The Empress of Ireland wreck enquiry continues to draw out interesting information. It is expected that evidence other than that of the experts will be concluded tomorrow. With a day devoted to this estimony, and another day or two deinvestigation is expected to be closed

by Saturday. Edward Cossboon, the diver who ost his life at the wreck, had his story told bl G. W. Weatherspoon, the salvage expert who has charge of the work of getting the bullion out of the vessel. Cossboon found that the Empress is pointing northeast, is lying in 15 to 20 feet of mud, and rests half on her side, and is 75 feet

cannot be raised. Capt. Walsh of the C. P. R. denied that officers were promoted for making rapid voyages.

Lord Mersey conversed with Mr. Haight over the latter's anxiety to find out if Adelard Bernier, the pilot

# BY GREAT GATHERING IN MASSEY HALL FIGHTING SPEECH MADE BY LEADER

THUNDEROUS WELCOME GIVEN PREMIER

# **TORONTO BAROMETER OF ONTARIO?**

the Toronto World

EIGHTEEN PAGES-WEDNESDAY MORNING JUNE 24 1914-EIGHTEEN PAGES

It is impossible to believe, if the government is present-Denial That C. P. R. Cap- ing its policy and performances to the constituencies of the tains Are Promoted for Fast province in the practical terms which so profoundly appealed to the thousands in Massey Hall last night, that their opponents will be able to make any deep impression on the serried ranks of the Conservative Party. For the first time in his official carrer Sir James Whitney has met with fairly serious opposition. It was seriously met last night by himself and his two colleagues, Sir Adam Beck and Hon. I. B. Lucas. There were no evasions and no flinching of issues. The question that undoubtedly aroused the most intense enthusiasim was the bilingual issue. All three speakers dealt with it, and there oted to the addresses of counsel, the could be no doubt about the resolve of the government to have

an English speaking Ontario. Sir Adam Beck's assertion that there were 250,000 Germans of his own race who, when they had accepted the liberty, had also accepted the language of the land, aroused wild cheering. Sir James declared his intention to stand by the legislation on the statute books, and taunted Mr. Rowell with having three different bilingual policies. Mr. Lucas dwelt on the general policy of the government and its integrity, emphasing the value of the Workmen's Compensation Act. Sir James spoke for 61 minutes with all below the surface. He believes she his old mental alertness, ingenuity of phrase, brilliancy of

epithet, and incisiveness of attack. He was an unreconstructed Conservative, he said, and unrepentant. His energy and eloquence showed, to use his own language, that his "health and strength were pracically fully restored." He was sorry he and strength were pracically fully restored." He was sorry he remarked, to find that Mr. Rowell was prepared to gamble for political power on his health. He was prepared to bring in the Massey Hall demonstration last electric power to the door of every farmer in Ontario and they night. Sir James had come again in an all-round progressive statest had a huge scheme for building 50,000 miles of good roads voice and vigor, and his platform ap-thru the farming communities, while hydro-radials were to peal sounded forth with the same vigridiron the province. Sir Adam Beck added to this that the brant quality as of the past. government were about to develop an immense amount of electric power from water available at Niagara, at a point

outside the park, while there and elsewhere the province would have 500,000 horse power of their own generation. Sir Adam Beck placed the Hydro-Electric policy for rural Ontario as the real answer to the high cost of living and the depopulation of the farm districts which were the two vital social questions pointed to with mide, and the eprosi-

Thousands Unable to Gain Admittance Attended Overflow Meetings and Intense Enthusiasm Was Manifested-Premier Declared Temperance Cause Had Been Greatly Injured by Partisan Addresses From Pulpits and Accused Opponents of Spreading False Reports Regarding His Health-Firm in His Own Opposition to Bilingual Schools, He Challenged Liberal Leader to Declare His Position-Sir Adam Beck and Hon. I. B. Lucas Also Acclaimed.

TANNER & GATES. I

VOL. XXXIV.-No. 12,278

"Before I conclude I would like to express my gratitude for the kindness shown me during my illness. This gratitude was shown by both Conservatives and Liberals alike. Coming back as I did, by God's mercy, from the shadow of the valley, I am more impressed than ever with what I owe to the people of this province. They have given me confidence in full measure, heaped up, pressed down, shaken together and running over. As long as my health holds good I will be at their disposal. With a heart full to overflowing, may God bless you every one."-Sir James Whitney at Massey Hall.

### It Ontario ever entertained fear that The Prophet of the People ! Sir James Whitney would not come

before the people in person as of old. that fear was borne away on the gales of tremendous applause which greeted

A Fighting Speech.

It was a real campaign appeal, thrilling with the spirit of combat in every syllable, that the premier gave. The

prove the municipal law, the law of tion, the government of cities; he will en then use a cost the English language in

poraries-he is the best pub minion today. He is asking the people

confidence in order that he may bring still other things that the public clear ognize and demand on the lines of mor lift, social betterment, the general and the nd the support of public rights. ertainly make further regulations. restrictions, of the sale of liquof; he prove the municipal law, the law



T WEDNESDAY MORNING

JAMES WHITNEY ACCLAIMED

Premier, Who Was in Old-Time Fighting Trim, Was Vigor-

BY THOUSANDS AT MASSEY HALL

ous in Assailing Tactics of Liberal Opponents - Sir

Adam Beck and Hon. I. B. Lucas Made Strong Speeches

he said.

as will be felt for a generation to

"I call upon all the good and true

Will Stand or Fall.

Personal Tribute. "This is not a political meeting in the ordinary sense," said Hon. I. B E STERLING BANK

No. 154

das and Keele Streets. on Ave. and Parliament St. re and Carlton Streets.

GEO. H. GOODERHAM

PUBLIC MEETINGS

HON. THOS. CRAWFORD

W. D. McPHERSON, K.C.

the Liberal-Conservative Candi-

A. H. WALKER,

OF CANADA

The man who saves can give his children the

HEAD OFFICE, COR. KING AND BAY STS.,

TORONTO.

SOUTH WEST TORONTO

PUBLIC MEETINGS

IN THE INTERESTS OF

Whitney Candidates

Wednesday, June 24th, 8 p.m., Temperance Hall. Thursday, June 25th, 8 p.m., cor. Queen and Dovercourt; 450 Spadina Ave. 7 Friday, June 26th, 8 p.m., Orange Hall, cor. Euclid and College.

PROMINENT SPEAKERS.

SAVE. BECAUSE-

ge and Grace S on Ave. and Chi

HON. J. J. FOY

ed streets, forty churches, thirteen pub-ic schools, and nine private schools. The city has eight public parks, valued at 13,000,000 for the land alone.

Fine Car Service.

oliars are b

Saw 'Em Grow

MAGAZINE WRITER

little extras of education.

and Grace Streets. Ave. and Church St. GENERAL MANAGER

AME

Ulster

NOT

Marqui

**Canadian** LOND

connection to the str entered Marquis house of amend t. The te identical 9 by Pre-ously red the Irisis scribed "hypocrit By the electors to be allo the coun provisior period of ing of th

The silled in the Briti bill been amend a tute boo only mean as the h sider the posals of

In intro

In intre Marquis religious question mitted th exclusion selves af he conter entire Pr great i conseque the ame proposal the ope measure.

The Malear, ho

345

The Grand Field Marshal

By William Henry Taylor, author of "Canadian Seasons."

The banner of Sir James waves o'er the field, From Death's dark vale the peerless Chieftain leads, "No fear and no reproach" is on his shield; His comrades, tried and true, bestride their steeds, To back the ONE that fair Ontario needs; And never more than now, when fogs and dreams Obscure the vision of weak guides with reeds,

Who seek Utopia's land of phantom schemes, Which float in leaky tubs on puritanic streams.

Don't think, celestial pilots, that the cure For Adam's Fall/is found in Acts and Laws; The coach-and-six of Sin will always lure The sinner and the weak to ride thru flaws In your experimental wall of straws. "Abolish Bars?" If you would office win, First kill the "pigs," and clip the Devil's claws; If cranks and saints would dry the streams of gin, They ought to choke the springs, and first Abolish Sin.

Our hero has no guile, nor tricks of state. His walk is upright, straight toward the place

Where Honor dwells, nor will he deviate, For friend or foe, to run a crooked race; When Fortune frowned he never changed his face, But like a noble Roman bore his shield,

Unsullied, with his Guards, toward the place Where Vict'ry smiled, who chose him on the field As Marshal of the Land, and its Grand Baton wield.

Toronto World, June 24, 1914.

Second.

ESSAYS ON EL PASO

Exhibition Today.

on their 35 mile

**HERE ARE WINNERS OF FAMED BURROS** 

brought to bear on it, concrete rocks and huge iron bars were used. It is the largest irrigation dam in the world, being one-fifth larger than the famous Assouan dam, on the Nile River, in Egypt. It is costing the United States Government \$10,000,000. El Paso is at the centre of a great min-ing district. The chief minerals are coal and iron. Of the several smelters in the city, one alone employs 1200 men. The Southwestern Portland Cement Company has a plant outside the city, where it owns 900 acres of cement rock. It will produce 500,000 barrels of cement a year. Fine Car Service. The car service is one of the best in the country. The cars cross the Rio Grande by a bridge to the ancient city of Juarez, in old Mexico. El Paso is the only city in the country where for five cents car fare you can cross the international boundary line and take a ride into a foreign country. Some of its products are cantaloupes, alfalfa, tomatoes, corn, onions, cucum-bers, cabbages, snap beans, lettuce, celery, potatoes, okra. These are grown in the beautiful and fertile valleys which surround the city. It is a mining, rail-road and smelling centre. Big Dam. make the burdens of the farmer lighter and conditions generally better, and would also tend to reduce the cost of Mallon Were First and Mallon Were First and

where it owns you acres of cement it will produce 500,000 barrels of cement a year. El Paso is situated as the centre of a territory larger than the New England States, it being 700 miles to the nearest large city. As before mentioned, it is just across the river from Mexico, is at the extreme western end of Texas, and is only a few hundred yards from the New Mexico line. Pleasant Climate. Combining its pleasant altitude of 3760 feet with its dry, healthy, warm climate, with no winter. little wonder that the city is typically American—busy and pro-gressive. Its patriotic American spirit was shown on April 23, when the expect-ed Mexican war was threatening. Fresh troops—artillery—had just arrived to strengthen the garrison. A clipping from The Boston Post reads thus: "Tonight the black muzzles of the field guns, in East El Paso, are ready to poun-the isling into a foreign foe, should one ap-ter art." "Tonight the black muzzles of the field shells into a foreign foe, should one ap-ter art." "Tonight the black muzzles of the field shells into a foreign foe, should one ap-pear." "Tonight the black muzzles of the field guns, in East El Paso, are ready to poun-the part." "Tonight the black muzzles of the field shells into a foreign foe, should one ap-ter art." "Tonight the black muzzles of the field shells into a foreign foe, should one ap-pear."

Mexican Wonders Will Be Given Away to Winners at

(Continued From Page 1.) ship of the thirteen public and nine pri-vate schools has gone from 6580 to 10.000 The children. The postoffice receipts have also increased over \$20,000 during the last year. At El Paso are situated the School shell of Mines, St. Joseph's Academy and the Elo' Grande concressional efficiation El school.

the pear."

dates in the Electoral District of North-West Toronto, as follows: Vednesday, 24th Inst.-Euclid Ave. and hursday, 25th Inst.-Madison Hall, 506

Friday, 26th Inst .- Little's Hall (Earls-

Saturday, 27th inst .- Earlscourt Ave. and St. Clair Ave.

The meetings will be addressed by the Candidates, Dr. Godfrey, M.P.P., Dr. F. C. Conboy and others. All welcome. \*

MAMILTON HOTELS. HOTEL ROYAL Every room furnished with new to a carpets and thoroughly redecor

pledges. We have carried out and per-formed all that we promised to do." he declared amid thunderous applause. He referred to the university grant increased four times, the agriculture grant swelled from \$400,000 to a mil-

men in their congregations not to for-get this desecration of the pulpit." he declared We have doubled the revenue, but, have not wronged anybody. We have not taken anything wrongfully, but we have taken toll of the blessings which a kind Providence has laid on

we have not wronged anybody. We have not taken anything wrongfully, but we have taken toll of the blessings which a kind Providence has laid on this country." The compensation act was unexcelled by any in the world. The hydro suc-cess was not a matter of hope, but of fact. In time, under Sir Adam Beck. power would be taken to the very doors of the people on the farm. So with the radials, which would gridiron the province. Good Roads Program. Bunning quickly down the list of pledges fulfilled he came to the "gigan-the scheme hy wrhich this maligned

Good Roads Program. Running quickly down the list of pledges fulfilled he came to the "gigan-tic scheme by which this maligned government proposes to make 50,000 miles of good roads in Ontario." What did the province think of that?

Will Stand or Fall. With respect to the demands of the French-Canadians for bilingualism. Sir James voiced the position of the government. He said: "Our answer to this circular is this: The circular de-parts from the regulations laid down by the legislature in 1911. Contrary "As an unreconstructed Conservative and an impenitent one. I am proud of our expenditure, and if you keep us in

and an impentent one i am proud of our expenditure, and if you keep us in power we will spend more—(smiting the table)—and not one dollar will ever go to any persons or indivaduals of the money of the people whose ser-vanis we are." (Cheers.) "Men from the Dominion from across the seas and the empire have said to mo, looking into my eyes, that the nations are looking upon the Pro-vince of Ontario and the administra-tion to learn the best way of working to the interest of the people." Regulation of Liquor Traffic. Then came the liquor question. Re-garding it, what they had promised they had done. It was constantly be-fore the cabinet. If there were any ten men who had done their best to restrict, it was the Ontario Cabinet. They would never make a party cry out of ft, but were all the more, interested, because of ap-preciating the gigantic evils in it. He gaveth cut-down in licenses and the number of amendments and their set. The agaveth acut-down in licenses and the number of amendments and their set. Marke a party cry out of ft, but were all the more, interested, because of ap-preciating the gigantic evils in it. He gaveth acut-down in licenses and the number of amendments and their set. Marke a party cry out of ft, but were all the more, interested, because of ap-preciating the gigantic evils in it. He gaveth acut-down in licenses and the number of amendments and their set. Marke a party cry out of a mendments and their set. Marke a party cry out of a mendments and their set. Marke a party cry out of the will mot be performent is. We propose to ask you." Personal Tribute.

you

He gave the cut-down in licenses and the number of amendments and their purpose for one thing, municipalities

could have local option or not as they wished, without council permission, this was merely a sample of the work. More Reforms Foreshadowed. "We have kept our faith and I pre-sume now, for the fourth or fifth time, as we have promised that this quee. Lucas. "It is a reception to the prime minister. The thousands which throng the streets have come to welcome him cut of respect for the work he has

done for Ontario. "The Whitney government is a as we have promised that this queshuman government, not a perfect gov-ernment. We have made mistakes bewill never be let out of our sight, but from time to time, as opportuni-ties arise, we will be careful to seize them and develop them as far as poscause we are not perfect. With the record of the Whitney government be-

hey do not attack our record, and do not attack me," he declared. ied to be attacked, but not new. ? Whatever their reason it's a compliment to me." Seeking Suge Verdict.

Seeking Suge Verdict. that we have been usually right."



RIDGETOWN, Ont., May 21, 1913.-Your 'Fruit-a-tives' cured me of theumatism. It was the only medicine

hat made any impression on me.

was a terrible sufferer from Rheuma-tism. I was laid up for four winters with Sciatica and Muscular Rheuma-

tism, and was a cripple completely, not being able to do anything. I doctored with four different physicians, but they did not help me. Other advertised

"Some neighbor of mine told me that "Fruit-a-tives' helped him, and I took them faithfully every day and the re-sult was marvellous. For over two years now I have been free from any

Rheumatic pains whatever, and give 'Fruit-a-tives' the full credit for mak-

W. T. RACHER. If you are subject to Rheumatic At-tacks, Sciatica, Lumbago or Neuralgia, take "Fruit-a-tives" right now and

start the permanent cure which "Fruit-a-tives" will complete if taken faith-

a-tives" will complete if taken faith-fully. 50c a box, 6 for \$2.50, trial size

ple of Ontario were the high cost of living and rural depopulation. These were more important than the planks in the Liberal platform. There was a deplorable condition of affairs on On-

tario farms because the young people had gone to the cities or to the west and labor could not be obtained. Be-cause of the lack of labor farm land had depreciated in value. The Whit-

ney Government is creating one solu-tion to this vital question—the develop-ing of power the giving to the farmer of the "electric hired man." This will

Sir Adam spoke briefly on the bilin

Sir Adam spoke briefly on the bilin-sual issue, but what he said was ef-fective. "As you all know I am of German parentage." he said. "I was proud of the affection my parents had for their mother country, but I was more than proud of the love they had for their mother country, but I was more than proud of the love they had for the country of their adoption-Canada. There are more German-Canadians. There are about 250.000 Germans in Ontario than French-Canadians. There are about 250.000 Germans in Ontario. Have you ever heard the Germans appeal for their language in the schools of the pro-vince? They have adopted the lan-guage of the country of their adop-tion." This latter statement caused prolonged cheers.

ALF. I. HART

living.

prolonged cheers.

equally unsatisfactory

remedies were

and I have taken several.

ing a remarkable cure."

they did not advocate their man from (Continued From Page 1.) "This action of taking it into the pulpit has done an illimitable injury to the temperance cause, and if they go on they will strike such a blow at the in-fluence of the church in this province

er" of the legislature. He had done

a great service." "We passed a law to prohibt bottles over the bar," interjected Sir James. "I know of several families kept in much talking but that was all. On mentioning the hydro-electric system, inaugurated by the Whitney government, there were tumultuous cheers.

"I know of several families kept in misery on that account, where, if they had to go to'a bar they would not get it A glass is all right. Liquor, if wanted, should be ordered and deliv-ered." The letter was signed by one who, had suffered "from father and "Mr. Rowell now sigs he is for the hydro," said Mr. Lucas. "There was a day when he wasn't. He was then for who had suffered "from father and producing gas, and he is yet. (Laughson. ter).

Shops Worse Than Bars.

The premier further read a state-ment of Hon. George Ross, decrying is the most beneficial legislation that the use of the canteen or shops as the workmen of this continent have worse than the bar. It was uttered in ever received from any government," 

Time after time the premier produc-ed statements showing that the shops ance. He said that it was to the best were worse than the bars. interest of temperance to keep the is-"Who do you think said that?" he sue out of politics. The temperance forces have lost the support of many

asked of one. "Rowell," cried the crowd. strong advocates by keeping it a poli-No," said Sir James, "it was Rev.

tical issue. Rowell and Bilingualism.

B. S. Spence.' Descration of Pulpits. "They are trying to get clergymen descerate their pulpits and use them of descrate their pulpits and use them of descrate their pulpits are using to do re-garding bilingualism?" he asked. "We do not know. Probably he doesn't to desecrate their pulpits and use them as some of them, not many, are using know himself. We have read all his the basements of their churches as Grit committee rooms," he declared. speeches and even then we are in the rit committee rooms," he declared. "Nothing ever came before this pro-and clear and placed in the regulavince that was so fraught with conse-uences." And chan but photo has ever had a bolder or better defender of the rights

B. S. Spence he characterized as the body and breeches of the Dominion Illiance," who had inveigled some so-Sir Adam Beck, in a vigorous speech. "body and breeches of the Dominion Alliance," who had inveigled some socalled Conservatives into the organizadealt chiefly with the development of

Hydro-Electric power by the Whitney Producing a circular signed by Mr. government. He referred to the fact Spence and Canon Greene, he said that that the old government handed over not a sentence in it but contained a the water power rights of the province stion of falsehood. There were to a group of exploiters and promoters all kinds of falsity, but this was by and not for the good of the people, and suggestion and "signed, moreover, by added that the public would have been suggestion and "signed, independent of a helpless community if the Whitney government had not restored these

Few Clergymen Swayed. There are few clergymen who will fall into this trap in the province," he fall into this trap in the province, ne these natural resources to private cor-declared. "This is a free country, a British country, and a Christian coun-try." They have no right to take these these **New Plant at Niagara**.

try. They have no right to take these matters into the pulpit. They have a right to discuss them as all have. They that we are going to establish another right to discuss them as an have. They that we also going to establish another have a legal right, but no moral right to take them into the pulpit and de-nounce as bad citizens and worse men those who do not agree with them." He went on to say that all were erals, we are not merely vendors of agreed on the evils of the traffic, but electricity, we are actually producers

SANDERSON'S Mountain Dew POSITIVELY THE FINEST WHISKY IMPORTED

PORT BERT BALL

agreed on the sould condemn the methods of others. Church Influence Endangered. He did not oppose the nomination of a Liberal by ministers as had happened in Kingston. All honor to them, but project and know that we can accomplish it. There are now water powers in six counties north of Toronto where we are developing 26,000 h.p. for the use of the people living there. This fact entirely refutes the argument of Liberals that the Hydro-Electric policy

was practically a Toronto undertaking and not provincial in scope. Our policy is to give the humblest com-munity power at cost, and because we are carrying it out Ontario is the envy of the people of other parts." Solving Farm Problem.

-Two great questions before the peo-

Of Baltimore, chairman of the publicity committee in that city last year.

#### AGED SCOTTISH PEER ENDED LIFE IN HOTEL

Canadian Associated Press Cable. DUNDEE, Scotland, June 22.—Horace Courtenay Gammell-Forbes, nineteenth Baron Forbes, a representative peer for Scotland, committed suicide today by cutting his throat in a hotel where he had been living for three months. Baron Forbes was 85 years old and succeeded to the title in 1868. His heir is the Hon. Athol Wonson Forbes, a brother. Athol Monson Forbes, a brother. WANT MORE MUSIC.

That some additional music must be supplied at the educational meetings of the Ad Clubs in their local towns and cities, is a statement of W. F. Houston of the educational conference of the Associated Advertising Clubs last night. Short addresses were delivered by William H. Ingersoll and James Schermerhorn.

0 0 -1000 1000

Paso conty. With peace re-established, millions of dollars will pass annually thru El Paso, en route for Mexico. Now, as the me-tropolis of the last "new country" of the United States. It has before it a glorious future, crowded with golden opportunities for everybody, in every station or life. Mary Mallon, who won second prize, treated her subject in an original way. The essay follows: EL PASO.

The editizens' Ge EN Pass' pide the fra-selves on their 35 miles of pavad streets, 45 miles of car line (over which run 75 cars a day), and their eight public parks, which are worth \$3,000,000 for the land alone. Just last year \$390,000 was voted for good roads. El Paso holds the dis-tinction of being the only city in the United States where a traveler can cross to a foreign country on a five-cent fare. El Paso is connected with the famous old Mexican city of Juares by two interna-tional bridges over the Pio Grande. Commercially Situated. The city is commercially situated, be-ing at the easiest pass thru which to cross the Rockies, and a fine place to tride with Mexico. Hence its name, El 1'aso, meaning in Spanish "The Pass." Toward this centre eight railroads con-Hexchen city of Juares by two international bridges over the Pio Grands. Commercially Situated.
The city is commercially situated, beam in the sease of the sease in the place to triddy with Mexico. Here is the place to triddy in Mexico. Here is the result of the place to triddy in Mexico. Here is the result of the place to triddy in Mexico. Here is the result of the place to triddy in Mexico. Here is the result of the place to triddy in Mexico. Here is the triddy in Mexico. The place is a spanish mere is the triddy in Mexico. The place is a spanish mere is the triddy in Mexico. The place is a spanish mere is the triddy in Mexico. The place is a spanish is the triddy in the triddy in the triddy is the triddy in the triddy is the triddy in the triddy in Mexico. The mere is the triddy is the triddy is the triddy in the triddy is the triddy in the triddy is the triddy in Mexico. The mere is the triddy is the triddy is the triddy is the triddy in the triddy is the tridd

Thomas Dreier, of the University Press, Cambridge, Mass. A well known magazine writer and advertising man.

#### MOTIVES OF PURCHASING

Speaking on "The Philosophy Buying," Charles Coolidge Parlin, Boston, manager of the commercial research division of the Curtis Publishing Company, described the motives of purchasing. These, he said, were four-fold, namely, need, convenience, price and brand.

Men and women, the speaker de-clared, differ in the impulses which prompt them to buy. Experience, he said, has shown us that co-operation of the sexes is the most practical. Ad men are realizing this, he continued, and the successful dealer concentrates his appeal to the buyer.

#### KING'S CAFE 14 KING ST. EAST

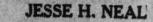
Special luncheon served daily, 50c. Table d'hote dinner 75c. Attractive, pleasant, cool surroundings. Our cold cuts are much appreciated. 34

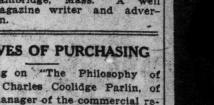


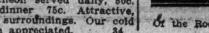
#### NEWS OF WARD SEVEN-WEDDING AT ST. ANNE'S

A pretty wedding was celebrated ye erday at St. Anne's, when Rev. L. I Skey married Mrs. Edna Knapp to Mr Seorge Coulter, both well-known amon the young people of West Toronto. Fol-lowing the ceremony a luncheon was served at the home of the bride's mother. Mrs. W. Button on Indian road crescent. and Mr. and Mrs. Coulter left later for a trip thru the Canadian West to Van-

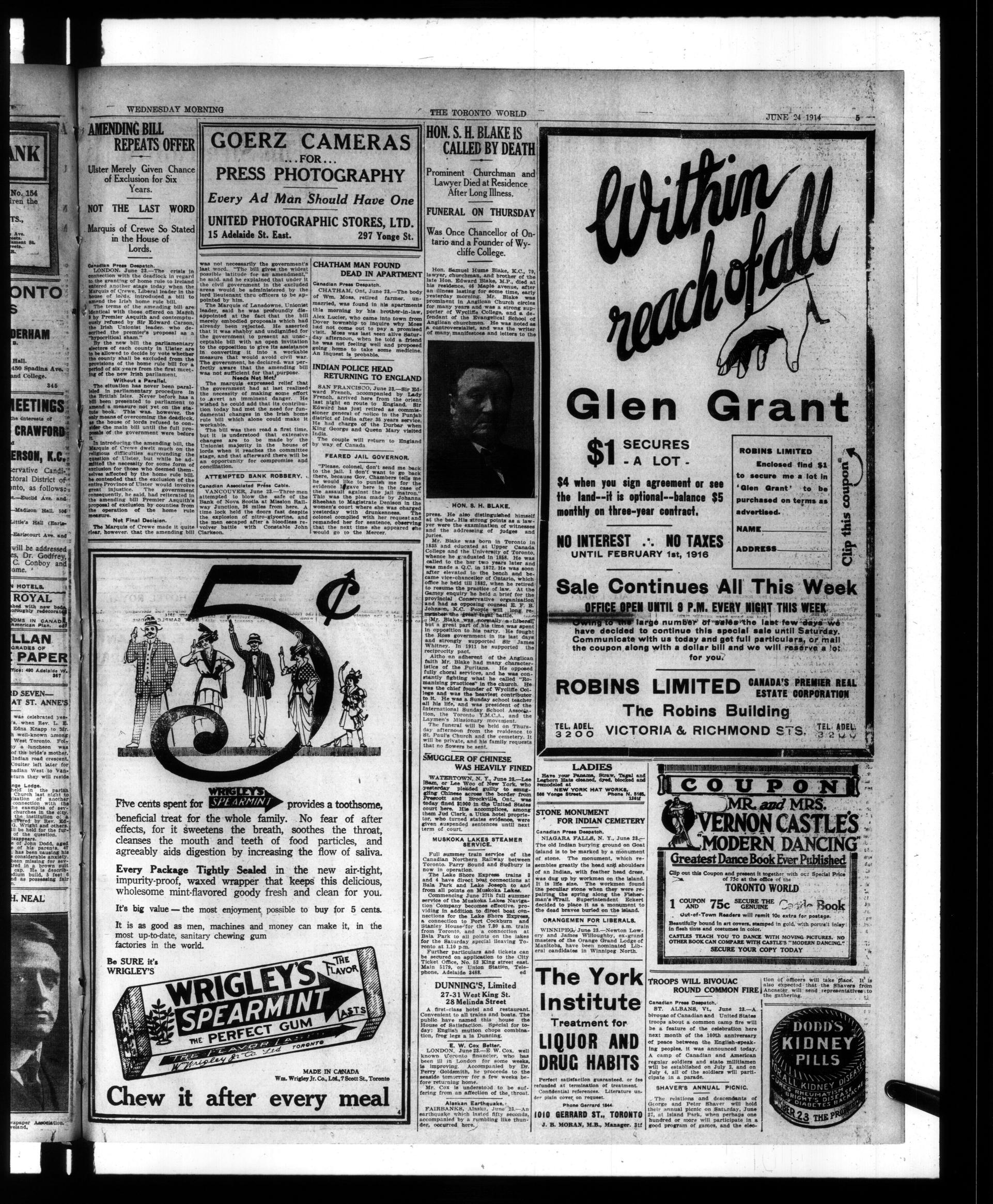
A trip thru the Canadian West to Van-couver. On their return they will reside on Indian road. New Orange Lodge. A meeting was held in the parish house of St. John's Church last night to consider the organization of another Orange Lodge in connection with the church, following the examples of sev-eral other Anglican churches in the city. Addresses favoring the institution of a new lodge were deilfored by Rev. Ed-ward Morley, Jesse G. Wright and others. Another meeting will be held for the fur-ther consideration of the question. Boy Disappears. The disappearance of John Dodd, aged 6, from the home of his parents, 47 Blackthorne avenue, has been causing his friends and relatives considerable anxiety. The boy, who has been missing for sev-eral days, was attired in a brown suit and wore a peaked cap. He is describ-ed as being of medium build, 5 feet 6 inches in height and as possessing fair hair and complexion.

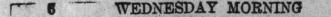






of the Root Newspaper Association, Cleveland,





#### THE TORONTO WORLD

POLITICAL INTELLIGENCE

JUNE 24 1914

**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

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The Toronto World of all, the reclamation of Mesopotamia it will be again the garden of the FOUNDED 1880. world.

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

WORLD BUILDING. TORONTO, NO. 40 WEST RICHMOND STREET. Telephone Calls Main 5308-Private Exchange con-

Hamilton.

-\$3.00will pay for The Daily World for one year, delivered in the City of Toronto, or by mail to any address in Canada, Britain or the United States. -\$2.00-

will pay for The Sunday World for che year, by mail to any address in Can-ada or Great Britain. Delivered in Toronto or for sale by all newsdealers and newsboys at five cents per copy. Postage extra to United States and all other foreign countries.

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

The World promises a befare erclock am. Alivery in any part of the city or suburbs. World subscribers are invited to advise the circulation department in case of late or irregular delivery. Telephone Main 5308.

only furnish land on easy terms and WEDNESDAY MORNING, JUNE 24. water at cost, but assist the new settler with expert advice to start his farm

and market his produce. The result of A POSSIBLE BOOMERANG.

Attacks on legal candidates based all this wisely directed activity will be on the fact that one time or another to assure the progressive Australian or at the present time they have held states in their agricultural prosperity or may be holding briefs, or that the and to make them even more important firms to which they belong are holding factors in the food supply of the world.

briefs for corporation clients, should THE FLY IN THE HOME.

Dam on the Nile. West Australia is

also engaged in extensive water storage on the Harvey and other rivers on

the southwestern corner of the island

continent. All these governments not

be used with caution. Those who live Much is being done to preserve the in glass houses should not throw public health and in a matter so directstones. There are at least as many ly affecting the home nothing ought to lawyers among the government candibe easier than to elicit the active codates as among those of the opposition operation of the householder. The who would he ruled out of the lists on trouble is not so greatly, perhaps, the a sweeping disqualification reputation engagement of his attention and the of this kind. Even cabinet ministers have been attacked for corporation carlier stages of a propaganda; it affiliations, and arguments that are comes when the first interest wanes, good one way are equally good another and before effort has become habit. way. The point to consider is not This tendency to relax vigilance is whether a lawyer has been employed by a corporation, which in itself is a fly which started off with a fine extestimonial of ability, but whether as hibition of zeal. It would be interesta man and a citizen he is to be trusted ing to know just what percentage of to represent the interests of the people. householders have maintained their It is impossible to make one rule for pristine endeavor and continued the one party and allow the other party to precautions which, if continuously escape without rule. The legal pro- taken, could have made . Toronto fession itself would bitterly resent the practically a fly-free city. The streets, affront which is contained in the as- decorated on dustman's morning, do sertion that because a lawyer was once not look any too good as regards the employed in one cause he could never provision of covered receptacles, the again act fairly in another with con- bundling up of kitchen refuse and the trary interests. It is not merely in observance of other elementary regu-Northeast Toronto that this issue has lations. So it may be doubted wheth-

Nowhere has the irrigation move ment brought with it larger possibili-ties than in Australia, where over im-mense areas the rainfall is both in-The Ottawa Citizen has come out fatfooted for Rowell both upon the "abolish the bar' and tax reform issue. The Citizen has been increasingly indesufficient and precarious. The com- pendent of late years, and The Ottawa nonwealth possesses some noble rivers, notably the Murray, but these tawa. Both papers, however, started rivers, notably the Murray, but these are mainly confined to the southeast-ern temperate region. For years past while the Liberal paper, The Ottawa New South Wales and Victoria have Free Press, came out vehemently against the pact, almost as soon as its are mainly confined to the southeastin 1911 been constructing huge dams on the terms were announced by Finance tributaries of the Murray River. That on the Murrumbidges River, built by on the Murrumbidgee River, built by changed front, and by the time

the New South Wales Government, pro-vides sufficient water to irrigate 300,000 ware equally "regular." acres on the Yanco Plains, while the the Citizen has been a steadfast acres on the Yanco Plains, while the system developed by Victoria makes it possible to impound 10,000 million cubic it could not very well avoid taking is-sue with the Whitney government. The feet of water. These states, with South Journal is indignant because The Citi with the Whitney government. The Australia jointly interested in the zen couples temperance and tax issues. Murray watershed, have now agreed to claiming The Citizen would have op-

co-operate in the further conservation poice Mr. Rowell and his temperance policy had it been able to get any conof that river and to build another huge ressions whatever respecting tax re form from the government.. Th dam on the Upper Murray, which will Journal says: eclipse in size that of the Assouan

In an assault on The Journal this morning because this newspa-per has criticized Mr. Rowell's po-sition on the bilingual school issue, The Ottawa Citizen says: "The Journal should direct its

fight along lines which are clearly defined. Let it begin by defending the bar-room, for example, and by showing its Ottawa readers how much the stability and prosperity of the community depend upon the rum traffic."

Will it be believed that The Citizen, which thus stigmatizes the Whitney policy as advocacy of "the bar-room" and "the rum traffic," has within a week made a formal proposition to the Conservative leaders to support the Whitney policy-or. in its own phrases, to support the bar-room and the rum -provided the Conservative leaders would promise to take up the single tax?

Such is the case. The defection of The Citizen will be

made much of by the Liberal press thruout the province, and to that ex-tent. it may do considerable damage. stirring up of enthusiasm during the is concerned, however, we doubt it ch will be accomplished. The Lib crals are quite likely to gain a seat in East Ottawa, where there is a heavy French vote in any event, and it so happens that the result in nearly again seen in the crusade against the every other riding in the Ottawa Val-fly which started off with a fine ex- ley can be pretty definitely foretold, as miles south of Guadalajara. The occupation of Zapotlan is re-garded as in important step in the campaign against Guadalajara. the bilingual issue will be to the front.

According to The Sudbury Star that ame issue is predominant in Nipissing and we are told:

While The Star is absolutely independent in politics and has hesitated at considerable length in passing any comment on the forthcoming provincial election, such a unique situation faces the electors. of this district that a duty de-volves upon the public press to discuss what this paper deems a matter of supreme importance to the people of the district In do-ing so, it is with every respect for the opinions of the two thousand five hundred, readers of The Star. The candidates in the contest, the contest of the second years, and few people expected that it would be dealt with so rapidly, alther the French people should have pushed the matter be-fore they did. In Ottawa the people are all very strong for the bilingual schools, and they are getting them. In 1912 I stood on the floor of the house and fought on this bilingual school question. I would sooner stay on the floor and fight the matter with the members than put on my coat and walk out, for I mean to settle this question in a satisfactory way if I am returned to power. As far as the clause no. 17 is

concerned, to which so many ob-jections have been heard, it is not in existence now, as it has been re-placed by clause 18. This clause permits the teaching of French in the schools for more than an hour, and the placing of separate school inspectors on a level with those of the public school. In clause 17 French was allowed but one hour in the schools of the province, and the inspectors of separate schools were under those of the public school.

HINDU EXCLUSION.

result boldly. It will be bad enough one day to have the industrial compe-

the

ition of Asia to meet without

friends

Judge's Chambers. Before Middleton, J. Harper v. C. P. R. Co.—Martin (Watson & Co.), for plaintiff, obtained order on consent allowing payment Mr. E. W. Nesbitt, M.P. for' North Oxford startled a Liberal meeting the other night by saying that 760 young men had registered in the City of Woodstock under the manhood sufout of court of \$670 and interest, and thereupon dismissing action without frage act and that three-fourths of them were boozers. The statement was indignantly repudiated by other speak-ers of the same meeting, and Mr. Nes-bitt was taken sharply to task by the woodstock Sentinel-Review. Mr. Bowell will here a bard enough ich terrain Jones v. National Land and Material Co.-A. S. Bain, K.C., for plaintiff, moved for order for payment out of certain money in court. No one con-tra. Order made. Rowell will have a hard enough job to Carry North Oxford under the most Re Frank Bevan-J. G. Farmer, K

favorable circumstances. and he may well pray to be delivered from his "fool C., for widow, moved for order refering accounts to local master at Hamilton and for appointment as trustee and guardian. F. W. Harcourt, K.C., for infants. Order made referring as-But if Mr. Rowell is compelled to give a good deal of time and thought to his own district, he has the consola-

enden

Cosis in cause

ion without costs.

counts to local master. Given v. Given-F. Aylesworth, for tion of knowing that the Liberals of Lambton are keeping Hon. W. J. Hanna quite busy at home. Given v. Given—F. Aylesworth, for widow, moved for order for payment out of income for maintenance. F. W.

Harcourt, K.C., for infants. Order MEXICAN INSURGENTS made

TAKE ANOTHER CITY Canadian Press Despatch. ON BOARD U. S. S. CALIFORNIA, MAZATLAN, Mexico, June 22, via wirelss to San Diego, Cal., June 23.— According to information received to According to information received to \$100 a year allowed for maintenance. day the constitutionalist army com-manded by General Alamilla has cap-Re Appleman Estate-J. T. White for executor, moved for leave to pay tured the city of Zapotlan, a railroad \$600 into court. F. Aylesworth for Gates. Stands until 26th inst. to allow center in the state of Kalisco, ninety

**AT OSGOODE HALL** 

Motions set down for single court for Wednesday, 24th inst., at 11 a.m.: 1. Re Parker and Toronto. 2. Re Solicitor.

Master's Chambers

Before J. A. C. Cameron. Master. Sturgeon Falls Electric Light and Power Co. v. Imperial Paper Mills, Ltd. -A. D. Armour, for plaintiff, obtained

order renewing writ of summons for 12 months. Costs in the cause.

McNamara v. Benner-Swynburne (Corley & Co.). for defendant, obtain-

ed order on consent dismissing action without costs and vacating lien and lis

Baguley v. Glenn-J. H. Cavell, for

plaintiff, obtained order for writ of possession of mortgaged premises.

General Fire Extinguisher Co.

General Fire Equipment Co.-Morwich (Beatty B. & Co.), for defendant, ob-

tained order on consent dismissing ac-

3. Jardine v. MacDonald. 4. Re West York Election.

June 23, 1914. ANNOUNCEMENT.

giving of notice to Johnston. Standard Motors, Ltd., v. Mitchell Motor Sales Co. of Canada. Ltd.-F. McCarthy, for defendants, appealed from order of junior judge of Went-worth County of June 16th instant, awarding indemant accepted for defendant. awarding judgment against defendant. M. L. Gordon for plaintiff. Stands un-Vancouver Daily Province: If a coun-

try believes in exclusion it must make til 26th inst. up its mind to accept the responsi-Re Fanny Williams .- F. Aylesworth, bility which goes with an exclusion for applicant, obtained order confirm Tow or else in blood, tears and hu-militation when the day comes. It is absolutely absurd to take refuge in specious arguments about the bro-therhood of faces; the thewn of peace all over the world; Christianity and various abstractions of that nature. It is while races believe they can take great spaces of this world and ibsolutely debar all men not of their woold for the state of the man of the traces. The man of the traces there is a constant of the traces there is a constant of the traces of the state of the man of the traces of the traces of the traces of the man of the traces of the ing report of local master at Cayuga. Costs of those entitled out of estate: policy. A country cannot shriek ex-clusion and at the same time object to militarism or taking part in naval defence. Exclusion is a luxury for which me means the state of t



for plaintiff, moved for order con defendant. Motion enlarged until 25th inst. Injunction continued meantime.



HERE'S A CHALLENGE



inst. Before Middleton, J. Laird v. Restorick.—S. C. Wood, for plaintiff, moved for order continuing injunction. F. Aylesworth for defen-dant. Injunction dissolved. Costs re-served. to be disposed of on substantive motion before Middleton, J., after trial. Crocker v. Galusha.—J. W. Pickett, for minimum moved for order con-

arisen, but all across the province, from Sarnia to Ortawa WMOD TAT III on Marka all that show of the second to th A NEW CANADIAN HISTORY. Yet the housefly is just as danger-

Visitors to the "Ad" convention who ous a customer as it ever was. Baewant to know something about Canada teriologists are not less but more infrom the official and authentic side can sistent that it is a carrier of disease do no better than buy a copy of the new and death and they also unite in de-Ontario "High School History of Can- claring that swatting the adult insect "da" just published by the T. Eaton serves no real purpose. The pest-Company, for 19 cents. It may be re- laden hordes, they say, cannot be serimarked that the cheap price is part of ously reduced in numbers by the belatour Ontario educational policy, and ed process of killing individual germ bears no relation to the merits of the carriers. That can only be done by book, which has many portraits, maps, the observance of strict cleanliness in plans and other illustrations to adorn the city and the home alike, and by and elucidate it. The book is written the elimination of all possible breeding in a perfectly impartial way, as may places. Deprived of these the housefly be seen on page 163, where the burning will disappear and the diseases they disseminate will vanish or be more of Washington in 1814 is thus meneasily traceable to other causes. But tioned: "During the summer of this all the blame cannot be placed on the year the British fleet sailed up the public-part must be shared by the Potomac and landed an army which municipality whose employes are not defeated the Americans at Bladensalways careful enough or anxious burg, under the eyes of President enough to preserve the good will of the Madison. The beautiful public buildhouseholder. To instil reasonable reings at Washington were burned in just the cruel reprisal for the Ameri-of the responsible officials and is not too trifling a matter to warrant ne-York, of course, is the present Toronto, glect. and the present Exhibition grounds is

an old campaigning field. W. L. Slang is threatening to overthrow Grant, professor of colonial history in the tongue of Chaucer and Bacon. Even Queen's University, is the author, and Alice Meynell succumbs, and The Athein over 400 pages he gives a most read- naeum admits it in a reference to "some able account of the development of the morrow and some yesterday." The Dominion from the time when Canada 29th will be some Monday.

embraced all the territory between the Ohio and the Mississippi till the pre-

EMPRESS VICTIM'S WILL FILED.

Chick-

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Grand in

cheap pine!

Imagine! No

more illogical

though than putting an

expensive movement in cheap, unknown case

Winged Wheel" Watch Cas

have been sold by reliabl

Identify them by the trade mark

welers for over 25 years.

sent, with its area equal to Europe, and Ontario alone of the nine provinces half as large again as Texas. Nothing better to acquaint the visitors with our policies, ideals, methods, points of view and national outlook could be dren, his brotners, sisters, and the fore-man and bookkeeper at his warehouse. The deceased had taken out insurance for \$15,000 in the Ocean Accident and Guarantee Corporation, and his son, Alex suggested, and there is a copious index which will gladden the heart of many a 9 o'clock scholar. will receive this amount.

#### IRRIGATION SYSTEMS IN AUS-TRALIA.

Among the more notable of modern agricultural developments is that concerned with irrigation. This, of course, is not a modern idea. Irrigation has been practised in Egypt from time immemorial, and the primitive land appliances handed down from remote antiquity were long picturesque features of the Nile. But with latter day engineering and increasing power of construction the task has been altered from that of distribution alone to the more difficult matter of impounding and controlling the supply of water, so that irrespective of the season the husbandman should obtain what he requires at the time of his greatest need. Irrigation is transforming the arid lands of the Central United States, is vastly expanding the available area of Egypt and the Soudan and large schemes are in progress in Western Canada. It is accomplishing wonders in India, and Sir William Willocks has on hand what is perhaps the widest dream

Charles McCrea, M.L.A., Conservative. Moise Allard, Liberal.

The natural sequence one would expect would be a straight party fight, with the principles of either party as the issue at stake, and that the electors of this district would be called upon to calmly and carefully pass judgment in the interests, first, of the district of Sudbury, and secondly, the province at large. Mr. McCrea has given us three

years of general satisfaction, and were it not for the bilingual embroglio would undoubtedly have been returned by acclamation. Mr. Allard has been urged to ac-cept the Liberal nomniation and

trust to a united support of the French-Canadians and those staunch Liberals who put party before aught else, whether the government is good or bad. His can-didature, we believe, is purely one

of political expediency. There are no political issues be-fore the people of the province save "abolish the bar," and while, contrary to expectations. Mr. Al-lard is supporting Mr. Rowell's platform on this point, it has but little interest to the great major-ity of the electorate of this riding: With scarcely a leg to stand on, Mr. Allard has perverted his can-didature in a desperate racial ap-peal to his French-Canadian fel-

The bilingual issue, as was to be expected, is cropping up in the Essex ridings. At Windsor the other evening Hon, Dr. Reaume spoke in French to a number of his electors, and is reported as having said:

The question has now been before the house for the last thirty



own color from entry therein merely because those men may be able to

Joss v. Fairgrieve .-- M. Wilkins, for live cheaper than they can, they must be sensible and logical about it. Sooner or later this question, fester-ing on either side of the Pacific, will plaintiff. moved for leave to appeal from order of Falconbridge, C. J., of May 26th last, setting aside order of master in chambers. O. H. King for break out into open sores. There is a lefendant. Reserved. Re Lake Erie and Northern Railway

break out into open sores. There is a great opportunity for statesmanship. It cannot be tackled in Asia only. It must be tackled here as well and the truth insisted upon. The real reason for exclusion is that the standard of our civilization must not be lowered our civilization must not be lowered Co. v. Board of Education of Simcoe.-R. G. Agnew, for the railway company, moved for warrant for immediate possession. W. H. Irving for owner. the railway company paying Upon cheap labor. That is all there is it. Then labor must accept the \$2000 into court and giving pay-sun ment of difference between that facts manfully and face the logical

Challenge-you. Dr. Margaret. Gordon-and Mrs. Leshe Stowe of the Toronto Suf-Irage Association also Mrs. Hector Pren-ter and Miss Inps Perry of the Political Equality League, to meet me on the pub-lic platform at St. George's Hall, Satur-day evening, at eight o'clock. June 27, and there discuss this grave question. I will invite the Toronto members, whom you have called spineless partisans in your recent letter sent broadcast over the city, and I shall tell the public why they are so called. city, and I summediate reply will oblige. Your immediate reply will oblige. Sincerely yours, (Mrs.) Dora M. Morrison,

Berridge Hall, 55 Mutual street, Toronto.

CREDIT MEN APPOINT NATIONAL BODY.

The Canadian Gredit Men's Asso-ciation, at the second annual meeting, held at the King Edward Hotel yes-terday, decided to appoint a control-ing body for the Dominion. In this and amount that may be found due by award, order to go and arbitration to be proceeded with diligently.

together with Five Cents, which covers the cost of wrapping and mailing, etc., will entitle you to a copyrighted edition of

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R.TODD

SIN CONTRACTOR OF THE OWNER

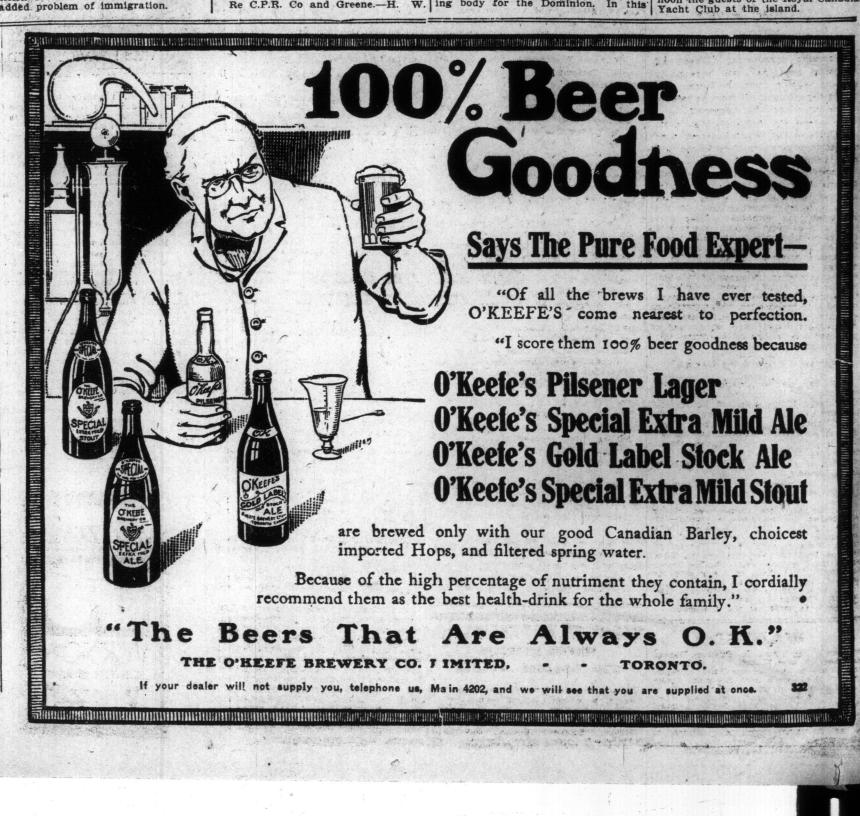
M.D.

The Garden

notlimen Queen;

there will be represented all divisions in Canada, including Calgary, Regina, Winnipeg, Hamilton, Toronto, Mont-real, St. John and Vancouver. The establishment of a real estate

and insurance section was endorsed. The latter department is to be in conection with inselvent estates. The delegates were yesterday after-noon the guests of the Royal Canadian Yacht Club at the island.





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Larden

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"Whereas the Associated Advertising Clubs of the World is purely a cooperative organization dedicated to a broad service; "Resolved, that it decries any attack

by one form of advertising against another form at any of its conventions, and be it further resolved, that it places its emphatic disapproval upon any attempt of any company to its membersnip in this association for the purpose of attack upon the legitimate business of anyone for its own selfish interest. It is further resolved, that it is the sense of this con

Front and John, held by train;

6 minutes' delay to Bathurst

**OTHERS' BUSINESS** 

Committee Declares Ad Club

Association is Dedicated

to Broad Service

The following resolution, passed at

the session considering "Direct Ad-

to the main body for approval:

**MUST NOT ATTACK** 

vention that it is a gross violation of the ethics of advertising for any member of this association to advertise in advance in connection with its business advertisement, any announced or proposed resolutions at a future convention of this association

FATHER COPUS TO SPEAK.

The Rev. Father Coopus, S.J., dean School of Journalism, Marquette University, Milwaukee, will deliver an address under the auspices of the St. Elizabeth Visiting Nurses' Assoclation, on the work of visiting homes in St. John's Chapel, Church street,  $today_{\pm} at$  3.30 p.m. A cordial invitation is extended to all interested be present.

MANY HIELAN MEN EMIGRATING.

"In the last few years most of our able-bodied fellows have migrated. \$n many Highland districts we seem to have no people left but the old men and woen and the young children. The color les are draining away our men." Thus spoke the Very Reverend Charles Press-ley Smith, D.D., dean of Argyll and the Isles, Canon of Cumbrae and rector of Oban, when interviewed in Toronto yes-terday. During his stay here Trinity College is to confer on him a degree.

WANTED

by Rev. and Mrs. S. Edward Young, daughter 15, sons 11 and 7, at their sum-mer home on the Lake-of-Bays, Ontario, general housework girl, to cook, bake to add, wash and iron, from June 30 to Sept. 20. Best wages, round-trip fare. Write Dr. Young, 1273 Pacific street, Brooklyn, N.Y. Arrange to meet at Hotei King Edward, Toronto, Tuesday, June 90, at 12 o'clock noon, or 3 o'clock in at 12 o'clock noon, or 3 o'clock in 

3.50 pp.m.-Concrete mixer on track at Sunnyside Loop; 10 minutes' delay to King cars. 8.10 p.m.-G. T. R. crossing,

at St. Andrew's Cemetery, Scarboro. 23 On Friday the Warner Feature Com

in his 79th year. Funeral Wednesday, June 24, at 3 AMATEUR NIGHT

vertising" yesterday, will have an imp.m. Interment in Necropolis. portant bearing upon the future work PETERMAN-On June 23, at the resiof the department. It is to be referred dence of her niece, Mrs. Norman Du-

perow, 210 Beatrice street, Mrs. Nancy Catherine Peterman, relict of the late Henry Peterman of Aurora, in her 81st year.

Funeral from 49 Maple avenue, Thursday afternoon, to the Aurora Cemetery.

SCANLON-On June 22, 1914, at his residence, 84 Oriole road, Mark Scanlon, in his 79th year. Funeral Wednesday from the Biad-

ford Methodist Church at 2 p.m. 23 WOODROW-On Monday, June 22nd. 1914, at his late residence, 459 Pape avenue, Henry Woodrow, in his 66th

vear Funeral Thursday, June 25th. at 2.30 p.m. Interment Mount Pleasant Cemetery

WALTERS-On Tuesday, June 23, 1914, at her residence, 433 Wellesley street, Elizabeth, wife of Chas. Walters. Funeral from above address 2 p.m.

Thursday to Mount Pleasant Cemetery. Meaford and Vancouver papers please CODV

IN MEMORIAM.

PETTIGREW-In loving memory of our darling Lila, beloved wife of O. C. Pettigrew, who left us quite suddenly June 24, 1913.

Oft we think of you, dear Lila, And our hearts are sad with pain-O, this earth would be a heaven Could we but hear your voice again.

Just one year ago you left us: How we miss your loving face! Dear, you left us to remember

> None on earth can fill your place. -Father, Mother, Sisters and Brother

THE F. W. MATTHEWS CO. FUNERAL DIRECTORS

**235 Spadina Avenue** Telephones College 791 and 792

MOTOR AMBULANCE SERVICE. 136

Harper, Customs Broker, McKinnon artist unusual command of the Building, 10 Jerdan street Toronto, ed sources of his instrument."

HOPKINS—On Tuesday evening, June 23, 1914, at her late residence, 577 Iluron street, Toronto, Elizabeth Caroline, widow of the late William Hopkins. Notice of funeral later.
 MARSHALL—On Monday, June 22, 1914, at Toronto General Hospital, John Marshall of Ellesmere, in his 67th year. Funeral Wednesday at 2.30 p.m. from his late residence, Ellesmere. Interment at St. Andrew's Cemetery. Scarboro. 22

ATTHEWS—On Monday morning, June 22, 1914, at his late residence, 240 Rusholme road, Henry John Matthews, On Friday the warner reature com-pany will show two six-reel features. "Mother Love" features Miss Marion Leo-nard, and "A Born Warrior" is a story of the life of Napoleon.

AT PARK THEATRE

Tonight the amateurs perform at the Park Theatre. This contest is always a very popular one, and conceded to be the best in the city. Some of the amateurs are good enough to appear, as profession-als, and on the whole a program of an interesting nature will be presented. Six of the latest releases in photo-plays will be shown, and an overture will be played during the intermission by an orchestra of talented musiclans under the leadership of Mr. Fred Culley. With the perfect ventilation that this theatre has, the warm, close evenings are turned into cool ones at this west end amatement house.

The Veronique Club held a very en joyable summer dance in the Balmy Beach Club house on Wednesday ev-Beach Chub house on weanesday ev-ening. The patronesses were: Mrs. Walsh and Mrs. F. A. McConvey. Those present included: Miss I. Hackett. Miss Ball, Miss I. Wells, Miss Lynett, Miss M. Maguire, Miss O'Con-nor, Miss C. Brown, Miss McFarlane, Miss Percy, Miss Flynn, Miss H. Dil-lon, Miss A. Foley, Miss F. Currie, Miss

Hughes, Mis Lynett, Miss M. Banks, Miss Flynn, Miss A. Clancy, Miss Reta Perry, Miss G. Hale, Miss M. Cameron, Miss A. Coughlin, Miss L. Glover, Miss . Walsh, Miss Balbridge, Miss B. Powney, Miss H. McCaffray, Miss A. Duaney, Miss May Barry, Miss Ida Thomp-

on, Messrs. H. F. Helman, A. Theurer, C. Argue. J. F. Yongs, H. M. Lynch, Waters, H. H. Kinnear, L. J. Clancy, George Ryan, E. Amey, T. McNair, Russell, P. Hines, B. Chapman, F. Maxwell, F. Powers, Lynett, L. Chavig-naud, F. Curtis, M. Scott, C. Clancy,

B. McCann, Thomas A. Scanlon, W. Magner, D. Egan, A. Moran, H. Mc-Lennan, J. Shaughnessy, M. O'Donoghue, Frank A. McConvey.

RUSSIAN VIOLINGT AT GARDEN THEATRE THIS EVENING.

From all accounts a great treat is in store for those who will hear Max Seinsky, the celebrated violinist, this vening. The "German Correspondent" of Bal-

imore in commenting on his perform. ance spoke as follows: "Mr. Selinsky is a violinist of the first order. His tone is beautful in the extreme; his technique nothing short of marvelous. His playing of Vieuxtemps, Ballade et Polonaise, was greeted with tumultuous applause, as was Hungarian Rhapscdy by Hause . Both these numbers were presented in a masterly fashion, displaying on the part of the versatile

artist unusual command of the re-



## A TRIP AND ITS SEQUEL. On Sunday, June 21, the Rochester N. Y.) Chamber of Commerce returned from a three-days' sail to Hamilton. Toronto and the St. Lawrence. The party left Charlotte on Thursday by the steamer "Geronia" of the Canada Steamship Lines, which was chartered for the trip. At Hamilton and Toron-

to the visitors were entertained by the local boards of trade, after which a pleasant time was spent among the 1000 Islands. Upon returning home the secretary, Avery B. Davis, wired the following appreciative message to the company's representative in Toron-

GRAND

**OPERA** 

HOUSE

Superintendent Whittenberger of the

INQUEST AT THORNHILL.

The inquest regarding the death of Miss

Mabel Marsh, who was/killed on Yonge

Thornhill, on Thursday afternoon at 2

"P. Paton, Toronto, Ont.:

"Chamber of Commerce cruise an immense success. Your crew gracious at all times, each trying to outdo the other in efficient service. Capt. Hef-fernan is a prince. Orchestra much above the ordinary. "Avery B. Davis."

**BRICKLAYERS' RALLY** 

ENDED IN DISORDER Unable to obtain a hearing owing to the persistent noisy interruptions, the international executive officers of the SUPT. WHITTENBERGER BACK

Bricklayers' and Mason's Union, with-

drew from the platform at Association Hall last night, and the mass meeting terminated in disorder. International President Bowen, Vice-President Priest, and International Secretary Dobson at-Ontario division of the Grand Trunk past, has regained his health, and was tempted to urge the men not to strike. Mr. Bowen is reported to have said that owing to bad trade in the States and England many bricklayers would come into Toronto and take the places of the strikers. back at his office at the Toronto Union Station once more yesterday

tising of luxurious passenger service

street, Deer Park, when struck by may stimulate traffic, but to a limited an automobile on Saturday evening will be held in Victoria Hall,

last night.

Hanlan's.

Band music that is of the highest order played by men who are recog-nized lights in the music world, under sure resorts of our continent are of incalculable benefit to all mankind, for it cannot be gainsaid that travel is the

the direction of Patrick Conway, whose reputation is national, is the greatest of all educational forces. "Again, publicity, paid and unpaid as to the opportunities for homeseekorder of things at Hanlan's. Toronto has the reputation as a musical centre ers and investors, presents a most in second to no city of its size in Am-erica, and it is with this knowledge viting and legitimate field wherein to erve transportation and all mankind. that Mgr. Solman engaged this fam-ous band for a three weeks' engage-But there is no department of trans-

ment. An afternoon or evening spent at the island will prove a real joy to the music lover.

FREED ON A CHARGE OF

#### CAUSING GIRL'S DEATH

Special to The Toronto World. WOODSTOCK, June 23. — Joseph Swantz, the Tavistock young man who was committed for trial here some weeks ago on the charge of sup-plying drugs to Lizzie Reidt for illegal purposes, the girl having later died. appeared in court for trial today. A verdict of not guilty was returned.

LT. BEASLEY HONORED BY FRIENDS

Alf. Beasley of Adelaide street fire sta-tion was presented by Captain Corbet last night with an umbrella suitably inscribed. The presentation was made be-cause Beasley had been promoted lieu-tenant to No. 1 aerial. The presentation was made on behalf of the staff of Aerial No. 2 and of the water tower.



THEATRE

Advertising agents held a remark-ably enthusiastic session. The pro-gram of addresses dealt with most sides of their problems. R. R. Shu-man of Chicago spoke on "What the man of Chicago spoke on "What the Truth Seal means to Advertising Railway, who has been ill for some weeks Agents." He showed how thru its agency an advertisement was stamped as worthy of consideration and re-liable. It taught the public that such ade were dependent and re-

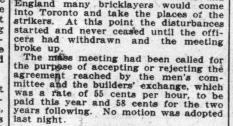
ads were dependable and made them consider first those so labeled. M. P. Gould of the company of that name, advertising agents in New York, dealt with "The Newer Stand-ards"

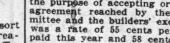
SEEK HOMES IN WEST.

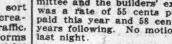
A special C.P.R. train left the Toronto Union Station at 10.30 p.m. yesterday for the northwest with 600 homeseekers on board, a record number for so late in the season o'clock. The following jurymen have been summoned: I. Reaman, John Fran-cis, Fred Fair, E. Button, J. McDonald, S. Firley and Mr. Frazer, all of Thornthe

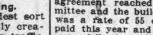


10 WELLINGTON EAST.

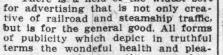








Wide Field for Advertising. "There is a field of the widest sort



OOKE

VERNON

2 INCH BAND

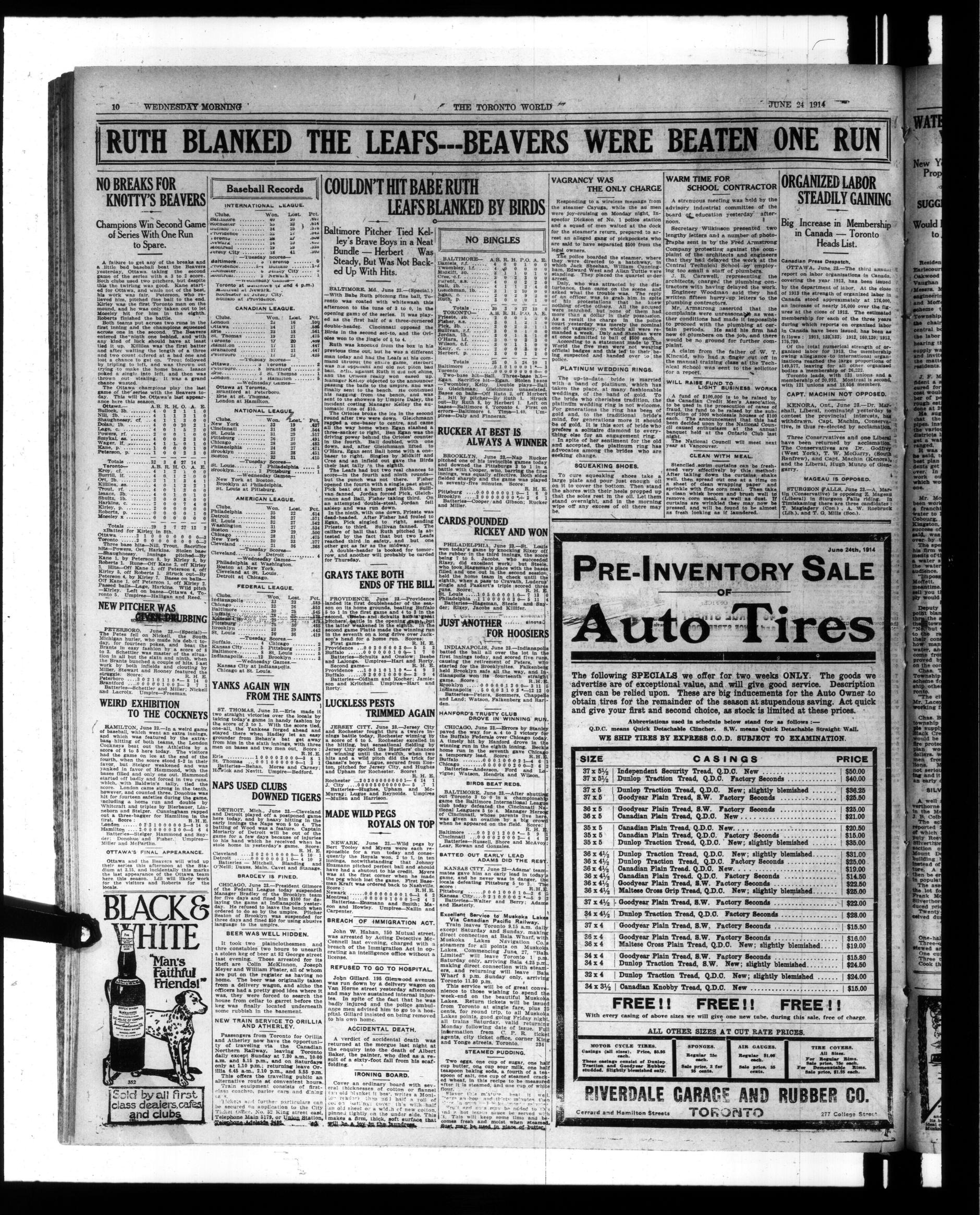
2 FOR 25

extent only.

#### vertising freight service would cause two kegs of nails to be shipped where one was shipped before and I think it may be truthfull said that advertising will not create freight traffic. Adver-









WEDNESDAY MORNING

#### THE TORONTO WORLD

#### JUNE 24 1914

## LIFE OF VICTORIA DEPICTED BY FILM

"Sixty Years a Queen," a Magnificent Photographic Display.

**COMMENDED BY ALL** 

Two Large Audiences Witnessed the Famous English Production at the Grand.

<text><text><text><text><text><text>

Wrangell Island to rescue survivors of the Stefansson Arctic expedition, manooned there. The Bear is now at Nome and on account of the icefloes unable to sail north. The ship may also proceed to Herald Island, on which others were reported marooned.

# MONTREAL -TORONTO-DETROIT-CHICAGO TRAIN SERVICE.

These solid de luxe trains, carrying buffet - library-compartment - obser vation cars, electric-lighted standard eleepers, together with standard din**GRAND TRUNK INAUGURATES** IMPORTANT NEW TRAIN SERVICES THIS MONTH e International Limited Eastbound Is Established—With Last Word in Equipment, This Train Will Use Famous Dundas Valley and Burlington Bay Route on Way from Chicago to Montreal, Reduc-ing Journey By Three Hours—Many

When the summer timetables of the Grand Trunk Railway System take effect on June 28, very important improvements will be introduced, particularly on the main line between Montreal, Toronto, Hamilton, London, Detroit and Chicago.

Double Track All the Way. The Grand Trunk, having a double track all the way between Montreal

Montreal nail an nour later than at present, and reaching Chicago 45 min-utes earlier, will save the traveler one hour and a quarter between Montreal, the metropolis of Canada, and Chi-cago, the metropolis of western Unit-ed States.

For the special accommodation passengers from Montreal to Hamil-ton, St. Catharines, Niagara Fafis, Buffalo, and other stations to the south and east of Hamilton, a standard drawing room sleeping car will be at-tached to the 11 p.m. train from Mont-

treal, and this will go forward from Toronto at 8.10 a.m., immediately fol-lowing the Chicago train.



Properties For Sale	Farms For Sale.	Help Wanted.
ALE OR RENT-New, 7-roomed o, situated in Village of Thornhill; er-acre of land, furnace, large	A-A-A-WE SPECIALIZE in Niagara fruit farms and St. Catharines city pro- perty. Melvin Gayman, Limited, St. Catharines. ed-tf	ONE OR TWO GOOD SHIPPERS. Ad- dress Oak Vale Dairy, 661 Gerrard street east. 234567
dah, garage. Apply A. R. Hall, hhill, ed7 ES-Lorne Park, nicely wooded, why few minutes walk from lake	ALL KINDS OF FARMS for sale-Niag ara district fruit farms and St. C th arines Lroperty a specialty. H. W Locke, St. Catharines. ed. (	SHOP Foreman Carpenter wanted for small factory in the city; must be man able to charge out material and under- stand all machines. Apply in own hand writing to Box 23, World.
tation. Terms, \$10 down and \$10 hly. Stephens & Co, 136 Victoria (3 doors north of Queen street).	FOR NIAGARA DISTRICT fruit and grain farms write J. F. Gayman, St Catharines.	ALWAY posta: cler. examinations soon. Specimen questions free. Frank- in Institute, Dept. 902-M, Rochester, N.Y.
TMENTS for profit, real estate,	PEWTRESS, who sells farms and west- ern land, will remove from 79 Adelaide East about June 29 to 110 Church street. Visitors are always welcome 345671	SHIP SHELL PLATERS and ship
s, bonds, mortgages and securities. Exchange, Hamilton. Canada. ed7	TEN THOUSAND DOLLARS buys one hundred acres, with new bank barn,	Limited, Toronto.
<b>COSTLETHWAITE.</b> Confederation Building, specials in city and farm rities. Correspondence solicited cd	good house and fences. This is a first- class stock farm, good clay loam, pos- session immediately	penmanship indispensable; first-class opportunity for advancement: Apply Mr. Meek, World Office
MORTGAGE FUNDS to loan on iesidential property at current Frank Hott, 107 Kent Building. ide 255.	\$120 PER ACRE, \$8000 cash, balance ar- ranged, for iou acres choice clay ioam, sixteen acres orchard, mostly just ccm- ing to its best, spiendid buildings, nice evergreen shaue trees, about one mile from village, 2½ miles from station,	WANTED-Live agents to represent one of the very best oil companies in Cal- gary district. Send references first let- ter, Wetherall & Shillam, 216 9th Avenue East, Calgary, Alta. ed?
Lost	twenty miles from 'loronto. This is a splendid grain or stock farm, is in a good apple district and will make	WANTED - Experienced farm
Brown Leather Furse, containing \$10 bills, cor. King and Yonge, 10 k Sunday night; finder suitably	money. Philp and Beaton, Whitevale, Ont. 463	Weston, Ont. W.M. Dunn, R.M.D., No. 1 THE OPENING of many
Land Surveyors.	VETERAN LOTS in New Ontario for sale. Mulholland & Co., 200 McKin non Building. ed?	for young men as station agents, tel-
6 McMULLEN, 411 Manning bers and 961 Gernard east. Main Gerrard 2077. ed	MARKET GARDENS *1 DOWIN and \$1 week, VALUADIE ACTE lots close to ronge street at \$100 per	sitions. Railways are looking to us to supply them with men. Free Book is gives full particular
EWELL, Ontario Land Surveyor, ielaide East, Main 6417.	acre. Yonge screet lots at \$375 per acre. Cars pass every or sumulta. Bost	and mail courses. Write Dominion School Rainoading, 91 Queen E., To. ronto.
Patents and Legai	market garden sou, has y:elded 100 bushels polatoes to an acre. Clear deed given. Richey-Trimble, Limited, own- ers, 167 Yonge street. Main 6117. ed7	WANTED-I need two more men to
RT J. S. DENNISOL, Registered ney, 16 King street West, Toronto. ts, Trade Marks, Designs, Copy- procured everywhere. Eighteen experience. Write for booklet. 	Syndicate Opportunity	ninety Toronto salesmen. We now haw motions come quickly to reliable mer with ability to sell and handle men We advance expenses and pay weekly. Experience not necessary, as we gener- ally instruct our mer that he some
RSTONHAUGH & CO., the old- lished firm. Fred B. Fothe ston. I, K. C., M. E. Chief Councel and rt. Offices : Head Office, Royal	to finance some inside city acreage. Will be suburyided and sold under con- tract within eighteen months, and syn- dicate guaranteed one hundred per cent.	1.30 today. A. W. Capron.
Bldg, 10 King St. East, Toronto. es: Montreal, Ottawa, Hamilton, ipeg, Vancouver and Washington.	profit on total investment, which, on account of favorable terms of payment secured for the syndicate, means sev-	Situations Wanted.
135 KING MODEL should be built be- your patents are applied for. Our	eral hundred per cent. on the original outlay. The services of the best real estate selling organization in America have been secured to handle this. If you	in Porcuping mining division at most reasonable terms. Howden Dunsmore Schumacher, Ont.
rn machine shop and tools are at service. We are the only manu- ring attorneys in the world. Get	are interested and have the money, apply Box 35, World. 3456	Female Help Wanted.
divice regarding your invention. dvice free. The Patent Selling & facturing Agency, 206 Simcoe St., to. edif	Landscape Gardening FOR landscape garden work and tree specialist, E. Steele, 163 Roenamptor	LADIES WANTED-Home work, stamp ing patterns, \$1 dozon upward paid Call Room 35, Toronto Arcade, Yong street.
Legal Cards	avenue, North Toronto.	WANTED-General to accent positio
, O'CONNOR, WALLACE &	Business Opportunities.	Saturday; one adult, small house wages, \$18. Apply 414 Confederatio Life Bldg., between 12 and 1, or phon Parkdale, 5283.
W. MACLEAN, Barrister, Solici- Notary Public, 24 King street west. te funds to loan. Phone Main	recipes, toilet, medical, domestic. Can make for home use or sell. Send 2- cent stamp for lists. Canadian Recipe Publishing Co., Windsor, Ontario. ed7	Teachers Wanted.
ed MAN & MACKENZIE, Barristers, itors. Sterling Bank Chambers, or King and Bay streets.	Money to Loan.	NORMAL, experienced teacner, female wanted for S. S. No. 6, South Fred ericksburgh, duties to commence Sept lst. Salary \$600. Apply to Robt Meyers, Napanee P. M.

MONEY TO LOAN on first mortgage; large amounts only; \$50,000 upward; low rate of interest. J. J. Doran, Real Estate and Financial Broker, Crown Ofrice

RS. BETTY STOKUM from COMFORTABLE Frivate Hotel, ingle-wood, 295 Jarvis-st : centra:: heating; Panama J. Con me previous to sale. The above offers an unusual opporting of procuring metor boates of T sale at 2.30 sharp, and altitle and has been living in "THE CITY MART," 87 KING ST. EAST, The most central Auction Rooms in the city I Porton Sectlements Advances made on consignments if required. Phone Adelaide 478. 37 10 1bs. at \$6 75. and run via Hamilton, reaching De-troit at 8 a.m. and Chicago 3 p.m. next day. This is designed to give the pas-sengers the entire evening in Toronto, yet allowing them to reach Detroit in time for breakfast, and Chicago at an hour that will assure connections with all principal trains for St Paul Win papers please copy. CHAS. M. HENDERSON & CO., Tel. M. 2358. Auctioned **Collectors' Agency** Westbound: Leaving Montreal 8.45 ACCOUNTS and claims of every nature collected everywhere. Send for free booklet K and forms. Commercial Col-lection Co., 77 Victoria street, Toronto, Ont. a m., arriving Toronto 5.40 p.m.; leav-ing Toronto 6.10 p.m.. arriving Lon-**Manufacturing** Flats Estate Noticez. ATTRACTIVE GROUND FLOOR of 10,-000 square feet, new building, very central, light four sides, vaults, high pressure sprinkler system; also concrete basement and floor space above; low rent to good tenant. W. H. Harris, North 6044. don 9.25 p.m.; leaving London 9.33 p.m., arriving Windsor 12.10 a.m.; early evening, and a corresponding return service will leave the park station after breakfast, reaching To-ronto about 4 p.m. and Buffalo about NOTICE OF APPOINTMENT OF PERmanent Liquidators, Judicial Notice to Creditors, Contributories, Shareholders, and Members of the Dominion Lumber Company, Limited—In the Matter of the Winding-Up Act, Being Chapter 144 of the Revised Statutes of Canada, and Amending Acts, and in the Matter of the Dominion Lumber Company, Lim-ited. leaving Windsor 12.20 a.m., arriving Detroit 11.35 p.m. (central time); leaving Detroit ~11.55 p.m., arriving nour that will assure connections with all principal trains for St. Paul, Min-neapolis, Winnipeg and western Can-ada; Colorado, California and other Pacific coast destinations. The rail-ways west of Chicago operate their finest trains from that city between 5 and 7 p.m. This train from Toronto will also here year desired. Fonto about 4 p.m. and Buffalo about 8 p.m., with direct connection for Pittsburg via the Pennsylvania Rail-road; for Cleveland via fine night steamers of the Cleveland and Buf-falo Line, and for New York, Phila-delphia, etc., in connection with the Lehigh Valley System. A sleeping car service will also be introduced, leav-ing Toronto late at night, reaching the park early next morning and re-Medical. hicago 7.45 a.m. Eastbound: Leave Chicago 9.30 a.m. DR. DEAN, specialist, plies, fistula, urin ary, blood and nerveus diseases, 5 Col lege zereet. (central time), arrive Detroit 3.55 p.m.; leaves Detroit 5.05 p.m. (eastern Signs. SIGNS AND WINDOW LETTERS. Day & Shand, Main 741. 83 Church street. edtf DR. ELLIOT F. Specialist, Private dis-eases. Pay when cured. Consultation free. 81 Queen street east. ed time), arrive Windsor 5.15 p.m.; leave will also have very desirable connec-tions from stations in eastern, north-Windsor 5.25 p.m., arrive London 7.55 PURSUANT to the Winding-Up Order in the matter of the above Company, dated the 9th day of June, 1914, the un-dersigned will, on the 3rd day of July, 1914, at 11 o'clock in the forenoon, at his Chambers at Osgoode Hall, appoint a Permanent Liquidator of the above Com-pany; and let all parties then attend. Dated at Toronto, this 16th day of June p.m.; leave London 8.03 p.m., arrive Toronto 11.20 p.m.; leave Toronto 11.40 p.m., arrive Montreal 8.55 a.m. eastern and northern Ontario Herbalists. NDOW LETTERS and SIGNS. J. E Richardson & Co., 147 Church street Toronto. Another later, departure will be the night limited from Toronto, which will the park early next morning, and re-turning from the park in the evening. Particulars from Canadian Pacific ticket agents, or M. G. Murphy, dis-trict passenger agent, Toronto. 234 ALVER'S RESTORATIVE Capsules No. leave at 11 p.m. instead of 10.45 p.m., and will arrive in Montreal at 7.30 a.m. instead of 7. 40 a.m. arriving in Toronto in time for break-fast. This service will give splendid 3, female laxative compound and nerve tonic, at druggists. 84 Queen west and 501 Sherbourne street, Toron-**Building Material** connection to and from the log cabin camps which the Grand Trunk are MRS. SULLIVAN IS DEAD. For Summer Resorts LIME, CEMENT, ET. Crushed Stone at cars, yards, bins or delivered; best quality; lowest prices; prompt service. The Contractors' Supply Company, Limited. Junction 4006, Main 4224, Hillcrest 870, Junction 4147. ed7 edtf Extra summer trains will be inau-gurated from Toronto to the resorts in the "Highlands of Ontario." A most Dated at Toronto, this 16th day of June 1914. providing a short distance from park headquarters. "Nominigan Camp" was opened last summer, and much KINGSTON, June 23 .- The 'death Lost has occurred of Mrs. Sullivan, wife of Dr. Michael Sullivan, formerly a sen-GEO. O. ALCORN, Master-in-Ordinary. 832 appreciated, particularly by visitors from the United States. The new NOTICE IS HEREBY GIVEN that creditors and all persons having claims against the estate of Joanna Martha Reeve, late of the City of Toronto, in the County of York, deceased, who died on or about the 5th day of April, 1913, are required to send by post, prepaid, or oth-erwise to the undersigned solicitors for the executors of the said estate on or be-fore the first day of July, 1914, their names and addresses and full particulars of their claims, accounts or interests, and the nature of the securities (if any) held by them. Immediately after the first day of July, 1914, the assets of the said estate will be distributed among the parties en-titled thereto, having regard only to claims or interests of which the executors shall then have notice. important improvement will be made STRAYED-From pasture, 2 horses, from ator of Canada, who lost his seat a year ago owing to absence thru illin the service to and from the Algonnear Lansing, on the second; 1 small, dark-bay gelding; 1 large, gray gelding. Reward for information to Dominion Transport Company. 34 (meaning in Ojibway language, "Is-land"), will be opened about July 1. New trains will also be inaugurated quin Provincial Park of Ontario. The health. express train from Buffalo, 8.05 a.m., heretofore operated via Niagara Falls Lumber. NO ELECTION IN CARLETON. PINE, hemiock and spruce lumber, hardwood flooring, lath and shingles. Dewar Lumber Co., Toronto. ed? to Toronto, Muskoka Wharf and Huntsville, will this summer be con-OTTAWA, June 23.—That there will be no election in Carleton County next Monday, owing to the disqualification on technicalities of the Liberal nominee, Lieut.-Col. Hamilton, is practically a certainty. Horses and Carriages from Toronto to the other resort re-gions of Ontario, including the 30,000 islands of the Georgian Bay, Muskoka tinued through to the "Highland Inn" GOOD BROOD MARE, suitable for farm er; cheap for quick sale. 101 Duchess street. at the Algonquin Park Station, the official headquarters of the park, Larpenters and Joiners. Lakes, Lake of Bays and Timagami, the latter being in the centre of a which comprises 2,500,000 acres. Al-gonquin Park will be reached in the 345 & F. FISHER. Store and Warehous Fittings, 114 Church. Telephone. edgreat Ontario Government forest re-servation, and only a short distance Autos For Sale. RICHARD G. KIRBY, Carpenter, tractor, Jobbing, 539 Yonge-st. Con edfrom the famous Cobalt mines. WE HAVE a number of cars taken A parlor-library-buffet service will be inaugurated between Montreal, FIRST AND PARAMOUNT, ABSOLUTE SECURITY TO POLICYHOLDERS exchange for new 1914 "28" Russells, among which are included the follow-ing makes: Stearns, Packard, Reo, Oldsmobile, White, Cadillac, Galt, Ev-Roofing. Ottawa, Algonquin Park and the Geor-giar Bay at Depot Harbor (Parry SLATE, felt and tile roofers, sneet meta work, Douglas Bros., Limited, 124 Adelaide west. ed-7 shall then have notice. Dated at Toronto the first day of June Sound). eritt. A special bargain today : Hupp A new summer service was inaugu-Yeats electric coupe, \$1250. All are in splendid condition; overhauled; fully equipped and ready for the road. Rus-sell Motor Car Company. Limited, 100 Richmond Street West, Toronto. URQUHART, URQUHART & PAGE, onfederation Life Building, Toronto, Solicitors for the Executors. 333 rated on June 22, between Montreal and seaside resorts at and reached throught New England, Conn., via the "Some fine day, Bill Plastering. Central Vermont lines. REPAIR WORK-Plaster Relief Decor ations. Wright & Co., 30 Mutual. TAKE NOTICE that a Special General TAKE NOTICE that a Special General Meeting of the Shareholders of The Petewawa Lumber, Pulp & Paper Com-pany, Limited, will be held at 15 Weiling-ton Street East, Toronto (Room 19), on Friday, the 3rd day of July, 1914, at the hour of 2 o'clock in the atternoon, for the purpose of considering and, if approv-ed, of ratifying and confirming Bylaw of the Company authorizing a Mortgage in trust to The Toronto General Trusts Cor-poration to secure a bond issue of \$60,000, running five years, with interest at Six per cent. to refund the Bonds of the Company maturing on the 1st of July next (1914). New summer services will also be established on June 28, via the Dela-I'll put on some life insurance and Dentistry RÉPAIRING, roughcasting, whitewash-ing. Cambridge, 43 Berryman street Phone N. 6562. edi ware-Hudson Railway and the steam-PAINLESS Tooth Extraction specialized, Dr. Knight, 250 Yonge, over Sellers. Gough. ed7 when I do I'll take it with you." ers of that line on Lakes Champlain and George, thence to Albany, New In these words last summer a young man York City and other points. Live pirds. An extra high-class service has just declined to apply for an Imperial Life policy Summer Resorts been inaugurated between Toronto and Sarnia Wharf three times a week, HOPE'S—Canada's Leader and Greatest Bird Store, 109 Queen street Wost. Phone Adelaide 2573 ed-7 to protect his widowed mother against the connecting with the steamers Naronic, Hamonic and Huronic of the Northern Navigation Company. This consti-tutes the Grand Trunk rail and lake FOR SALE-On the lake-Bowmanville about six acres, 150 fruit trees, good soll, house barn and stable in good repair; ten minutes from G. T. R. De-pot. Apply, Mrs. P. King, 343 Manning avenue Toronto. contingency of his death. House Moving company next (1914) Four weeks later he and a friend were Nelson, 115 Jarvis street. ed-7 route between eastern and western Dated at Toronto the 23rd day of June Canada, linking up with the new and improved service of the Grand Trunk Pacific between Fort William, Winni-peg and beyond. avenue, Toronto drowned while bathing. M. P. VAN DER VOORT, President. 1914. Detective Agencies. **Concrete** Paving Supposing you should die suddenly-what would EXFERT Detective Service, reasonable rates. Over twenty years' experience. Consultation free. Holland Detective Bureau, Kent Building, Toronto. Phones Adelaide 351, Parkdale 5472. ed tf W. BUCKHURST, concrete contractor, 13 Bartlett avenue, Toronto. Phone Jurc-tion 1011. Estimates given. ed? A new sleeping car service was also put into operation on June 22 between Toronto and Kingston Wharf, making happen to your dependents? Would they be des-Tenders tined to a life of hardship? It is for you to say. direct connections with the Richelieu TENDERS WANTED You can prevent it by means of an Imperial Home Gramophones. and Ontario steamers. From June 28 this service will leave Toronto at 11 Tenders for all trades in connection with the Mid-Summer Repairs to the Separate Schools for the Separate School Board for the City of Toronto will be re-ceived till 5 p.m. Monday, July 6th, at the office of the Board. 24 Duke Street. Tenders to be addressed to Joseph Cadaret, Chairman of the Sites and Building Committee, and to be accompan-ied by a marked cheque for 10 per cent. of the amount of tender. Specifications may be seen at the office of the Architect. Protection policy. Let us tell you more about it? A postal will bring the information. Storage and Cartage. DANIELDSON, headquarters for Victor 680 Queen West; 1185 Bloor West. ed-STORAGE, MOVING AND PACKING of Furniture and Pianos. Baggage trans-ferred. Telephone McMillan & Co., Parkdale. p.m., connecting at Kingston Wharf in the morning with the steamers that GRAMOPHONES repaired, bought, sold and exchanged; and records. 268 Parleft Toronto at 6 p.m. the previous THE IMPERIAL LIFE evening, thus enabling tourists who arrive from Chicago, Detroit, Buffalo, Niagara Falls, etc., to spend the en-tire day and evening in Toronto, and Butchers Assurance Company of Canada without any loss of time, enjoy all of the trip through the Thousand Islands THE ONTARIO .MARKET. 432 Queen West. John Goebel. College 806. ed-Specifications may be seen at the onloc of the Architect, CHAS. J. READ, 203 Confederation Life Building, Toronto 5135. HEAD OFFICE - TORONTO **OFFICE SPACE** and the rapids of the St. Lawrence River on their way to Montreal. For the accommodation of tourists Branches and Agents in all important centres Hatters. using the Grand Trunk service be-tween Chicago, Montreal and Quebec LADIES' and gentlemen's hats cleaner and remodeled. Fiske, 35 Richmon FOR RENT The Imperial maintains for policyholders' protection stronger reserves than those of any other Canadian WATCH BUFFALO REAL ESTATE and rem east on the way to the Atlantic Coast resorts, a summer sleeping car service will commence on June 28, leaving Buffalo's Boom is just starting. Write for our Reautiful Bookist by Elbert Hubbard. Free of charge. Metal Weatherstrip. in the evening and reaching BUFFALD SUBURGAN SECURITIES COPPORATION. 21 Colorne Suret. Toronto. Portland. Maine, for breakfast on the CHAMBERLIN METAL WEATHIR Apply Corm 511 following morning. A similar will be operated in the evening from Portland, for the convenience of tour-ists from New England, who will be 135L Temple Building Coal and Wood. enabled to reach Quebec in the morn- Citadel City and its most interesting THE STANDARD FUEL CO., Toronto 6136

e. Frank MORE 1356tf and ship es to first-ron Works Libera assistants first-Apply 7123 present one nies in Cal-es first let-m, 216 9th ed7 hand; No. 1, ed7 rm I.D., clerks. at 13 Jar-f 9.30 and

TRAD

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Carrots-lozen bur Celery-Cucumb ind \$1.75 Egg pla Onions-b. sack. Onions-

Onions 35c per d Parsley-Peas-\$ Peppers Potatoe

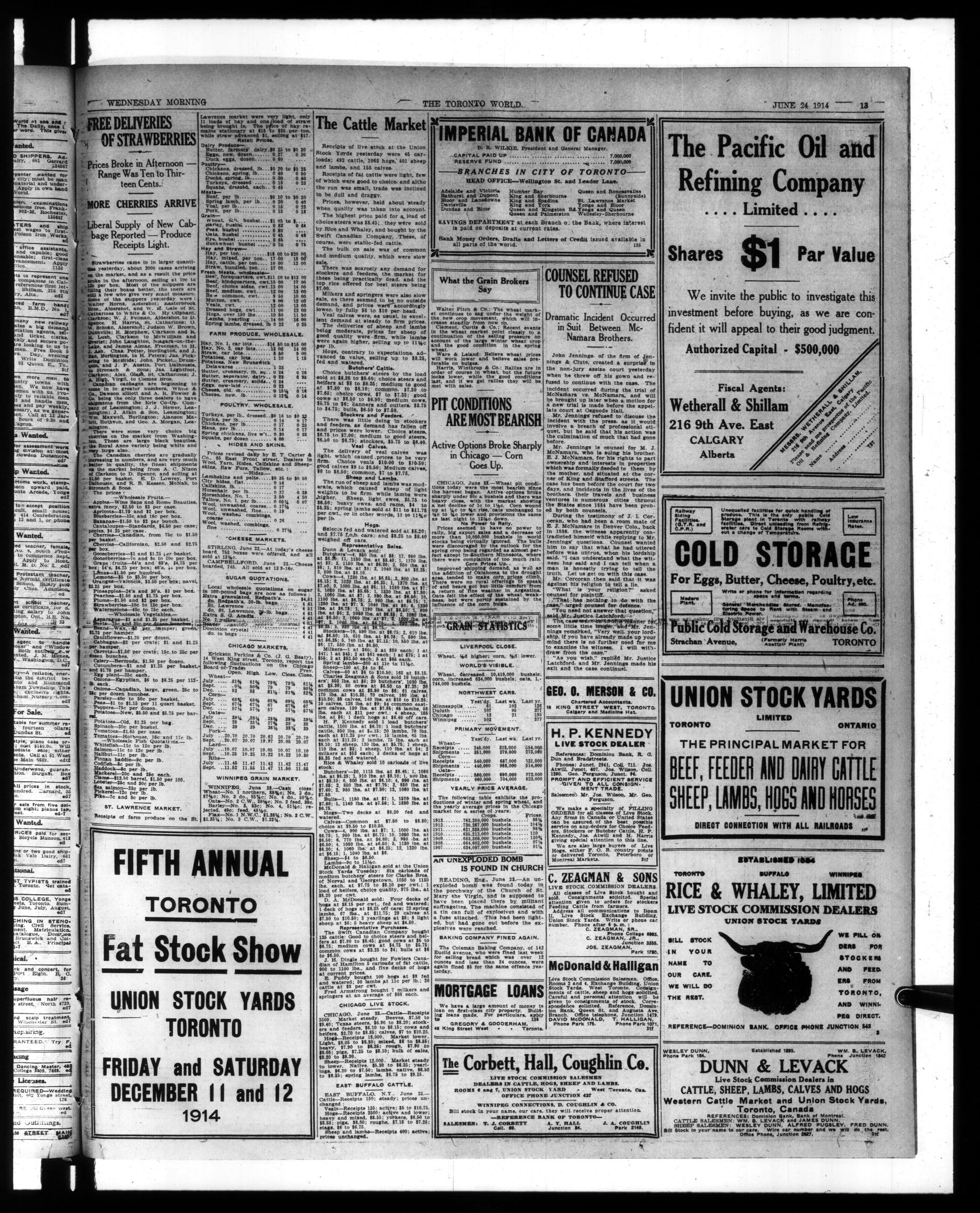
Potatoes Spinach Tomato Tomato Tomato Tomato Whitefi Salmon-Hallbut-Finnan Codfish-Haddoc Mackere Clams-Lobster-Sea sal Pickere Fike-7

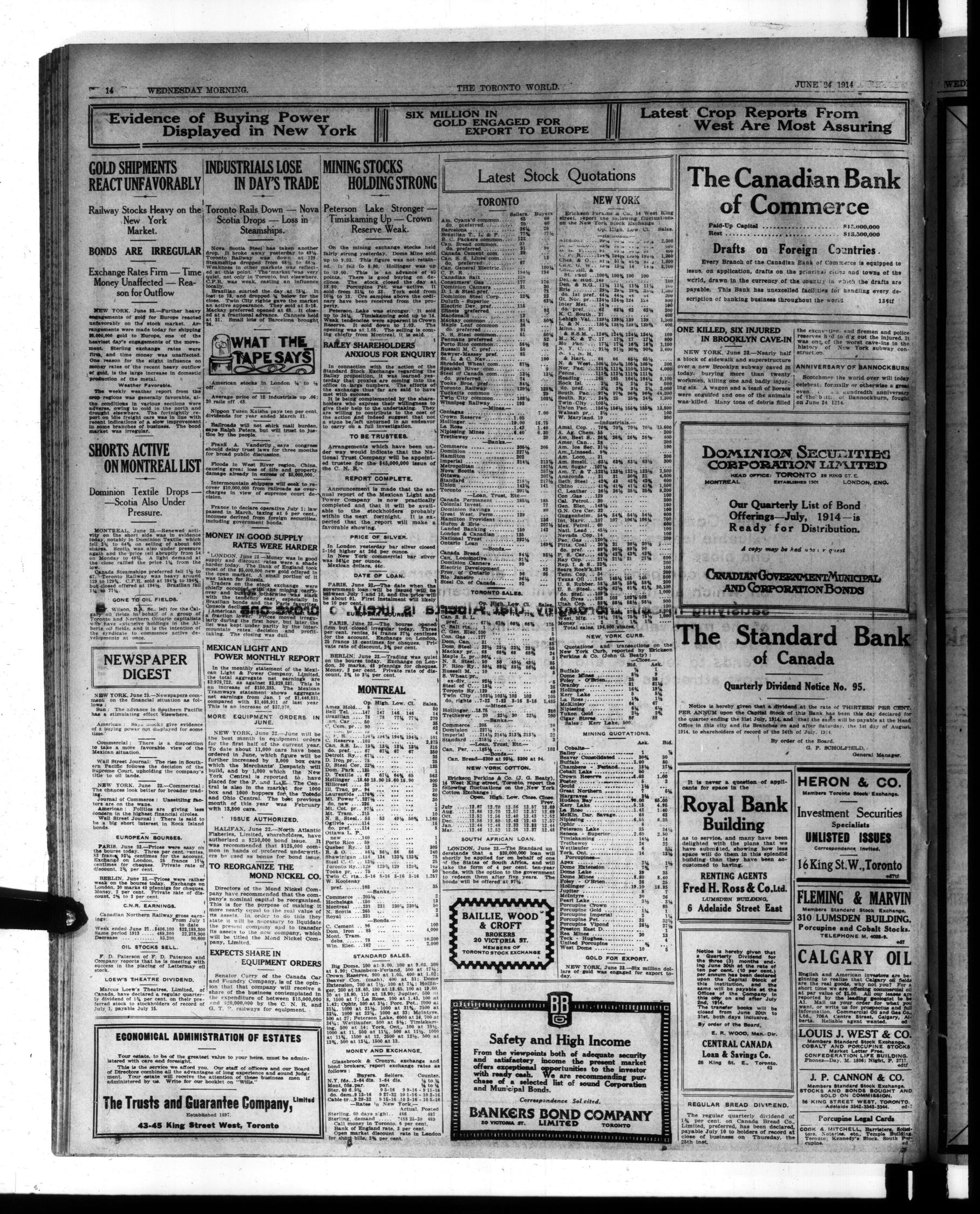
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Ran

Meyers, Napanee, R. M. D. No. 2. ed7 WANTED-A male Protestant teacher, holding a first-class Normal certificate for Erindale Public School, Salary 5600 per annum. Apply Chas. Adamson Secretary-treasurer, ed

ing can service between Montreal-To-ronto-Detroit-Chicago, via Canadian Pacific and Michigan Central Rail-reads, are known as "The Canadian" and operated \* through the Michigan Central twin tubes between Windsor and Detroit. Personal Descriptive sheets will be furnished on appncation, and boats can be seen at any VANTED Protestant school first or second class certificat S. 26. Apply stating salary W. Ackroyd, Brampton, Ont., Rooms and Board. ream Agents Wanted. WANTED-General agent to handle "The Universal Cooker" and "Window Sash Ventilator." Both entirely r.w and practical; patented. J. M. Himes, No. 3 H street, N.W., Washington, D.C., U.S.A. ed? WANTED immediately—A reflable, ener-getic agent to handle the district be-tween North Toronto and Richmond Hill, and also Markham Township. This agency is vallable; exclusive rights. Apply or write Peiham Nursery Com-pany, Toronto, Ont. edd Articles For Sale. GRAMOPHONE, suitable for summer re-sort, with records, fourteen ollars; food as new. 841 Dundas St. ed SIX OCTAVE, art style, plano case or-gan; good es new; cost \$140.00. Will sacrifice for immediate saie; either cash or time payments. Call at 51 West King street. Phone Main 5639. edth TYPEWRITER-Underwood, guaran-teed perfect condition. Bargam. Box 38, World, edt RICE TICKETS—All prices in stock. Fifty cents per hundred. Darnard, 35 Dundas. Telephone. ed7 GRAMOPHONES for sale from five dol-lars up; organs from eight; planos tem, 268 Parliament street. ed-7 Articles Wanted. HIGHEST CASH PRICES paid for sec-ond-hand Bicycles. Bicycle Munson, 413 Spadina avenue ed MILK WANTED-One or two good ship-pers. Address Oak Vale Dairy, 661 Gerrard street east. ed7 Educational ANADA'S FASTEST TYPISTS trained at Kennedy School, Toronto. Set cata-ELLIOTT BUSINESS COLLEGE, Yonge and Alexander streets, Toronto. Sum-mer session during June, July, August. Catalogues free. ed7 NDIVIDUAL TEACHING IN STENO-staphy, Bookkeeping, Civil Service, General Improvement, Matriculatica, Write for free catalogue, Domison Business College, Brunswick and Col-lege. J. V. Antchell, B. A., Principal ed-7 Musical. TTRACTIONS—Park and concert, for Dominion Day, Port Elgin. R. C. Crawford, Secretary. 36 Massage ASSAGE, baths, superfluous hair re-moved. 755 Yonge street, North 4729. Mrs. Colbran. ed7 MASSAGE, face and scalp treatment. Madam Louise, 97 Winchester St. ed? Bicycle Repairing. Ingle, 421 Spadina. Dancing Manning avenue. College 2209, 7669. Marriage Licenses. NO WITNESSES REQUIRED-Wedding Rings. Geo. E. Holt, 492 Yorge street, Wanless Building. 136 LETT,S CRUD IT TRE SOL Queen west onowcases and Gutintungs. ANDREWS-12 ELM STREET MAL

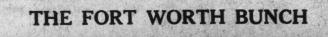


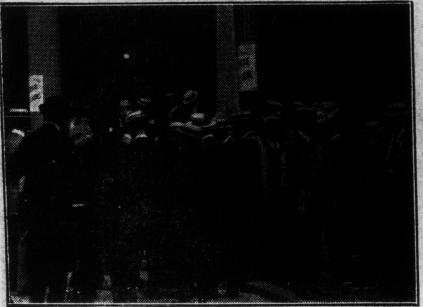




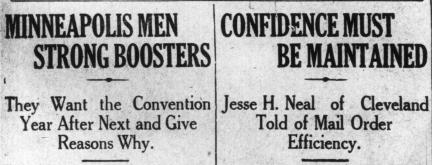


agents of Boston and all other locali-tics. I feel free to state that it is the common desire and the united purpose of a dominant majority of the agents of all of these different shame. A clean newspaper goes to the agents of all of these unternet in clean home, and the clean home is localities to make sacrifices, if neces-sary, toward improving all advertising conditions during the year 1914."





This is the delegation from a live Texas town.



On the subject of "Locating and "Minneapolis in 1916" was the cry yesterday of delegates to the big ad Maintaining Confidence," Jesse H. men's convention from the central Neal, of the Root Newspaper Associanorthwestern cities of the United States. A large body of Minneapolis boosters, headed by Mac Martin, president of their Ad Club, paraded about the Exhibition ground yesterday calling for votes for their city. Many reasons why were given. Speaking of anything else is at the bottom of the facilities Minneapolis affords at a successful selling by mail. The lack large convention yesterday Mr. Mar- of confidence in business can wreck a "We are about the most central point to be reached by Canada and the lack of confidence on the part of the United States. The changing of the name of the Associated Ad Clubs of America to the Associated Ad Clubs of America to the Associated Ad Clubs Continuing the speaker dealt with of the World is significant, and a meeting in 1916 at Minneapolis will be with-the easy reach of all delegates. The city has 15 first-closs hotels, three of

tin said:

tion, Cleveland, speaking before the direct advertising session in the Horticultural building, said: "In the busi-ness world confidence is paramount. it is the foundation of the entire 100 commercial system, and more than anything else is at the bottom of concern," he said, "and most all the business panics are caused by the

the "faker" who sells his wares by mail, who is commonly known as the which are of the million dollar type. "confidence man." The chief post-These could accommodate a large con- office inspector of the U. S. A., in his report of 1913, stated that in three he meeting, and a better place could years the mail order swindlers had cleaned up \$183,000,000.

MAY ALTER AGE LIMIT.

few years ago these bluenoses thought more of the memory of a Howe, a Cornwallis, a Bulkley or a Haliburton, than they did of those all-essential incovations that grasse the wheels of Chairman McTaggart has called a special meeting of the board of educa-tion for 7, o'clock tomorrow night to deal with the superannuation age limit. innovations that grease the wheels of progress. Day before yesterday they woke up. Today young blood is in the saddle. They have thrown off that aura of the lethargic as a mantle-

According to city hall reports the outlook is favorable for the motion permitting the re-engagement of super-annuated teachers by the year being adopted; also for the re-engaging of Miss Gray as principal of Hester (How School, but it will require a two-thirds majority, and the absence of one opmajority, and the absence of the op-ponent of the age limit may make the superannuations as previously adopted final. TAXES WERE REDUCED. TAXES WERE REDUCED. TAXES WERE REDUCED.

E. Kelley, special writer for those papers. and Eric R. Dennis, manager of The Weekly Mail and Homestead, arrived in Toronto from the maritime The court of revision allowed a reduc-tion of \$50 in the taxes of Mary Barrett, and advised her to write to the chief of police and medical health officer and tell them of the conditions existing near her place. The lady owns property at 758 Bast Queen street, as well as 756, 760 and 762 East Queen street, and she declared that living next to her premises were 15 Italians and two horses, and the odors arising from these places were extremely obnoxious. court of revision allowed a reduc metropolis. These are names, no doubt, new to ad men and citizens of

G.T.R. CONDUCTOR FINED.

FAILED TO OBEY SIGNALS.

journalists in the Dominion; while Mr. Kelley is spoken of in the maritime Robert McFadden, G.T.R. conductor, was fined \$1 and costs in the police court profession as "the best newspaperman east of the Quebec boundary," and will yesterday because he obstructed Bay street with an engine for the space of seven minutes. The defence was that there were too many freight cars on the train. be remembered as a magazine writer of prominence. W. H. Dennis and E. R. Dennis have lifted the burden from the shoulders of the more illustrious

member of the family. They were never made the favorites of a nambypamby training. They learned the business "from the case up," and since college days hustled with the cubs and the printers' "devils."

For neglecting to obey the policeman at the corner of Yonge and King streets, William Reid, street rallway motorman, was charged in the police court yester-day, and remanded for sentence till call-Advertising the East.

PLAYED BALL ON STREET.

John Marshall and Joseph Chapman were fined \$2 each in the police court yesterday because they were disorderly on John street by playing ball.

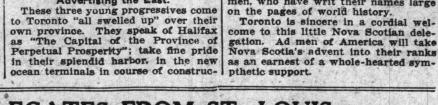
The training of the house organ editor was the subject of considerable comment. Some took the stand that the newspaper man made the best edi-tor of one of these publications, while others were of the opinion that the others were of the opinion that the salesman route was the best. Means of getting responses from the retail merchants was under discussion, and Mr. Ingersoll, of the Ingersoll Watch Co., had the results of some experi-mental ideas which he worked out. It was advisable the house arcen they have caught step with twentieth century progress. Comes now the councils of the princes of world advertising, what may well and properly be termed the re-presentative cream of the Nova Cco-It was advisable, the house organ men agreed, to have the color scheme

as attractive as possible, and to this end it was advised that as nearly as possible they may be in keeping with the season of the year in which the book was issued. Attractiveness was the keynote to its success.

> DOWN WENT THE PRICE OF NICE COLD MILK

That big, dark stranger, with the big doubt, new to ad men and citizens of this city, alike; but down by the sea they are synonymous with down-to-the-minute publicity methods and standards. The Dennis' brothers are sons of Senator Dennis, owner of those journals, himself one of the best known black gun shot up the restaurant at the Exhibition grounds yesterday at the Exhibition grounds yesterday at noon. This may not have been dir-ectly responsible, but if it was 5000 thirsty delegates should thank him for it—the price of milk came down from 10 cents to 5 cents per glass at 1 o'clock. Some of the sers from out El Paso way predict this is the first pebble in a general landslide of prices for eats. Everybody hopes it is.

tion there, and costing a round \$85,-000.000; and a great, and equally par-donable pride in the fact that Nova Scotia gave to Canada her present first minister. Sir Robert Laird Borden, Sir Charles Tupper and a splendid army of dominant Canadian states-men, who have writ their names large on the pages of world bistory.







Gienn Hutchinson, G. R. Blickhahn, W. Appleton Ferree, F. J. Semple, Humphrey Sullivan, H. S. Gardner,

of the magazine or paper should be certified and the subscribers should be classified to the advertisers. Mr. Shuman went on to say that if By doing so the trade is diverted into the right channels, and the country and the citizens are benefited instead of being debauched. LOOKING THEIR BEST

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The

TO



Fort Worth delegates with their two "Sacred Bulls."

President of St. Louis League Magazine Men Have Commit-Detained by His Son's ted Themselves to Wide Illness. **Open Competition.** 

•

will be the subject of Mr. Ferree's ad-dress. Among the St. Louis delegates attend-ing the convention are the following : H S. Gardner, president, Gardner Advertis-ing Company: Charles R. Ketchum, cir-culation manager. Farm Progress; C. L. Griggs and wife Nelson, Chesman & Co.; George Walker, Multiplex Fisture Com-nany; F. Garrison. The Drygoodsman: G. R. Blickhahn, Lambert Pharmacal Com-pany; J. H. Hobleman, Nugent Bros.' Drygoods Company; Humphrey, Sullivan, Suthwestern T. & R. Company: R. M Kellogz, assistant sales manager. Sim-mons Hardware Company; J. F. Semple, vice-president, Simmons Hardware Com-pany; W. Appleton Ferree, Nelson-Ches-man Company; Glenn W. Hutchinson, Gardner Advertising Company.

**PRICE IS UNABLE** 

**TO ATTEND HERE** 

V. L. Price, president of the St. Louis foremost ad. men of the Western United states, will not be able to attend the con-cording to a telegram received last night by the St. Louis delegates. Mr. Price, who is vice-president and chairman of the executive committee of the National candy. Company of St. Louis, was detain-ed on account of illness of his son. Hes before the Toronto convention, and his absence, it is said, will be regretted exe-redingly by many visiting ad. men. W. Appleton Ferree of Nelson-Chesman the Future of the Specialized Storer "The Future of the Specialized Storer "Ill be the subject of Mr. Ferree's ad areas. Among the St. Louis delegates attend.

**CLEAN POLICIES** 

AND TRUE AUDITS

By another clause of the standard of practice the magazine men agreed to exert all their influence in behalf of a clean editorial policy, and to keep that policy free from advertising inthat policy free from advertising in-fluence. Opposition to free press bur-eaus and all other agencies for free publicity was made an essential point of the policy of the magazine adver-tising men, and heated speeches were made by some of the delegates against this form of publicity. "We commit ourselves to open com-petition," was the emphatic declara-

petition," was the emphatic declara-tion of Lee Maxwell, chairman of the



and were addressed by a number of prominent advertisers on questions immediately pertaining to their busi-ness. The many delegates present took a keen interest in subjects discussed, and asked and answered numerous tail advertising was being disco were urged by C. L. Brittain of Kansas City to apply honesty to their adver tisements. Speaking on the kind of newspapers and asked and answered numerous in which to place the ads, he advised Henry L. Porter of Boston, the hairman of the session, delivered a short address on "Reducing the Cost of Selling." This question is as a rule were vital one in which the ads results, but the one in which the ads were read to a greater extent. Continuing, the speaker said: "Most of.

of the afternoon session of the print- the transportation building where re-

a very vital one to printers, and a large number of questions were asked. "Re-cent Development in Catalog for Mail Order Houses" was the subject of an address of T. E. Donnelly of Chicago. Mr. Donnelley has a large and varied experience in this particular line, and handled his subject well. "How to Sell Advertising Material Them an Adverthe newspapers live and thrive on both honest and dishonest advertisements and if the honest advertising were withheld no advertising medium could live long on dishonest advertising Advertising Material Thru an Adver-tising Agency," by Mansfield F. House of Montreal, "The Importance to Advertisers of a Study of Type De-sign," by Henry L. Bullen of Jersey City, and "The Vigilance Yard Stick Applied to Printers" by L. A Horn alone, while on the other hand I do sign," by Henry L. Bullen of Jersey City, and "The Vigilance Yard Stick Applied to Printers." by L. A. Horn-stein of New York were the subjects of other addresses. think if newspepers would accept only

> NASHVILLE The Fastest Growing City of the Garden Spot of Earth, the South,

> > =CORDIALLY INVITES===

**The Associated Advertising** 

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ts and independent howing the quantiof their publicaion finally arrived nental session on oint was debated ata should be pubshould be reasone was a considerwas not of interest it was decided to s in an abbreviated give all the essential brief compass of

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RUE AUDITS

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se of the standard gazine men agreed nfluence in behalf policy, and to keep om advertising into free press buragencies for free an essential point magazine adverited speeches were e delegates against elves to open comemphatic declarall, chairman of the

**Clubs of America** you all. MEET WITH THEM IN 1916. NASHVILLE ADVERTISING CLUB King Edward Hotel.

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the world." Praises Hospitality Of the hospitality of Toronto, this visitor frem England, who by the way visitor from England, who by the way is a Scotchman, a native of Castle-Douglas, Kirkcudbriwhtshire is most enthusiastic. "It is' extraordinary," he said, "people here are just bubbling over with it. I was standing looking in at a shop window the other even-ing, and a man came up and offered to show me about the city. I told him I did not like to take up his time, but he said he would simply be delighted to because he was just wishing to do something to help."

something to help." It is the intention of Mr. Vene to establish a branch of his already ex-tensive business in Canada. The Vene Drug Co. Limited, Manchester, Eng-land will have two representatives in Toronto and the warerooms which it and, will have two representatives in Toronto and the warerooms which it is expected will be opened by the be-ginning of the year will shortly be re-placed by permanent and extensive manufacturing headquarters. Mr. Vene has already prospected in Mon-treal and Quebec with a view of ex-panding his business.

panding his business. Sir William Lever, who has three factories in Toronto. and whose won-derful exploits in the mercantile field are of world-wide note, is president of the "Column" Club, Mr. Vene being chairman. The president of an English club coresponds to the honorary president here, the chairman being the acting official head.

Contracts for New Business For the new business contracts are being made. One of the greatest dif-ficulties in connection with its establishment is the working out of the problem of distribution.

blem of distribution. "Every country has its own way of doing business." Mr. Vene commented. "In England the distribution of goods is so easy. Why, you may go across the country from end to end in a night almost. Here, distances are so great that it is altogether a dif-ferent proposition, and one to be seri-ously studied by any man "more the interso great that it is altogether a dif-ferent proposition, and one to be seri-ously studied by any man,"was the last word of the affable and responsible representative of British enterprise who carries about with him the hall-marks of a large acquaintence with men and things.

### DALLAS' MAYOR SENDS

GREETINGS TO CANADA The following telegram explains

Dallas, Texas, June 24. Fred McJunkin, Ad Men's Convention. Toronto:

Uncle Sam sends greetings to the Dominion of Canada thru the great State of Texas and the best city of that state of restas and the pest city of that state, Dallas, the city of the hour. So you boys don't forget to do honor to that great world-beater (the great Texas State Fair). Good luck attend Pat O'Keefe, Mayor of Dallas.

#### VISITORS DELIGHTED WITH EXHIBITION PARK

The Canadian National Exhibition grounds have proved a delight for the visiting ad men. "I have visited nearly every fair on the continent, and I think this one has the best grounds," said Dr. I. Schwartz, president of the Shreveport Ad Club, yesterday. "Dailas probably comes next." he said. William Haughton of Dallas was favorably impressed with the grounds, and while he did not admit that they were ahead of those of his home town-he said they were better thnn any

he said they were better than

# NOVA SCOTIA== The Province of Perpetual Prosperity

FREEDOM from unhealthy booms and immunity from depressing reactions have marked the course of the Maritime Provinces' commercial history for years past.

There are underlying causes for this that nothing but actual calamity can affect.

First of all the country's natural resources, excellent soil and fine climate combine to make great prosperity possible.

The population is especially suited to the conditions-thrifty, energetic, industrious and economical.

While other parts of Canada have suffered from hard times, the Maritime Provinces have not been appreciably affected.

Now while other provinces are awaiting the return of good times, Nova Scotia and its sister provinces by the sea are enjoying a continuation of uninterrupted prosperity.

In addition to the mines and fisheries the great amount of money being spent by the Dominion Government in port development in Halifax is giving an added impetus to all lines of business.

Without going into details, the aggregate value of the manufactures, minerals, agriculture, fishing and

## shipping of Nova Scotia is over \$150,000,000, and this for a population of less than half a million.

Turning to the educational side, there is no other province in Canada where the educational standard of the population is so high as in the province by the sea, where there is so large a proportion of public schools, colleges, technical schools and universities as in Nova Scotia.

It follows naturally and logically that newspapers are read and appreciated here as they are in few other places, and it is evident that the character and quality of the newspapers and periodicals shall be of a very high standard.

The two leading daily papers in circulation and influence are The Halifax Herald, published each morning,

with a sworn detailed net-paid circulation statement of 8,100 copies, and The Evening Mail, published each

evening, with an average detailed sworn net-paid circulation of 13,400 copies.

While these papers have a political complexion they have mercilessly exposed wrong doing by both poli-tical parties, placing the interests of the community first in every case.

One of the most successful home and farm papers in Canada is The Weekly Mail and Homestead, with a

### circulation of 13,000 copies-and rapidly increasing.

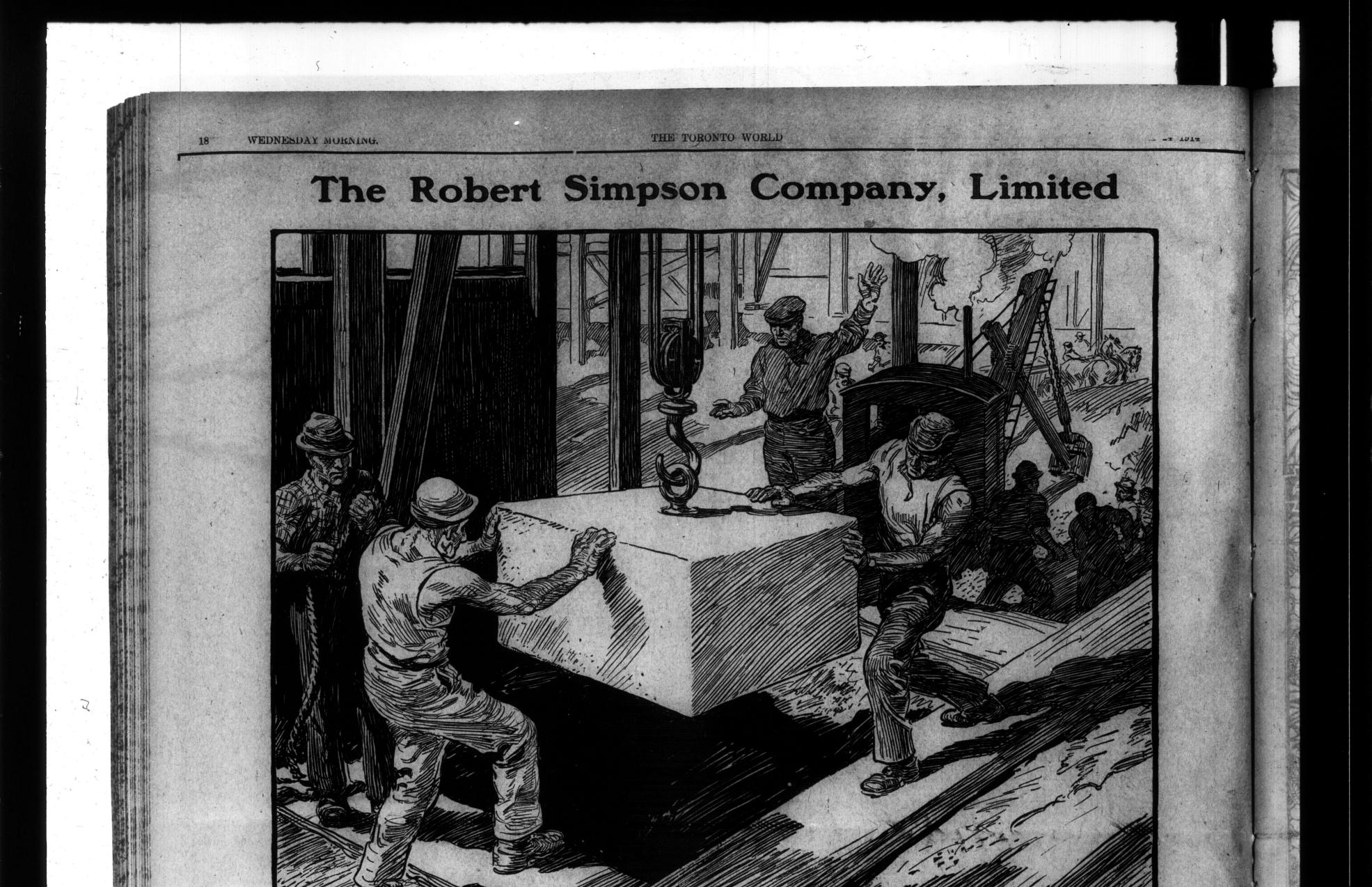
With the foregoing facts before them advertisers everywhere who know the value of this most desirable field naturally select the media which give them the most profitable returns for the money invested in advertising.

The Halifax Herald, The Evening Mail and The Weekly Mail and Homestead are read regularly in one out of every three families in Nova Scotia.

Members of the A. A. A.-Circulation Books open to all advertisers.

## The Halifax Herald, The Evening Mail and The Weekly Mail and Homestead

W. H. Dennis, Business Manager of these three publications, is at the Walker House and will gladly give information regarding Nova Scotia and its possibilities to those interested.



# The Simpson Foundation

HAVE you ever noticed how each and every important modern store leaves an impression that differentiates it from all others? Harrod's, Selfridge's, Altmann's, Wanamaker's, Field's—each name is associated with some well defined characteristics.

This is rarely accidental; it is nearly always the result of certain policies—a basic principle that leaves its impress on the store as a whole.

buyers would call "rubbish" — the cheap	e has been the deliberate exclusion of what our and nasty that is easily sold, but not so easily
forgotten by the disappointed customer	. This insistent striving for quality in our
merchandising has so commended itself	to the public that the result has been a steady

We have tried to make our building typical of the kind of business conducted in it. The huge monolithic foundations, the heavy steel construction show a tremendous margin of safety. And it is our aim to build up, within this structure, a reputation for stability and trustworthiness that will outlast the concrete and the steel.

This trustworthy element in modern business is the basis of all sound advertising. The Associated Advertising Clubs of America realized this in adopting as their motto the one word TRUTH. Upon such a foundation they have built up an organization destined to be in the future, even more than in the past, of unqualified benefit to the business public. Some points about Simpson Merchandise: Bought direct from manufacturers; bought for prompt cash; British buying office, 14 St. Paul's, London; Continental buying office, 45 Rue du Sentier, Paris. Whitewear, Women's Street Garments and Furs manufactured by our own work people. No matter how low the price we sell only worthy goods.

