

The Ad Men's World

WHAT THEY THINK OF THE WORLD

William Woodhead of San Francisco, president of the Associated Advertising Clubs of the World: "An example of journalism and newspaper enterprise highly commended by every delegate attending this convention. We are grateful to The Toronto World for this service so well rendered."



WHAT THEY THINK OF THE WORLD

R. R. Sturman of Chicago, chairman of the Chicago district for the National Vigilance Committee: "As students and critics of broad publicity, we admire anything which is well done. The Toronto World's Convention Special is well done."

EIGHTEEN PAGES—TORONTO WEDNESDAY MORNING JUNE 24 1914—EIGHTEEN PAGES

VOL. XXXIV.—NO. 12,278.

NEW "STANDARDS OF PRACTICE" COMPLETE ON PAGE 2

LOCAL AD CLUBS CONTINUE USE OF SEALS

Lively Time Expected Today When Resolution Will Be Introduced Prohibiting the Charging of Tolls to Users of the Truth Seals in Their Advertisements.

The announcement in yesterday morning's issue of The World of the reported decision of the executive committee of the Associated Advertising Clubs of the World not to allow the use of the "truth" seal of the International Association of Advertisers... The committee's reported action will avert probably considerable discussion before the convention, a lively time is expected today when a resolution will be introduced prohibiting the charging of tolls to users of the seals. Many delegates are of the opinion that placing a charge upon the guarantee of truth would be a profitable source of revenue for carrying on the work of the "honesty foremost" campaign. Others, however, believe that to place a charge upon the seals would be commercializing the advertising profession—"penalized honesty."

IOWA CLUB'S DINNER

About fifty people were present at the Iowa dinner at the Walker House, Clifford Du Frey, 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, secretary 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," Life Young, sr., formerly U. S. Senator for Iowa and now publisher of The Capital, Des Moines. "Imperial old Iowa," Joe Mitchell Chapple, editor National Magazine, Boston.

A VIGILANTE



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

MONTREAL'S CONTINGENT



Six live wires from Canada's great seaport.

WARM FIGHT FOR NEXT CONVENTION

World's Poll Shows Opinion Equally Divided Between Frisco and Chicago.

FORTY LEADING CITIES

As Toronto is Meeting Place, Local Men Cannot Vote on Question.

One of the hottest contests in the history of the Associated Advertising Clubs is expected this afternoon when the question of selecting next year's place of meeting comes before the convention. A poll of the vote of delegations 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 the fight between the two contesting cities a bitter one. The following poll of the vote of delegations for the location of next year's convention was made yesterday by The World:

- For Chicago: St. Louis, Mo., Kansas City, Mo., Des Moines, Ia., Dayton, Ohio, Little Rock, Ark., Bridgeport, Conn., New York, Lincoln, Neb., Omaha, Neb., Cincinnati, Ohio, Pittsburgh, Pa., Atlanta, Ga., Winnipeg, Man., Kalamazoo, Mich., Montreal, Que., Birmingham, N. Y., Rochester, N. Y., Albany, N. Y., Indianapolis, Ind., Los Angeles, Cal., San Diego, Cal., Portland, Ore., El Paso, Texas, Denver, Col., Dallas, Texas, Waco, Texas.
- For San Francisco: 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., Chicago, Ill.

HERE'S YOUR CHANCE TO SEE BULL FIGHT

El Paso Jack and Baby Jack Will Be Central Actors in Ring.

FOR ESSAY WINNERS

Far-Famed Burros Offered by Toronto World Will Be Presented Tonight.

A burro presentation and a burlesque 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 bullfights of Mexico. This regulation bull fighting costume will be worn by the El Pasoans in this contest, and the bull will be killed on the grounds if he has to be choked to death by the brave "matadors." Following the presentation of the burros, the burlesque 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 bullfights of Mexico. This regulation bull fighting costume will be worn by the El Pasoans in this contest, and the bull will be killed on the grounds if he has to be choked to death by the brave "matadors."

First Complete Report Of Standards Adopted To Govern All Ad Men Rules and Principles by Which Business and Advertising Are to Be Governed in the Future.

The World offers to its readers today the first publication of the complete "Standards of Practice" adopted at yesterday's departmental sessions of the Associated Advertising Clubs of the world. These are the rules and principles by which business and advertising are to be governed in the future. They embody reforms advocated and approved by the sixteen different branches into which the work of the convention is divided and cover every phase of business and advertising activity.

ROGER W. MINARD IS LUCKY BOY WINS FAMOUS "EL PASO JACK"

"Baby Jack," Second Prize, Goes to Mary Mallon — Essays on El Paso Were Clever Efforts — Winners Will Be Given Burros This Afternoon at Exhibition.

First prize, the burro "El Paso Jack," goes to Roger W. Minard, 182 Wright avenue, Toronto. Second prize, "Baby Jack," the little burro goes to Mary Mallon, 19 Lroquois avenue, Centre Island, Toronto. Honorable mention to Jean Reading, 329 Rusholme road, Toronto, and Willie H. Campbell, 170 Howland avenue, Toronto. Each of these last two will call at El Paso Headquarters, Room 305, Prince George Hotel. Burros will be presented to the winners this afternoon at 4:30 o'clock in front of the east steps of the transportation building at the exhibition grounds. Presentation will be made by R. E. Sherman, chairman of the El Paso delegation and known as "The Boy Orator of the South-west," and his speech will be worth anybody's hearing. The public in general is invited, particularly the two winners and all school children. Here is the winner's letter. The essay follows: "Dear Sir: This is my essay on El Paso for a try at El Paso Jack. It comprises of 896 words, counting the title, and not counting the article 'a' or the figures 'I am 14 years old and we take both the Daily and Sunday World. Hoping that I have kept well within regulations, I am yours very sincerely, Roger W. Minard.'"

TORONTO PRAISE BY VISITING DELEGATES

Every Man and Woman is Pleased Over the Cordiality of the Receptions and Opinions Are Expressed That the Exhibition Grounds Cannot Be Surpassed.

The visiting ad men were loud in their praise of Toronto, which they claim to be the most beautiful city on the continent. The Exhibition Park came in for a considerable amount of praise, many of the visitors expressing the opinion that there is nothing more beautiful in the world than the park which has been more successful, both from a business and pleasure standpoint. Fred Malunko, from Dallas, said the park was without the slightest doubt the best on the continent, while Toronto people were among the most courteous he ever had met. Louis A. Colton, San Francisco, said that he had no idea that Toronto was such a beautiful city, and he hoped it would not be long before he again had an opportunity of visiting it. Arthur J. Bruner, San Francisco, could not speak in terms complimentary enough for the Exhibition Park, which he claimed to be the best he had ever visited. Andrew N. Fox of Chicago said that while Chicago had many beautiful parks, he doubted if there was anything to equal the one in which the convention had been held. The waterfront was a great help to it. George E. Wellbaum, El Paso, said that he was greatly struck by the beauty of the city and the exhibition grounds. It was hard to imagine a place which was more suited for a convention such as this. He expressed great regret at being unable to see the Woodbine race track. A BIG STORE'S WELCOME TO VISITING AD MEN The full page announcements of the Robert Simpson Company, with original drawings by C. W. Jefferys, published in The World each day, have been one of the striking features of Toronto's welcome to the delegates to the Advertising Convention. The Simpson Co. is one of the big commercial enterprises that Canadians are justly proud of. They are modern in their ideas and possess the faculty of doing the right thing at the right time.

FIRST PRIZE

EL PASO, TEXAS: ITS RESOURCES AND FUTURE. Few cities have ever experienced such rapid growth as has El Paso, from an obscure town of 15,000 in 1896 to a prosperous, progressive city of 70,000 in 1914, covering nine square miles of land, and still rapidly growing. Besides growing in numbers, it steadily grows in buildings. In 1913 the sum spent for building was \$3,000,000, while in 1914 the money being spent on general progression comes to \$4,000,000. Already there are nearly 3000 buildings, less than fifty of which are wooden. Consequently, the city has a small, but a comparatively young city, it has already eleven banking firms, whose total resources are over \$15,000,000. Quite recently was built the finest hotel in the southwest, which cost \$1,000,000, and now being built is an enlargement to the military headquarters at Fort Bliss, costing \$500,000. At El Paso is situated the largest box-making and wood-finishing factory in the world, the second largest custom smelter, and the largest reinforced concrete office building ever built. Since 1905 four churches and two public schools have been built. The membership of the El Paso Ad. Club has increased to 100.

SPORTING EXTRA!!

RESULTS OF REGATTA

Working Four, Rowing-1. Argos (Hunters), 2. Dons (Carters), 3. Dons (Martins). Time, 4:28.5. The Dons' best crew were fouled early in the race by an Argos crew, but the race was not stopped for some unaccountable reason. The double blue crew won by half a length eventually with the Argos crew taking the next three positions. Double Blade, Single-1. McGregor, T. C. C. 2. Ireland, I. A. A. 3. Newport, Balmly Beach. Time, 4:28.5. McGregor lead from the start with Ireland leading the Parkdale men were forcing the Red Ringers to extend themselves to the limit at the finish. Eight Car, Rowing-1. Argos, Hunter, J. Dons, Peterkin. Time 4:12. Six crews started and all of them were well up at the finishing line when the Canadian bridge stroke, stood the final gate better, also the Dons nearly caught them. War Canoe Race-1. T.C.C.C. 2. Canadian champions, looked good enough to win without an argument fifty yards from home, but the Balmly Beach youngsters uncovered a phenomenal sprint and beat the veterans out. Single Blade-1. Birney, Dons, 2. Watson, Argos. Birney opened up a big gap between him and his rival in the early stages and didn't have to try at the finish. Single Blade, Four-1. T.C.C.C. 2. Parkdale, 3. Parkdale. Time, 4:22.5. This race was a ding-dong effort all the way and the Parkdale men were forcing the Red Ringers to extend themselves to the limit at the finish. Eight Car, Rowing-1. Argos, Hunter, J. Dons, Peterkin. Time 4:12. Six crews started and all of them were well up at the finishing line when the Canadian bridge stroke, stood the final gate better, also the Dons nearly caught them. War Canoe Race-1. T.C.C.C. 2.

CONVENTION REGATTA A GREAT SUCCESS RECRUITS FROM BALMY BEACH CLUB DEFEAT CANADIAN CHAMPIONS

The Associated Ad Clubs' Convention Regatta, which was held in front of the seawall at Exhibition Park yesterday afternoon, was a great success. All of the events were well attended, and in the working boat four, they made a great showing, as eight starters they placed crews in second, third and fourth positions. In 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 champion, trick canoeist, displayed his prowess. The Red Ring crew took a comfortable lead and eased up till within fifty yards of the finish, when they let loose a whirlwind sprint. Parkdale looked very strong up to that stage, but tided on and tided on till within fifty yards of the finish, when they let loose a whirlwind sprint. Parkdale looked very strong up to that stage, but tided on and tided on till within fifty yards of the finish, when they let loose a whirlwind sprint. Parkdale looked very strong up to that stage, but tided on and tided on till within fifty yards of the finish, when they let loose a whirlwind sprint.

FIFTEEN AD MEN'S DEPARTMENTS ADOPT STANDARDS OF PRACTICE ALL EMPHASIZE NEED OF TRUTH

Efforts Representing Most Vital Development in Advertising Field Will Be Submitted to General Session Tomorrow For Adoption.

Fifteen different departments at the advertising men's convention today adopted standards of practice which will be submitted to the general session on Thursday for adoption as a whole.

William H. Ukers of New York, chairman of the committee, in an interview said: "These standards represent the most vital development in the advertising field and are the best contributions to the cause of 'better business' yet made by the associated clubs."

"They are significant, because through them, like a silver thread, runs the idea of reciprocity and co-operation. There is no jarring note. Each department acknowledges that the others have a legitimate place in the advertising field and that while there may be competition there can also be cooperation."

"For the first time in the history of advertising we now have codes of advertising ethics by means of which the members of the associated clubs can gauge their own conduct and also that of their fellows."

"As Chairman Allen, who first thought of these 'Standards of Practice' has expressed it, 'These standards should be the Christian people for centuries. They are ideals lived up to in toto perhaps by any single practitioner of advertising, but they will never be to advertising men what the Ten Commandments have been to society, a set of ideals towards which to work—the best standards of right action now attainable.'"

ADVERTISING AGENTS

Realizing the increased responsibilities of the general advertising agent, due to the enlarged scope and requirements of modern agency services, every agent should use his best efforts to raise the general standard of practice, and should pledge himself:

- 1. To first recognize the fact that advertising, to be efficient, must deserve the full confidence and respect of the public, and, therefore, to decline to give advertising to any advertiser whose publicity would bring discredit on the printed word.

COST REDUCTION

In his address on "Economics and Advertising" George W. Hopkins, vice-president and general sales and advertising manager of the Loose-Wiles Biscuit Company, said: "Advertising is an economic force and means goods manufactured at less cost, retained at less price and bought by more at less cost."

PRINTING, ENGRAVING

The members of the department of printing and engraving of the Associated Advertising Clubs of the World dedicate their best efforts to business uplift and social service, and to this end they pledge themselves:

FARM PUBLICATIONS

Believing that the growth of farm publications, both in a business way and in their usefulness to the farmer, depends upon certain fundamental practices, the wisdom of which the agricultural publishers generally recognize, we set forth the following as an exposition of those practices:

W. H. UKERS

W. H. Ukers, New York, chairman of the Committee on Standards of Practice.

used to effectively supplement other forms of advertising and to so study the advertising situation that direct advertising may become a component part of the entire publicity plan.

NOVA SCOTIA HAS ARRIVED.

For the first time in the history of the Associated Advertising Clubs of America, the province down by the Atlantic, the most easterly portion of Canada is represented at the Toronto Convention.

BUSINESS PAPERS

The publisher of a business paper should dedicate his best efforts to the cause of business and social service, and to this end he should pledge himself:

OUTDOOR ADVERTISERS

Every outdoor advertising plant must continue to refuse all misleading, indecent and illegitimate advertising.

DIRECT ADVERTISING

Every advertising manager or business executive in charge of merchant advertising establishments, and every advertising agent in dealing with his clients, should dedicate his best efforts to making truthful and direct advertising an efficient aid to business and should pledge himself:

TOKO OFF HER SHOES TO REPULSE CROWD

Because a crowd of young men persistently gazed at her while she was being arrested for disorderly conduct on East Street, last night, Miss Grace Graham, 41 East Queen street, took off one slipper and started belaboring everybody in the crowd.

RETAILERS ADOPT TEN STANDARDS

Dedicate Their Best Efforts to the Cause of Business Uplift.

DISHONESTY IS BANNED

Misrepresentation of Goods and Discourtesy of Sales-people Forbidden.

- 1. To study the special advantages of direct advertising such as individuality, privacy of plan, facility for accompanying with advertisement, samples, postals, return envelopes, inquiry or order blank, ability to reach special groups or places, personal control of advertising up to the minute of mailing, and other recognized advantages.

POINTS OUT VALUE OF BREVITY IN ADS

Real Advertising Essentially Promulgation of Ideas, Says A. E. Frost.

PROPER POSTER WORK

Has Dominating Individuality and Public Believe in It.

RELIGIOUS PRESS ADOPT STANDARDS

Truth in Printed Words is First on the List.

DISTURBING ELEMENT

Religion Creates Unrest Regarding Low Standards of Living.

TAKE PLEDGE TO BE FAIR WITH PUBLIC

General Advertisers Readily Agree to Nine Standards of Practice.

MODEST ADVERTISING

To Claim No More, or Little Less Than Can Be Delivered.

PLEADS ELEVATION OF ALL STANDARDS

Editorial Policy Should Be Independent of Advertising Influence.

ENGRAVERS WILL UNVEIL MYSTERY

Consumers Want Value for Money.

ADVERTISERS WILL RECEIVE THE BENEFIT OF THEIR TECHNICAL KNOWLEDGE.

TORONTO LODGE, ONTARIO NO. 1 THE ELKS

Greetings to Our Visiting Brethren with the AD CLUB ASSOCIATION CONVENTION

COURT ST. PRISONER IN BELLIGERENT MOOD

Altho William Joy of 271 West Richmond street entered the cells of No. 1 police station last night on a minor charge of drunkenness, he will go to court today charged with assaulting two of the prisoners and destroying the prison property.

AMENDING BILL REPEATS OFFER

Ulster Merely Given Chance of Exclusion for Six Years.

NOT THE LAST WORD

Marquis of Crewe So Stated in the House of Lords.

Canadian Press Despatch. LONDON, June 23.—The crisis in connection with the deadlock in regard to the granting of home rule to Ireland entered another stage today when the Marquis of Crewe, Liberal leader in the house of lords, introduced a bill to amend the Irish home rule bill.

GOERZ CAMERAS FOR... PRESS PHOTOGRAPHY

Every Ad Man Should Have One UNITED PHOTOGRAPHIC STORES, LTD. 15 Adelaide St. East. 297 Yonge St.

HON. S. H. BLAKE IS CALLED BY DEATH

Prominent Churchman and Lawyer Died at Residence After Long Illness.

FUNERAL ON THURSDAY

Was Once Chancellor of Ontario and a Founder of Wycliffe College.

Hon. Samuel Hume Blake, K.C., 79, lawyer, churchman, and brother of the late Hon. Edward Blake, M.P., died at his residence, 46 Maple avenue, after an illness lasting for some time, early yesterday morning.

Mr. Blake was prominent in Anglican Church circles for many years and was a strong supporter of Wycliffe College, and a defendant of the Evangelical School of Anglican churchmen. He was noted as a controversialist, and was the writer of many manifestoes and letters to the press.

INDIAN POLICE HEAD RETURNING TO ENGLAND

SAN FRANCISCO, June 23.—Sir Edward French, accompanied by Lady French, arrived here from the orient last night en route to England. Sir Edward has just retired as commissioner general of police in the Punjab district of India after 35 years service. He had charge of the Durbar when King George and Queen Mary visited India.

FEARED JAIL GOVERNOR.

"Please, colonel, don't send me back to the jail. I don't want to go back there, because Gov. Chambers tells me he would like to punish me for the assault I gave here in the case of the assault against the jail matron." This was the plea made by Johanna Sheehan to Magistrate Denison in the women's court where she was charged yesterday with drunkenness.

HON. S. H. BLAKE.

Mr. Blake was born in Toronto in 1825 and educated at Upper Canada College and the University of Toronto, whence he graduated in 1858. He was called to the bar two years later and was made a Q.C. in 1872. He was soon after elevated to the bench and became vice-chancellor of Ontario, which office he held till 1882, when he retired to resume the practice of law.

ATTEMPTED BANK ROBBERY.

Canadian Associated Press Cable. VANCOUVER, June 23.—Three men attempted to blow the safe of the Bank of Nova Scotia at Mission Railway Junction, 38 miles from here. A time lock held the doors fast despite the explosion of nitro-glycerine, and the men escaped after a bloodless revolver battle with Constable John Clarkson.

NOT FINAL DECISION.

The Marquis of Crewe made it quite clear, however, that the amending bill

ROYAL

was celebrated yesterday when Rev. L. E. Edna Knapp to Mr. Edna Knapp to Mr. West Toronto. Following a luncheon was of the bride's mother.

H. NEAL

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SMUGGLER OF CHINESE WAS HEAVILY FINED

WATERTOWN, N. Y., June 23.—Lee Sam, or Lee Woo of New York, who yesterday pleaded guilty to smuggling Chinese across the border from Prescott and Brockville, Ont., was today fined \$1000 in the United States court here.

MUSKOKA LAKES STEAMER SERVICE.

Full summer train service of the Canadian Northern Railway between Toronto, Port Hope and Sudbury is now in operation.

DUNNING'S, Limited

27-31 West King St. 28 Melinda Street. A first-class hotel and restaurant. Convenient to all trains and boats.

WATERLOO, N. Y., June 23.—A bivouac of Canadian and United States troops about a common camp fire will be a feature of the celebration here next month of the 100th anniversary of peace between the English-speaking peoples.

SHAVES ANNUAL PICNIC.

The relations and descendants of George and Peter Shaver will hold their annual picnic on Saturday, June 27, at Island Park, when perhaps one hundred or more will participate in a good program of games, and the elec-



Five cents spent for WRIGLEY'S SPEARMINT provides a toothsome, beneficial treat for the whole family. No fear of after effects, for it sweetens the breath, soothes the throat, cleanses the mouth and teeth of food particles, and agreeably aids digestion by increasing the flow of saliva.



Chew it after every meal



Glen Grant

\$1 SECURES - A LOT - \$4 when you sign agreement or see the land--it is optional--balance \$5 monthly on three-year contract. NO INTEREST. NO TAXES UNTIL FEBRUARY 1st, 1916.

Sale Continues All This Week OFFICE OPEN UNTIL 9 P.M. EVERY NIGHT THIS WEEK

Owing to the large number of sales the last few days we have decided to continue this special sale until Saturday. Communicate with us today and get full particulars, or mail the coupon along with a dollar bill and we will reserve a lot for you.

ROBINS LIMITED CANADA'S PREMIER REAL ESTATE CORPORATION The Robins Building 3200 VICTORIA & RICHMOND STS. TEL. ADEL. 3200

COUPON MR. and MRS. VERNON CASTLE'S MODERN DANCING

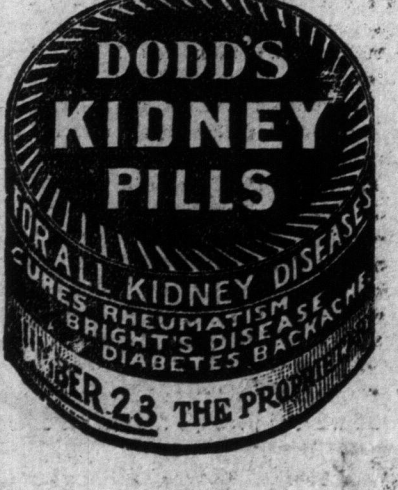
Greatest Dance Book Ever Published. Clip out this Coupon and present it together with our Special Price of 75c at the office of the TORONTO WORLD. 1 COUPON AND 75c SECURE THE GENUINE Castle Book.

The York Institute Treatment for LIQUOR AND DRUG HABITS

Perfect satisfaction guaranteed, or fee refunded at termination of treatment. Confidential references. Literature under plain cover, on request. Phone Gerrard 1844. 1010 GERRARD ST., TORONTO J. B. MORAN, M.B., Manager. 311

TROOPS WILL BIVOUAC ROUND COMMON FIRE

Canadian Press Despatch. ST. ALBANS, Vt., June 23.—A bivouac of Canadian and United States troops about a common camp fire will be a feature of the celebration here next month of the 100th anniversary of peace between the English-speaking peoples.



The Toronto World

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

WORLD BUILDING, TORONTO, NO. 40 WEST RICHMOND STREET. Telephone Calls: 5338. Main 5308—Private Exchange connecting all departments. Branch Office—15 Main Street East Hamilton.

WEDNESDAY MORNING, JUNE 24

A POSSIBLE BOOMERANG.

Attacks on legal candidates based on the fact that one time or another or at the present time they have held some office or position, or that the names to which they belong are holding office for corporation clients, should be used with caution.

THE FLY IN THE HOME.

Much is being done to preserve the public health and in a matter so directly affecting the home nothing ought to be easier than to elicit the active cooperation of the householder.

A NEW CANADIAN HISTORY.

Visitors to the "Ad" convention who want to know something about Canada from the official and authentic side can do no better than buy a copy of the new Ontario "High School History of Canada," just published by The Eaton Company, for 19 cents.

IRRIGATION SYSTEMS IN AUSTRALIA.

Among the more notable of modern agricultural developments is that concerned with irrigation. This, of course, is not a modern idea. Irrigation has been practiced in Egypt from time immemorial, and the primitive land appliances handed down from remote antiquity were long picturesque features of the Nile.

of all, the reclamation of Mesopotamia and its restoration to the point when it will be again the garden of the world.

Nowhere has the irrigation movement brought with it larger possibilities than in Australia, where over immense areas the rainfall is both insufficient and precarious.

The Citizens has been a steadfast supporter of the single tax, and has reached tax reform so insistently that it could not very well avoid taking issue with the Whitney government.

MEXICAN INSURGENTS TAKE ANOTHER CITY.

Canadian Press Despatch. ON BOARD U. S. S. CALIFORNIA, MAZATLAN, Mexico, June 23, via cable to San Diego, Cal., June 23.—According to information received today the constitutional army commanded by General Alamillo has captured the city of Zapatlan, a railroad station in the state of Jalisco, ninety miles south of Guadalajara.

HINDU EXCLUSION.

Vancouver Daily Province: If a country believes in exclusion it must make up its mind to accept the responsibility which goes with an exclusion policy.

EMPRESS VICTIM'S WILL FILED.

Two days previous to sailing on the Empress of Ireland, John A. Goddard, 383 Indian road, carriage driver, was one of the victims of the disaster on May 29.

AND HE DID.

I'VE BEEN ASKED TO UMPIRE AN AMATEUR BALL GAME TODAY. I'LL SHOW 'EM SOME CLASS.

Advertisement for The American Watch Case Co. of Toronto, Limited, featuring a watch and the slogan 'A Chickering Grand in cheap price! Imagine! No more illogical than putting an expensive movement in a cheap, unknown case.'

POLITICAL INTELLIGENCE

The Ottawa Citizen has come out flatfooted for Rowell both upon the "abolish the bar" and "single tax" issue.

Mr. E. W. Nesbitt, M.P. for North Oxford started a Liberal meeting the other night by saying that 780 young men had registered in the City of Woodstock under the manhood suffrage act.

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AT OSGOODE HALL

June 23, 1914. ANNOUNCEMENT.

Motions set down for single court for Wednesday, 24th inst., at 11 a.m.: 1. Re Parker and Toronto. 2. Re Solicitor. 3. Jardine v. MacDonald. 4. Re West York Election.

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AND HE DID.

I'VE BEEN ASKED TO UMPIRE AN AMATEUR BALL GAME TODAY. I'LL SHOW 'EM SOME CLASS.

Advertisement for The American Watch Case Co. of Toronto, Limited, featuring a watch and the slogan 'A Chickering Grand in cheap price! Imagine! No more illogical than putting an expensive movement in a cheap, unknown case.'

POISONOUS MATCHES

In less than two years it will be unlawful to buy or to use poisonous white phosphorous matches EVERYBODY SHOULD BEGIN TO USE

EDDY'S NON-POISONOUS

"SESQUI" MATCHES

AND THUS ENSURE SAFETY IN THE HOME.

MICHIE'S GLENERNAN

Scotch Whisky

A blend of pure Highland malts, bottled in Scotland exclusively for

Michie & Co., Ltd., Toronto

Established 1835

Macdonell for the railway company, obtained a warrant for immediate possession on payment into court of \$200.

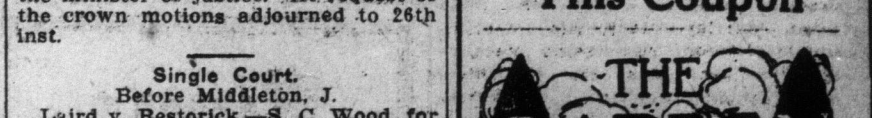
SPECIAL TABLE D'HOTEL

NUMBER BEACH HOTEL

FRESH CAUGHT FISH and Home-killed Chicken served daily.

Phone—Park 322. M. F. CONNELLY, Mgr.

This Coupon



if presented or mailed to

The World

40 Richmond St. West, Toronto, Ont. (15th Main St. East, Hamilton)

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

The Garden

there will be represented all divisions in Canada, including Calgary, Regina, Winnipeg, Hamilton, Toronto, Montreal, St. John and Vancouver.

CREDIT MEN APPOINT NATIONAL BODY.

The Canadian Credit Men's Association, at the second annual meeting, held at the King Edward Hotel, yesterday, decided to appoint a controlling body for the Dominion. In this

Large advertisement for O'Keefe's Beer Goodness. Features a man holding a glass of beer and the slogan '100% Beer Goodness'. Text includes 'Says The Pure Food Expert—'Of all the brews I have ever tasted, O'KEEFE'S come nearest to perfection.' and 'I score them 100% beer goodness because O'Keefe's Pilsener Lager O'Keefe's Special Extra Mild Ale O'Keefe's Gold Label Stock Ale O'Keefe's Special Extra Mild Stout are brewed only with our good Canadian Barley, choicest imported Hops, and filtered spring water.'

ROD MACKENZIE'S BUCKHORN AT 9 1/2 WINS THE 26th BROOKLYN HANDICAP

CARSLAKE WINS TEN MILE EVENT

Also Lowers Five Mile Record in Sweepstakes at Motordrome.

By the most wonderful exhibition of speed and judgment ever seen on the local track, Brownie Carslake won the ten-mile handicap, the feature event at the Motordrome last night.

The Brooklyn Handicap

The twenty-sixth running of the Brooklyn Handicap, at one mile and a quarter, was won by Rod Mackenzie's Buckhorn.

Reach Semi-Finals At Niagara Falls

NIAGARA FALLS, Ont., June 23.—The Niagara Falls Club bowling tournament had queen's weather for their second day's bowling.

Cricket

EAST TORONTO BEAT EVANGELIA

East Toronto defeated Evangelia in a C. A. M. League match on the former club's ground on Saturday last.

SUSPEND SOCCER PLAYER FOR SEASON

T. and D. Penalize Rough Play and Bad Language — Games and Referees.

At the directors' meeting of the T. & D. they expressed it very plainly that they intended to put a stop to rough play and bad language on the field.

Interesting Events at Central Twilight Meet

Three interesting events were pulled off at Central Y.M.C.A. weekly twilight meet last night at Varsity stadium.

ST. MATTHEWS TWO UP

At St. Matthews last night by electric light three Norway jinks were beaten by two shots.

VICTORY FOR ST. CYPRIANS II

After a most exciting finish St. Cyprians II won from West Toronto II at High Park on Saturday by one run.

QUEEN CITY FOUR UP

Queen City visited the Granite Club yesterday afternoon and won at rink match by four shots.

BIRMINGHAM BANK IS HIGHEST IN SOUTH

35-story bank building just erected in Birmingham, Ala., is the highest building in the south, and with the exception of a building in Seattle and one in Cincinnati, the highest west of New York.

SOCCER

All Ulster United Juniors are asked to turn out tonight at 8.30 p.m. at Lappin avenue for training.

Resolute Again Wins Cup Defender Trial

RYE, N.Y., June 23.—All three of the cup defence aspirants, the Resolute, Vanitie and Defiance, met today for the first time.

NOVEL SHIFT IN BRIDGE BUILDING

An old truss bridge was supplanted by one of the girder type on a Michigan railway recently, and the useless trusses removed quickly on gondola cars.

EGGS SCRAMBLED WITH RICE

Put the rice left from yesterday in frying pan; add a little of the left-over gravy and heat thru; break 3 eggs and beat with 1 tablespoon cold water; pour over the rice and stir until the egg is set.

AEROPLANES SOON TO RACE TO BERMUDE

Arrangements are being made for an aeroplane race from New York to Bermuda, over a flying course of 700 miles, for prizes amounting to \$25,000.

CORNMEAL MUFFINS

One cup yellow cornmeal, 1/2 cup flour, 1 tablespoon sugar, 1 1/2 teaspoons baking powder, 1 beaten egg, 1 1/2 cups sweet milk, a little salt. Mix dry ingredients, then add egg and milk. Bake in hot greased gem pans. These are very nice.

A NEW LUNCHEON DISH

From a number of baker's rolls, remove all the soft inside part and leave the crust. Roll as many eggs as you have rolls. Mash the eggs, and add to them a little melted butter, some pepper, some salt, and a large spoonful of minced ham. Mix these ingredients thoroughly, and with the paste thus formed, fill the rolls.

QUEEN CITY PIGEON RACING

The Queen City Homing Pigeon Association flew its sixth old-bird race from Enghart, an air-line distance of 291 miles.

I.A.A. SPRING REGATTA

The Island Aquatic Association are holding their spring regatta on Saturday, starting at 2.30, on their course, Long Pond, Centre Island.

LACROSSE GOSSIP

A good lacrosse game is promised tonight in Cottingham Square when Malinda will be the following stack up against St. Simons in the Senior City League series.

SHAMROCKS HERE NEXT SATURDAY

Records Every Race Motordrome Greenwood and Queen East. TONIGHT MOTORCYCLE PURSUIT Eight big events on the program. Champions from all parts of the world. 3,000 25c seats.

CHAMPIONSHIP LACROSSE ISLAND STADIUM

Saturday, June 27th, 1914 At 1.30 p.m. Stouffville vs. Robert Simpson At 3.30 p.m. NATIONALS vs. TECUMSEHS Children under 15 Free. Seats at Moody's. 3456

BASEBALL TODAY

AT ISLAND AT 3.15 OTTAWA vs. TORONTO Combination grand stand tickets 50c. bleachers 25c. children under 12 years of age 15c. No reserve seats.

HOTEL LAMB

Corner Adelaide and Yonge Sts. Special 50c Quick Service. Luncheon. \$1.00 11.30 to 2. SUNDAY DINNER FROM 5 TO 8.00 P.M. Large and Varied Menu. Phone Adelaide 283. ed7

EATON'S

On Sale Today

Panamas for Men A Great Sale Special at \$1.95



Men's Panamas at such a figure is almost a novelty. All nice fresh clean stock and firm flexible Panama braid that can be folded or creased in any shape desired.

Sale Clearance of English-Made Cape Gauntlet Gloves, Pair, \$1.75



Motorists and drivers who have need for gauntlets are offered a value extraordinary in these, which are a collection of broken-in lines, rounded up for a rush out Wednesday morning.

Men's Suits, Slightly Imperfect, Odd Lots, Great Sale Bargain, \$5.35



AN UNUSUAL OPPORTUNITY THAT COMES TO MEN AT THIS SEASON. It concerns our own factory's slightly imperfect, medium-priced suits—suits that would sell at dollars more than double Wednesday's Sale price.

Every suit is carefully modelled, and the slight imperfections are barely discernible; several styles are included. Single-breasted coats with roll and semi-roll lapels, high button vests, a few in double-breasted style.

STORE HOURS Store Opens 8.30 a.m. and Closes at 5 p.m. Saturday Closing at 1 p.m. With No Noon Delivery

T. EATON CO LIMITED

LABOR GAINING Membership Toronto List.

The third annual... 1913, 162,180; 1912, 157,000 over the figure...

June 23—Dr. Mar... yesterday to the... of the conference...

NOT OPPOSED... June 23—A Mar... yesterday to the...

June 24th, 1914... In the three candidates...

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WATER SUPPLY FOR YORK TOWNSHIP

New York Engineers Submit Proposition to Fairbank Residents. SUGGEST TWO METHODS

Would Lay Mains or Contract to Supply the Municipality.

Residents of Fairbank and North Fairbank with representatives from Oakwood and Mount Dennis met in Vaughan Road Public School to hear Messrs. Moffett and Hodgkins...

Two Methods J. F. Moffett said that he was contented a supply of water could be secured for the township and that the cost would depend largely on the number of people to be supplied. At a rough estimate he thought it could be secured at 20 cents per thousand gallons.

Want a Franchise Mr. Moffett said his company has been working for the past 25 years on a franchise basis and had supplied water to 15 cities in Canada, including Cobourg, Berlin, Ingersoll, Waterloo, Kingston, Montreal, and Quebec.

Impossible to say, replied Mr. Moffett. We cannot locate in the meantime. If it was decided that we sell you the water, the source of supply would not concern you.

Must Be Approved Deputy Reeve Miller: I ask you point blank, if you will lay the mains thru the streets, if given authority by the council, you must be approved.

No, but we will submit a proposition to the ratepayers' central body for their consideration and we know that many persons will require the water, and further the water will not come from any place until it is approved by the health authority on the continent.

Chas. T. Lacey charged the York Township Council with blocking every scheme that has been suggested by the speaker in the past.

Another Scheme Chas. Bantley said he would give the township water for nothing. An ample supply could be secured from the Black Creek, which if properly filtered would be fit for drinking purposes and fire protection.

The city wants to annex us, said Mr. Lacey, and that is what they are working for.

Chas. Bantley said he would give the township water for nothing. An ample supply could be secured from the Black Creek, which if properly filtered would be fit for drinking purposes and fire protection.

The school committee for district reported 243 children in Silverthorne, of which 200 were of school age.

Twenty-five new members were received during the meeting.

TURKISH PILAF One-half cup of rice. Three-quarter cup of tomatoes stewed and strained. One cup of stock or broth. Three tablespoons of butter. Cook the rice and tomatoes with the...

Summer Resorts. Summer Resorts.

Excursion June 27

The Royal Muskoka Opens June 27

Everything new at its best. Special attention to week-end parties. Every holiday recreation under ideal conditions.

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Everything new at its best. Special attention to week-end parties. Every holiday recreation under ideal conditions.

INLAND NAVIGATION CANADA STEAMSHIP LINES

R. & O. DIVISION Rochester, 1,000 Islands, Rapid, Montreal, Quebec and Saguenay River.

NIAGARA DIVISION Niagara-on-the-Lake, Lewiston, Queenston, Niagara Falls and Buffalo.

HAMILTON DIVISION Hamilton, Toronto, Niagara Falls and Buffalo.

WIN-WEEKLY MONTRÉAL SERVICE

GRIMSBY SERVICE

OLCOTT BEACH SERVICE "CHICORA"

CANADA STEAMSHIP LINES LIMITED

46 YONGE STREET and YONGE STREET DOCK

NIAGARA STEAMSHIP LINE

"DALHOUSIE CITY" "GARDEN CITY"

WEEK DAY SERVICE

CHEAP ONE-DAY TRIPS

AFTERNOON RIDES

Pacific Mail S.S. Co.

REDUCED FARES

NEW YORK CENTRAL LINES

Boston, Mass., \$15.25

Round Trip fare going June 26. Return limit July 10.

Stop-over in either direction at Pittsburg, Fall River, Framingham, Springfield or Worcester.

NO STRAIGHT THROUGHS

CANADIAN PACIFIC STEAMSHIPS

LIVERPOOL SERVICE

DIRECT ANTWERP SERVICE

Summer Trips on Ships

ROYAL EDWARD ROYAL GEORGE

TOYO KISEN KAISHA

PASSENGER TRAFFIC GRAND TRUNK RAILWAY SYSTEM

"Double Track All the Way." "The International Limited" Canada's Train of Superior Service.

EVERY DOLLAR PAID TO THE CANADIAN GOVERNMENT RAILWAYS

IS A DOLLAR SAVED TO THE COUNTRY

2- THROUGH -2 TRAINS -2 BETWEEN

MONTRÉAL AND HALIFAX OCEAN LIMITED

THE MARITIME EXPRESS LEAVES 8.40 A.M. DAILY EXCEPT SATURDAY.

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LOCAL IMPROVEMENT NOTICE

TAKE NOTICE that the Council of the Municipal Corporation of the City of Toronto...

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TAKE NOTICE that the Council of the Municipal Corporation of the City of Toronto...

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.

"Sixty Years a Queen," a splendid even part film production dealing with the outstanding events of Queen Victoria's long and fruitful reign...

CANNOT HASTEN RESCUE OF KARLUK SURVIVORS

CANADIAN PRESS DESPATCH. WASHINGTON, June 23.—Capt. E. P. Berthoff, commanding officer of the revenue cutter service, advised the British embassy today that it will be late in July before the revenue cutter Bear can proceed from Point Barrow to Wrangell Island to rescue survivors of the Stannic Arctic expedition...

NEW MONTREAL-TORONTO-DETROIT-CHICAGO TRAIN SERVICE

These solid de luxe trains, carrying buffet - library-compartment - observation cars, electric-lighted standard sleepers, together with standard dining car service between Montreal-Toronto-Detroit-Chicago via Canadian Pacific and Michigan Central Railroads...

MRS. SULLIVAN IS DEAD

KINGSTON, June 23.—The death has occurred of Mrs. Sullivan, wife of Dr. Michael Sullivan, formerly a senator of Canada, who lost his seat a year ago owing to absence thru illness.

NO ELECTION IN CARLETON

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.

"Some fine day, Bill" I'll put on some life insurance and when I do I'll take it with you... THE IMPERIAL LIFE Assurance Company of Canada

GRAND TRUNK INAUGURATES IMPORTANT NEW TRAIN SERVICES THIS MONTH

The International Limited Eastbound is Established—With Last Word in Equipment, This Train Will Use Famous Dundas Valley and Burlington Bay Route...

When the summer timetables of the Grand Trunk Railway System take effect on June 23, very important improvements will be introduced...

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

Observation-library-traveling room-compartment cars will be operated on the International Limited from Chicago to Toronto, via the famous Dundas Valley and Burlington Bay route...

Improvement on Night Service. The night limited train now leaving Montreal at 10:30 p.m. will leave at 11 p.m. and run via the junction at Burlington Bay...

Special Accommodation of Passengers from Montreal to Hamilton, St. Catharines, Niagara Falls, Buffalo and other stations to the south and east of Hamilton...

Later Departure from Toronto. The train presently leaving Toronto for Detroit and Chicago at 11 p.m. via Stratford will, under the new service, leave Toronto at 11:45 p.m.

Eastbound: Leave Montreal 8:45 a.m., arriving Toronto 5:40 p.m.; leaving Toronto 6:10 p.m., arriving London 9:25 p.m.; leaving London 9:33 p.m., arriving Windsor 12:10 a.m.

Westbound: Leaving Montreal 8:45 a.m., arriving Toronto 5:40 p.m.; leaving Toronto 6:10 p.m., arriving London 9:25 p.m.; leaving London 9:33 p.m., arriving Windsor 12:10 a.m.

Particulars from Canadian Pacific ticket agents, or M. G. Murphy, district passenger agent, Toronto, 234

For Summer Resorts. Extra summer trains will be inaugurated from Toronto to the resort in the "Highlands of Ontario."

Another later departure will be the night limited train, which will 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.

A parlor-library-buffet service will be inaugurated between Montreal, Ottawa, Algonquin Park and the Georgian Bay at Depot Harbor (Perry Sound).

A new summer service was inaugurated on June 22 between Montreal and seaside resorts at and reached through New England, Conn., via the Central Vermont line.

For the accommodation of tourists using the Grand Trunk service between Montreal and Chicago and Quebec on the way to the Atlantic coast...

STEWART TAVERN "Among the Oaks" Amid its winding boulevard, gently rolling lawns and pretty lawns...

COX & CUMMINGS LIMITED CANADA LIFE BUILDING 2110 QUEEN ST. EAST. MAIN 2524 PHONES SEACH 629

ISLINGTON LOTS AND ACREAGE ISLINGTON on Dundas and Bloor streets, seven miles westward from Yonge street, is a fast growing suburb.

EXCELLENT Train Service, a Radial Railway under construction, and the leading Western auto road add to the attractiveness of Islington...

Colonial Realty & Securities Corporation, Ltd. Lumsden Building, Yonge and Adelaide Sts.

FOR RENT 2,500 Square Feet on First Floor Hunter-Rose Bldg., 12-14 Sheppard St.

NEW MOTOR BOATS and MARINE ENGINES Highly important Unreserved AUCTION SALE

WARD PRICE AUCTIONEERS Limited. THE "CITY MART," 87 KING ST. EAST.

NOTICE OF APPOINTMENT OF PERMANENT LIQUIDATORS, Judicial Notice to Creditors and Shareholders.

NOTICE TO THE CREDITORS OF THE ESTATE OF JOHN J. O'CONNOR.

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LINER ADS

Properties For Sale. FOR SALE OR RENT—New, 7-roomed house, situated in Village of Thornhill...

Real Estate Investments. INVESTMENTS for profit, real estate, stocks, bonds, mortgages and securities...

Land Surveyors. GRANT & McMullen, 411 Manning Chambers and 261 Gerrard street, East.

Patents and Legal. HERBERT J. S. DENNIS, Registered Attorney, 18 King street, West, Toronto.

Legal Cards. CURRY, O'CONNOR, WALLACE & McNeil, 51 Queen street, East, Toronto.

Art. J. W. L. FORSTER, Portrait Painting, Rooms, 24 West King street, Toronto.

Collectors Agency. ACCOUNTS and claims of every nature collected everywhere.

Medicine. DR. DEAN, specialist, pleurisy, influenza, cold, blood and nervous diseases.

Herbalist. ALVER'S RESTORATIVE Capsules No. 2, female laxative compound and nerve tonic.

Help Wanted.

ONE OR TWO GOOD SHIPPERS. Address Oak Vale Dairy, 651 Gerrard street, East.

SHIP SHELL PLATERS and Riveters wanted. Best wages to first-class men.

WANTED—Live agents to represent one of the very best oil companies in Calgary district.

Situations Wanted. CONTRACTS taken for assessment work in Porcupine mining division.

Female Help Wanted. LADIES WANTED—Home work, stamping patterns, \$1.00 upward per day.

Teachers Wanted. NORMAL, experienced teacher, female, capable of teaching in any school.

Agents Wanted. WANTED—General agent to handle "The Universal Cooker" and "Window and Practical Patent."

Articles For Sale. GRAMOPHONE, suitable for summer resort, with records, fourteen 12" records.

Milk Wanted. MILK WANTED—One or two good shipper. Address Oak Vale Dairy, 651 Gerrard street, East.

FOR RENT

FOR RENT. 2,500 Square Feet on First Floor Hunter-Rose Bldg., 12-14 Sheppard St.

FOR RENT. NEW MOTOR BOATS and MARINE ENGINES.

FOR RENT. THE "CITY MART," 87 KING ST. EAST.

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FREE OF CHARGE

FREE OF CHARGE. Prices and Rates. Liberal Bage. Straw ties, vests, coats, suits, etc.

Evidence of Buying Power Displayed in New York

GOLD SHIPMENTS REACT UNFAVORABLY

Railway Stocks Heavy on the New York Market.

BONDS ARE IRREGULAR

Exchange Rates Firm - Time Money Unaffected - Reason for Outflow

NEW YORK, June 23.—Further heavy engagements of gold for Europe reacted unfavorably on the stock market. Arrangements were made today for shipping \$8,000,000 gold to Europe, one of the heaviest days' engagements of the movement. Sterling exchange rates were firm, and time money was unaffected. One reason for the slight influence on money rates of the recent heavy outflow of gold, is the large increase in domestic production of the metal.

Weather Favorable. The weekly weather report from the crop regions was generally favorable, all the conditions in various sections were adverse, owing to cold in the north and drought elsewhere. The fortnightly report on tide freight cars was in line with recent indications of a slow improvement in some branches of business. The bond market was irregular.

SHORTS ACTIVE ON MONTREAL LIST

Dominion Textile Drops - Scotia Also Under Pressure.

MONTREAL, June 23.—Renewed activity on the short side was in evidence today, notably in Dominion Textile which fell 3/4 to 64 on selling of about 600 shares. Scotia was also under pressure again and the price fell abruptly from 84 on Monday to 49 1/2. A light demand at the close rallied the price 1/4 from the low.

WENT TO OIL FIELDS.

NEWSPAPER DIGEST

NEW YORK, June 23.—Newspapers comment on the financial situation as follows: Sun: "The advance in Southern Pacific has a stimulating effect elsewhere.

American: "Stocks give evidence of a buying power not displayed for some time.

Commercial: "There is a disposition to take a more favorable view of the Mexican situation.

Wall Street Journal: "The rise in Southern Pacific follows the decision of the Supreme Court, upholding the company's title to oil lands.

NEW YORK, June 23.—Commercial: "The chances look better for broader trading.

Journal of Commerce: "Unsettling factors are on the way. Unsettling factors are on the way. Unsettling factors are on the way.

EUROPEAN BOURSES.

PARIS, June 23.—Prices were easy on the bourse today. Three per cent. rentes, 87 3/4; 4 1/2 per cent. rentes, 122 1/2; 5 per cent. rentes, 148 1/2; 4 1/2 per cent. discount, 2 1/2 per cent.

BERLIN, June 23.—Prices were rather weak on the bourse today. Exchange on money, 2 per cent. Private rate of discount, 2 1/2 per cent.

C.N.R. EARNINGS.

Canadian Northern Railway gross earnings: From July 1 to date \$2,406,100; 1913 \$2,125,200; Same period 1913 \$2,489,300; Decrease \$83,200; 90,600.

OIL STOCKS SELL.

F. D. Patterson of F. D. Patterson and Company reports that he is meeting with success in the placing of Letters of stock.

LOEW'S THEATRE DIVIDEND.

Marcus Loew's Theatres, Limited, of Canada, have declared a regular quarterly dividend of 1 1/2 per cent. on their preferred stock to stockholders of record on July 1, payable July 15.

ECONOMICAL ADMINISTRATION OF ESTATES

Your estate, to be of the greatest value to your heirs, must be administered with care and foresight.

This is the service we afford you. Our staff of officers and our Board of Directors combine all the advantages of long experience and sound judgment.

The Trusts and Guarantee Company, Limited. Established 1897. 43-45 King Street West, Toronto.

SIX MILLION IN GOLD ENGAGED FOR EXPORT TO EUROPE

INDUSTRIALS LOSE IN DAY'S TRADE

Toronto Rails Down - Nova Scotia Drops - Loss in Steamships.

Nova Scotia Steel has taken another drop, it broke away yesterday to 49 1/2. Toronto Railway was down at 129. Steamships dropped from 68 1/2 to 65 1/2.

WHAT THE TAPE SAYS

American stocks in London 1/4 to 1/2 off. Average price of 12 industrials up .06; 20 rails off .48.

Nippon Yusen Kaisha pays ten per cent. dividends for year ended March 31.

Railroads will not shirk mail burden, says Ralph Peters, but will trust to justice by the people.

Frank A. Vanderbilt says congress should delay trust laws for three months for broad public discussion.

Floods in West River region, China, causing great loss of life and property damage already in excess of \$6,000,000.

Intermountain shippers will seek to re-negotiate rates from railroads as overcharges in view of extreme court decisions.

France to declare operative July 1: law passed in March, taxing at 5 per cent. income derived from foreign securities, including government bonds.

MONEY IN GOOD SUPPLY RATES WERE HARDER LONDON, June 23.—Money was in good supply and discount rates were a shade harder today. The Bank of England took the open market to 10 per cent. A small portion of it was taken for Russia.

Transactions on the stock exchange were chiefly occupied with the mining, ore and business otherwise was slack with the tendency easy.

MEXICAN LIGHT AND POWER MONTHLY REPORT

In the monthly statement of the Mexican Light and Power Company, Limited, the total aggregate net earnings for May were \$2,978,722, as against \$2,828,237. This is an increase of \$150,485.

Journal of Commerce: "Unsettling factors are on the way. Unsettling factors are on the way. Unsettling factors are on the way.

ISSUE AUTHORIZED. HALIFAX, June 23.—North Atlantic Fisheries, Limited, shareholders, have authorized a \$250,000 bond issue.

TO REORGANIZE THE MOND NICKEL CO.

Directors of the Mond Nickel Company have recommended that the company's nominal capital be reorganized. This is for the purpose of making it more nearly equal to the real value of its assets.

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SIX MILLION IN GOLD ENGAGED FOR EXPORT TO EUROPE

MINING STOCKS HOLDING STRONG

Peterson Lake Stronger - Timiskaming Up - Crown Reserve Weak.

On the mining exchange stocks held fairly strong yesterday. Dome Mine sold up to 9.02. This figure was not retained. It fell to 8.80. Hollinger was up to 19.00. This is an advance of 65 points. There is good buying on declines.

BAILEY SHAREHOLDERS ANXIOUS FOR ENQUIRY

In connection with the action of the Standard Stock Exchange regarding the Bailey proposition it was learned yesterday that proxies are coming into the office in large numbers.

Announcement is made that the annual report of the Mexican Light and Power Company is now practically completed and that it will be available to the stockholders probably within the next fortnight.

PARIS, June 23.—The date when the government loan will be issued is between July 7 and 10, and the price will be about 97. First instalment will likely be 10 per cent.

BERLIN, June 23.—Trading was quiet on the bourse today. Exchange on London, 25 francs 18 centimes for cheques. Money, 2 1/2 per cent. Private rate of discount, 2 1/2 per cent.

MONTREAL

Ames Hold. . 9. Op. High. Low. Cl. Sales. Bell Tel. . 147 147 146 146 14

NEW YORK COTTON.

ERICKSON PERKINS & CO. (J. G. Beatty), 14 West King street, Toronto report the following fluctuations on the New York Cotton Exchange:

July 1907-1912 12.70 12.70 12.67 12.57 12.69

NEW YORK GOLD FOR EXPORT.

NEW YORK, June 23.—Six million dollars of gold was engaged for export today.

SAFETY AND HIGH INCOME

From the viewpoints both of adequate security and satisfactory income the present market offers exceptional opportunities to the investor with ready cash.

Correspondence Sought.

BANKERS BOND COMPANY

20 VICTORIA ST. LIMITED TORONTO

Latest Crop Reports From West Are Most Assuring

Latest Stock Quotations

TORONTO

Table of stock quotations for Toronto, listing various stocks and their prices.

NEW YORK

Table of stock quotations for New York, listing various stocks and their prices.

MONTREAL

Table of stock quotations for Montreal, listing various stocks and their prices.

MINING QUOTATIONS.

Table of mining stock quotations, listing various mining stocks and their prices.

ROYAL BANK BUILDING

Rentling Agents Fred H. Ross & Co. Ltd. 6 Adelaide Street East

HERON & CO.

Investment Securities Specialists UNLISTED ISSUES Correspondence Invited. 16 King St. W., Toronto

FLEMING & MARVIN

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

CALGARY OIL

English and American investors are beginning to realize that Calgary oil fields are the real goods, why not you? For a short time we are offering commercial oil at par value of \$1.00.

LOUIS J. WEST & CO.

Members Standard Stock Exchange, COBALT AND PORCUPINE STOCKS, CONFEDERATION LIFE BUILDING, PHONES—Day, M. 1896; Night, P. 2717.

J. P. CANNON & CO.

Members Standard Stock Exchange, STOCKS AND BONDS BOUGHT AND SOLD ON COMMISSION. 56 KING STREET WEST, TORONTO. Adelaide 3342-3343-3344.

The Canadian Bank of Commerce

Paid-Up Capital \$17,000,000
Reserve \$13,500,000
Drafts on Foreign Countries.
Every Branch of the Canadian Bank of Commerce is equipped to issue, on application, drafts on the principal cities and towns of the world, drawn in the currency of the country in which the drafts are payable. This Bank has unexcelled facilities for handling every description of banking business throughout the world.

ONE KILLED, SIX INJURED IN BROOKLYN CAVE-IN

NEW YORK, June 23.—Nearly half a block of sidewalk and superstructure over a new Brooklyn subway caved in today, burying more than twenty workmen, killing one and badly injuring six. A wagon and a team of horses were engulfed and one of the animals was killed. Many tons of debris filled the excavation and firemen and police reserves had to dig out the injured. It was one of the worst cave-ins in the history of New York subway construction.

DOMINION SECURITIES CORPORATION LIMITED

HEAD OFFICE: TORONTO 26 KING ST. E.
MONTREAL ESTABLISHED 1901 LONDON, ENGL.
Our Quarterly List of Bond Offerings—July, 1914—is Ready for Distribution.
A copy may be had upon request.
CANADIAN GOVERNMENT MUNICIPAL AND CORPORATION BONDS

The Standard Bank of Canada

Quarterly Dividend Notice No. 95.
Notice is hereby given that a dividend at the rate of THIRTEEN PER CENT. PER ANNUM upon the Capital Stock of this Bank has been this day declared for the quarter ending the 31st July, 1914, and that the same will be payable at the Head Office in this city and its Branches on and after Saturday, the 1st day of August, 1914, to shareholders of record of the 24th of July, 1914.

Royal Bank Building

as to service, and many have been delighted with the plans that we have submitted, showing how less space will do them in this splendid building than they have been accustomed to having.
RENTING AGENTS Fred H. Ross & Co. Ltd. LUMSDEN BUILDING, 6 Adelaide Street East

HERON & CO.

Members Toronto Stock Exchange.
Investment Securities Specialists UNLISTED ISSUES Correspondence Invited.
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English and American investors are beginning to realize that Calgary oil fields are the real goods, why not you? For a short time we are offering commercial oil at par value of \$1.00. All our issues are reported by the leading geologists to be A-1. Mail us your order for what you want, or write us for prospectus and full information. Commercial Oil and Gas Co., Ltd., 708A Centre Street, Calgary, Alberta. Reliable agent wanted.

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Reserve \$13,500,000
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ANNOUNCEMENT

This morning at 10 o'clock F. C. LOWES & CO. will offer for public subscription shares in

ROYAL CANADIAN OILS

LIMITED

NON-PERSONAL LIABILITY

At \$1.00 Per Share

This Company to which I have transferred many of my most valuable leases adjoining the United and Black Diamond Wells and close to the Monarch and several of the other good ones, is the only company with which I am concerned and the company on which all my efforts will be concentrated. It was only after satisfying myself thoroughly that Alberta is likely to prove one of the most valuable oil producing areas so far discovered, that I decided to form this company, in which I invite my clients and friends to join me, and I predict that it will prove one of the most attractive issues on the market.

ROYAL CANADIAN OILS LIMITED

NON-PERSONAL LIABILITY

Is the owner of leases covering 4420 acres of the choicest holdings money can buy, some of which I obtained several months ago, others more recently as new developments warranted, and I still have others under consideration. It is my intention to make this company one of the strongest operating in the Province and I advise the public to subscribe liberally to my initial offering.

Capitalization - - \$2,500,000

PAR VALUE ONE DOLLAR PER SHARE

Not Less Than Ten Shares Sold to Any One Person

F. C. LOWES

Calgary :: :: Alberta

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HOW AD AGENTS HELP EACH OTHER

Hold Belief That Good of Each is Good of All, Says M. P. Gould.

IMPROVE CONDITIONS

Advertising Agent is Rendering Great Service to Consumer and Producer.

According to M. P. Gould, head of the well known New York Advertising Agency, a great majority of the advertising agents from New York City are in common accord on the one point that the good of each is the good of all.

"The agents have passed thru the stage of rancorous, reckless competition," he said to The World, and have learned by experience that the best interests of the advertiser, the best interests of the advertising agency and the best interests of the advertising medium all lie in an adherence by the agents to standards of practice such as will be promulgated at this convention.

"The advertising agent finds himself in a peculiar position. He renders service to the advertiser by helping him to put his goods in the right way. He renders service to the advertising medium by helping it to put its goods in the right way. He renders service to the advertiser and the advertising medium by helping them to put their goods in the right way."

"The advertising agent is improving another product of his. He not only has to sell the advertising medium with the designs, plates and copy, but he has to sell the goods of the advertiser. The more the agent can assist in standardizing the medium, the more service he is rendering to his client."

CLEAN PAGES ARE THE BEST POLICY

Newspapers Should Not Advertise Shady or Shoddy Goods.

FOR THE PUBLIC GOOD

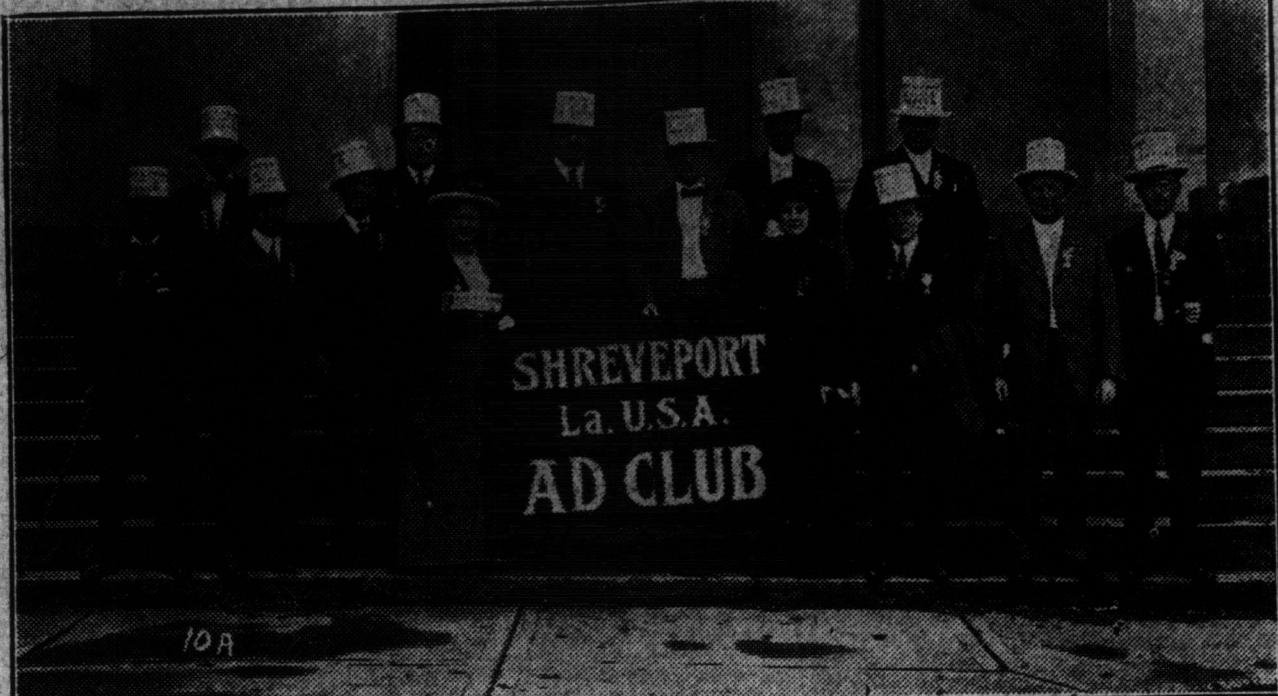
Faker is Now Being Driven Out of Business, Says E. L. Clifford.

Elbert H. Baker of Cleveland, Ohio, president and general manager of the Cleveland Plaindealer, president of the American Newspaper Publishers' Association, in his address on "Improving and Safeguarding Relations Between Advertising Agents and Newspapers," Standardizing Newspaper Practice, made an inspiring appeal for greater legitimacy in newspaper work.

"The dirtier the person, or business or newspaper is the less efficient are they. Soap and water are used in this country more than bread," he cried, amid loud cheers.

"The newspapers belong to the people," he continued, "and as such it is just as much of a crime for the newspaper to advertise shoddy goods as it is for the manufacturer to sell them."

HERE'S A BUNCH FROM SHREVEPORT



These fourteen delegates from the Louisiana town are pulling off some good stunts.

MISLEADING ADS UNDER THE BAN

Efficiency of Business House Organs Gained by Removing Handicaps.

With the object of increasing the efficiency of house organs and to remove the handicaps of unbusinesslike methods, a standard of practice was drawn up by the departmental bureau on house organs, which was later adopted in the general session.

"The clauses which aroused most discussion referred to confining the house organ strictly to the house's business, in order to eliminate building up the personal reputation of any individuals at the business house's expense."

"All advertisements tending to mislead were put strictly under the ban, as not carrying out the aims for which the house organ is published."

NO MORE SLEEP FOR NOVA SCOTIA

Admen From the East Visit the Convention and Are Awakened.

NOW IN THE RANKS Delegates From Maritimes Join Apostles of Clean Advertising.

Amid all the drum beating, the tumult and the shouting from the far and middle west comes to the ad men's convention a potent, somewhat characteristic conservative note of pronounced awakening from our farthest east. Save for a copious distribution of solid literature, the maritime provinces have been considerably quiet since the opening of the big get-together.

Down in Nova Scotia the cradle of representative government, and a host of other history-making institutions, the people have seemed quite content to enjoy the even tenor of the way since away back there when the flag of England and the flag of France waved in their alternate chance.

"Up to a very few years ago these bluecaps thought more of the memory of a Howe, a Cornwallis, a Bulkeley or a Halliburton, than they did of those all-essential innovations that grease the wheels of progress."

TRUTH BEST PAYS THE ADVERTISER

Dependable Standard of Utmost Value for House Organ.

"We are most concerned with the commandment 'Thou shalt not lie.' This was the cogent statement made by R. D. Carpenter in his paper before the house organ department yesterday afternoon, on 'Maintaining a Dependable Standard' for those publications."

Methods of making up the mailing list of the house organ, and means of increasing its efficiency aroused most discussion among the members of the house organ department. The man who has met, with the greatest success in the United States, gave advice on how to make that class of publication most effective."

"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."

DOWN WENT THE PRICE OF NICE COLD MILK

That big, dark stranger, with the black gun shot up the restaurant at the Exhibition grounds yesterday at noon. This may not have been directed by some of the delegates, but it is a fact that the price of milk came down from 10 cents to 6 cents per glass at 1 o'clock.

"The big, dark stranger, with the black gun shot up the restaurant at the Exhibition grounds yesterday at noon. This may not have been directed by some of the delegates, but it is a fact that the price of milk came down from 10 cents to 6 cents per glass at 1 o'clock."

TRUTH SHOULD BE KEYNOTE OF ADS

Confidence of Magazine Subscribers Should Always Be Protected.

QUALITY THAT COUNTS

Investigations Into Fraudulent Advertising Have Been Conducted Successfully.

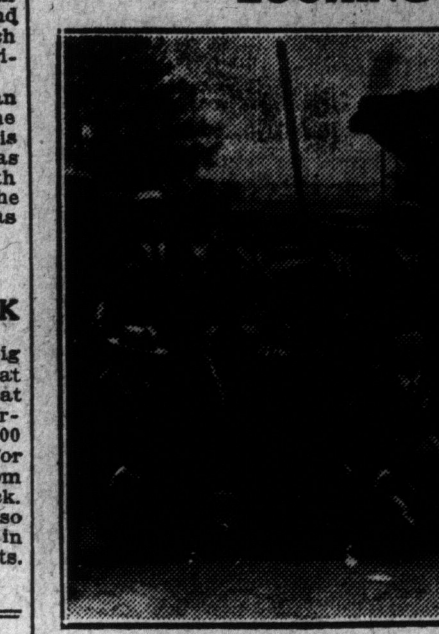
"The Standards of Advertising Copy from an Editorial Viewpoint," by C. J. Mohren of New York, brought forth the outstanding point that the confidence of the subscribers and consumers should be protected, and that the danger line copy problems should be strictly upheld. The publishers and editors should sit in together and approach advertising copy with an open mind, so that they can see that the products can be set forth in their true light.

"The editorial policy of the journal forces the quality of its readers to believe in it, with the result that if the manufacturer studies it he can reach the required field."

"The ad men would only study their mailing lists more so that they could individualize them to the advertiser. The results would be greatly more satisfactory."

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LOOKING THEIR BEST



Fort Worth delegates with their two "Sacred Bulls."

PRICE IS UNABLE TO ATTEND HERE

President of St. Louis League Detained by His Son's Illness.

V. L. Price, president of the St. Louis Advertising Men's League, and one of the foremost ad men of the Western United States, will not be able to attend the convention of Associated Ad. Clubs here, according to a telegram received last night by the St. Louis delegates.

PUBLIC CONFIDENCE GREATEST FACTOR

Ex-Senator L. Young Exemplifies This by Timely Illustration.

A FORWARD MOVEMENT

Report of Committee to Formulate Standard of Practice is Adopted.

W. C. Freeman, advertising editor of The New York Globe, presided at the afternoon session of the newspaper branch, in the Horticultural Building. Before the regular addresses were begun the report of the committee to formulate a standard of practice was read. Mr. Freeman remarked in support of the new standard that it was the most forward movement ever undertaken by any number of newspapermen in the world.

"Public confidence," he said, "is the greatest factor in the developing of a successful newspaper business. It is more important than franchises, buildings, system or capital—and without it nothing can be done."

"The ad men would only study their mailing lists more so that they could individualize them to the advertiser. The results would be greatly more satisfactory."

CONFIDENCE MUST BE MAINTAINED



CLEAN POLICIES AND TRUE AUDITS

Magazine Men Have Committed Themselves to Wide Open Competition.

Definite statements and independent circulation audits showing the quantity and distribution of their publications was the decision finally arrived at by the departmental session on magazines. The point was debated as to whether all data should be published, or whether it should be reasonably limited. There was a considerable portion which was not of interest to the public, and it was decided to give out these figures in an abbreviated form, which would give all the essential information in a brief, compass of space."

THE FORT WORTH BUNCH

These delegates from the Texas town are pulling off some good stunts.

TAXES WERE REDUCED. The court of revision allowed a reduction 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.

G.T.R. CONDUCTOR FINED. Robert McFadden, G.T.R. conductor, was fined \$1 and costs in the police court yesterday because he obstructed Bay street with an engine for the space of seven minutes.

FAILED TO OBEY SIGNALS. For neglecting to obey the policeman at the corner of Yonge and King streets, William Reid, street railway motorman, was charged in the police court yesterday and remanded for sentence till called on.

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.

MINNEAPOLIS MEN STRONG BOOSTERS

They Want the Convention Year After Next and Give Reasons Why.

"Minneapolis in 1916" was the cry yesterday of delegates to the big ad men's convention from the central northwestern cities of the United States. A large body of Minneapolis boosters, headed by Mac Martin, president of their Ad Club, paraded about the Exhibition grounds yesterday calling for votes for their city. Many reasons were given. Speaking of the facilities Minneapolis affords at a large convention yesterday Mr. Martin said:

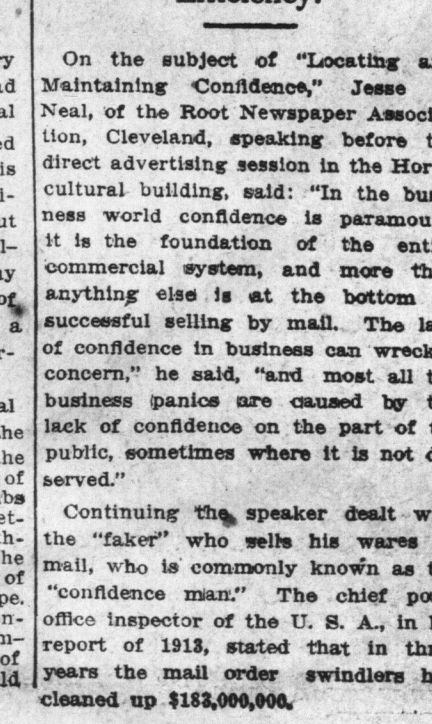
CONFIDENCE MUST BE MAINTAINED

On the subject of "Locating and Maintaining Confidence," Jesse H. Neal, of the Root Newspaper Association, Cleveland, speaking before the direct advertising session in the Horticultural building, said: "In the business world confidence is paramount. It is the foundation of the entire commercial system, and more than anything else is at the bottom of successful selling by mail. The lack of confidence in business can wreck a concern," he said, "and most all the business panics are caused by the lack of confidence on the part of the public, sometimes where it is not deserved."

Continuing the speaker dealt with the "faker" who sells his wares by mail, who is commonly known as the "confidence man."

Jesse H. Neal of Cleveland Told of Mail Order Efficiency.

THE DELEGATES FROM ST. LOUIS



THE DELEGATES FROM ST. LOUIS



Jean Hutchinson, G. R. Bluckhahn, W. Applleton-Ferree, F. J. Semple, Humphrey Sullivan, H. S. Gardner.

RESEARCH

Establish Fellow

FAKE

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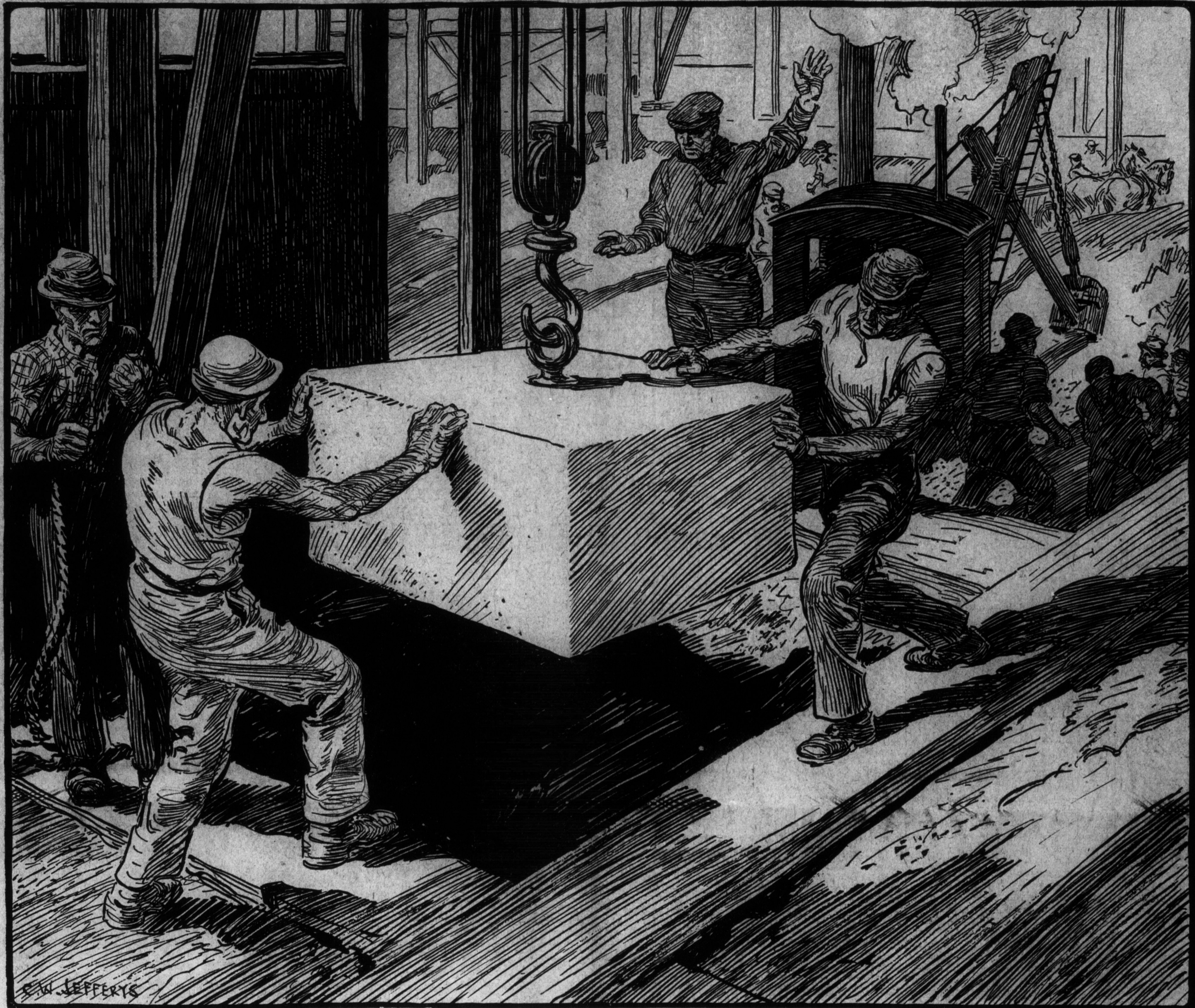
Research advocated at the general transportation of the district by H. Waller, advertising editor of the Montreal Herald. He is developing a system of fact-finding to be established following the Hoyle of the Montreal Herald.

PRINTING

Many Heard

Departments of the afternoon session of the convention were held in the Horticultural building. Many of the delegates were heard from.

The Robert Simpson Company, Limited



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.

In the Simpson Store, this basic principle has been the deliberate exclusion of what our buyers would call "rubbish"—the cheap 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 growth in volume, till now we do far more in a month than at first we did in a year.

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.

The Robert **SIMPSON** Company Limited