

The Ad Man's World

Senate Reading Rooms
15 June 1914

WHAT THEY THINK OF THE WORLD

Louis A. Colton, president of the San Francisco Ad Club, "The Toronto World's special ad man's edition yesterday morning was one of the slickest pieces of journalism I have ever seen. I am I came to Toronto to select the World to make our appeal for the 1915 meeting because it appeared to be the best newspaper in the city. My conclusion was right. The World's work will be a potent factor in helping us to win the fight."

WHAT THEY THINK OF THE WORLD

E. L. Marshall of the San Francisco Ad Club, formerly a newspaperman, "The Ad Man's World" yesterday was a fine piece of newspaper enterprise, and one which the ad men all appreciate greatly. I am sure it is a credit to Toronto to have a journal such as The World, and the San Francisco delegates to the convention are pleased exceedingly with the paper's assistance in boosting for the 1915 meeting to be held in the Golden Gate City."

EIGHTEEN PAGES—TUESDAY MORNING JUNE 23 1914—EIGHTEEN PAGES.

VOL. XXXIV.—NO. 12,276.

TO TEST HONESTY ANSWER THESE QUESTIONS

Four Queries for Ad Writers to Think About Before They Turn Out Their Copy and Join the "Swat the Lie" Campaign Now Booming.

"Swat the lie" was the beneficial exercise recommended by the vigilance committee of the Associated Advertising Clubs of the World in executive session in the administration building on the Exhibition grounds late yesterday afternoon. Chairman Harry D. Robbins of New York presided, and after reports on the past year's work were read, plans were discussed for the work of the national committee for the new year.

An instance of fair play on the part of the committee members in their efforts to have honest forenoon in all advertising transactions presented itself in a resolution passed regarding an announcement by a paper concern, published in Printers Ink, that it would ask the convention to place a ban on manuscript and facsimile typewritten letters. The firm alleged that such letters were sent out as typewritten and were a deception.

Too Small a Matter. After careful consideration of the matter the committee decided to oppose such a resolution on the ground that the matter was too small a one and the case presented the appearance of one interested attempting to work against another. This was the case, it was pointed out, because the paper firm manufactured paper especially for printers and to oppose the facsimile letter firms would be to help the printers.

Another resolution was passed providing that when a dishonest advertiser should be exposed, the name of the agency handling his copy should be named, also to guard against his escaping from any responsibility in the matter.

Seven Questions. A list of questions for the copywriter in the campaign to eliminate untruthful statements was submitted by E. S. Shumann. These, the speaker declared, constituted the final test of honesty on the part of the ad writer. They were:

1. Is the statement true?
2. Is the statement misleading?
3. Is it a matter of gain or loss on the part of the advertiser or the dealer?
4. Would you advise your own family to use the article of which you are writing?

The Best Test. The final question, Mr. Shumann declared, would be the best test of honesty, as many ad men differed in their definitions of what is honesty.

DELEGATES ENJOY MOONLIGHT TRIP

Nearly Two Thousand Had Pleasant Time on Steamer Cayuga.

Good fellowship, good singing and any amount of dancing featured the ad men's moonlight excursion last night on the steamer Cayuga. Weather conditions were ideal, and the 1915 ad men and adwomen aboard enjoyed themselves thoroughly and were much impressed with the moonlight beauty of the lake and bay.

The arrangements of the local Ad Club members were perfect. When the Cayuga docked at 8.30 from her trip across the bay, the large crowd waiting to board her were handled with quickness and despatch, and were aboard and waiting the starting signal in 15 minutes.

The Highlanders' Band in the bow and an orchestra in the stern, supplied the music for both singing and dancing, and were constantly called upon for encore.

The delegates aboard were loud in their praises of the Toronto Ad Club for their excellent program, which was carried out without a hitch.

SHORTY McJUNKEN



Otherwise known as Fred. He's from Dallas and lets everyone know it.

SHORTY McJUNKEN, HE EATS 'EM ALIVE

Wild and Woolly Man Terrorized Peaceful Union Station.

SEVEN FEET TALL

With His Hat On—Gives Photos of Himself to the Ladies.

McJunken of the "66" Ranch—have you seen him?

He stands six feet plus tall in high high-heeled Texan top boots and seven feet when he is wearing his Mexican hat. Everybody knows Fred McJunken of Dallas, Texas, jester extraordinary to every convention of the Associated Advertising Clubs in the last five or six years.

Everybody knows him, even the ladies. Five minutes after the Dallas special pulled into the Union Station on Saturday—Whoop-ee! Five shots from a big revolver split the air in quick succession, and scattered the crowd in all directions. That was McJunken. He had won a bet that he was not afraid to fire off one of his guns within an hour after his feet touched Canadian soil.

An hour or so later in a downtown hotel a perfectly genteel and pretty lady with friends waiting in the rotunda was rather taken back when the tallest man she had ever seen in her life stepped up and enquired politely, "Madam, are you married or single?"

The lady blushed and would have none of him, but the tall stranger persisted. "Madam, I have a little souvenir for you. I have two kinds, one for the single one and another for the married one. It makes all the difference in the world. Which are you?"

Something in the big stranger's manner caused the lady to relent. "I'm single," she replied smilingly.

Whereupon the tall man produced a picture from his pocket and presented it to her with a bow. It was a picture of himself.

That was McJunken again.

McJunken is a cattle man by profession, but he likes the ad men and goes with them every time they take a jaunt. He takes six or seven suits of clothes with him on every trip and he changes them every hour and a half or so. He is always the life of the party.

BIG CONVENTION IS OPENED WITH ENTHUSIASM

Ad Clubs' Delegates Grouped With Badges of Characterizing Colors Make Splendid Showing—Officially Welcomed by Mayor Hocken and Lieut.-Governor Sir John Gibson.

Magnificence of numbers and an atmosphere of supreme exhilaration were leading notes in the opening of the business sessions of the Tenth Annual Convention of the Associated Advertising Clubs of America, which convened in the Transportation Building of the Exhibition grounds yesterday morning.

The rendezvous chosen could not have been improved upon and the day was ideal for the running about and somewhat laborious work generally that the starting of a big convention involves. The delegates began to arrive early, but it was after 10 a.m. that the crowd scheduled for opening, that the proceedings began, the delay being permitted in order to get all together at the start.

Contingents distinct in color. Meantime the green lawns began to take on life and color, as the contingents from different states and localities grouped themselves, all carrying distinctive notes in the shape of yellow, blue, red, or striped bands about their hats, different colored pennants or in some cases a complete uniform. The Pilgrims from Boston wore white trousers and white boots, dark blue coats and white sailor hats with blue bands. From Texas came a picturesque company carrying amongst them a big yellow flag with the pithy motto "The truth is with a soul, Waco, the land of Texas." Nearly all had already

(Continued on Page 17, Column 1.)

SONGS AND MUSIC ON THE TURBINA

Greetings Were Exchanged by Wireless Between Two Large Steamers.

That there is a strong feeling of friendship between the American Ad Clubs was exemplified last night by a wireless message from the Shreveport Ad Club on board the Turbina, to George Walker of the St. Louis Ad Club on board the Cayuga during the moonlight excursion given to the delegates to the Ad Club convention. The message read: "George Walker, St. Louis Ad Club: Greetings from Shreveport Ad Club."

The message was delivered on board the Cayuga, but no answer was sent. Nearly 300 delegates were carried by the Turbina. The delegates were entertained by songs and music. A pamphlet with the choruses of a number of the popular songs was distributed, and the music for it was supplied by the Royal Grenadiers Band, and a portion of the 48th Highlanders Band. Alex. Murray, a member of the latter band, gave an exhibition of several Scotch dances, and was helped by a lady delegate from Pittsburgh.

MILK TEN CENTS PER SANDWICHES THE SAME

While the arrangements made by the Toronto Ad Club for the accommodation of the delegates to the convention of the Associated Ad Clubs of the world, have been the subject of much favorable comment for the visitors and their friends, the restaurant at the Exhibition grounds which is selling milk at 10c per glass and a ladies' size cup of tea for the same price is nothing to be proud of. One hundred years of peace is no excuse for charging double prices.

TORONTO DID IT!

Toronto gave to the Associated Advertising Clubs yesterday a new name—The Associated Advertising Clubs of the World. The great annual gathering is no longer to be known as the Associated Advertising Clubs of America. Toronto changed it. Toronto enthusiasm gave the world's greatest gathering of advertising men its right name.

Delegates Decide That Ad Clubs' Association Must Be World Affair

International Organization by Unanimous Vote Decides to Change Its Name to "The Associated Ad Clubs of the World"

At the afternoon session the uncompleted discussion of the amendment to the new constitution to change the name of the organization from "The Association of Ad Clubs of America" to "The International Ad Clubs" was resumed. There having been some delay in the decision of the subject during the lunch interval, Mr. Dunlop, president of the Chicago Club, who moved the first amendment, asked to be allowed to add a second, which was that the name be changed to "The Associated Ad Clubs of the World."

The proposal was greeted with prolonged cheering, and after being seconded by Mr. Shuman, also of Chicago, it was put to a vote. When the chairman, President Woodhead, rose and asked for the will of the meeting, the combined voices of the great assembly rose in one prolonged "aye" that testified to the progressive impulse animating the members of the convention. A universal organization embracing all countries in the civilized world was the key note

Truth Seal Not Allowed As Guarantee of Honesty Is Rumor of Convention

Executive Committee in Secret Session, It is Said, Decided Not to Allow Use of International Seal But Will Recommend That Seals of Local Clubs Be Used

That the executive committee of the Associated Advertising Clubs of the World, in secret session yesterday afternoon, decided not to allow the use of the "Truth" seal of the international body as a guarantee of honesty in advertisements was rumored in official circles last night. Although the rumor could not be confirmed, it was credited generally among ad men interested in the subject.

It also was reported that the executive committee would recommend to the convention when the question came up for discussion, that the seals of local clubs be used in the truth campaign until further investigation might be conducted into existing conditions. The Fort Worth Ad Club, which now is experimenting with the seal of the international organization, it also was said, would be allowed to continue its work in that direction for another year.

Different Standards. Arguments advanced by members of the executive committee as to why the international seal should not be used at present, it is said, were to the effect that the standards in different parts of the various countries where the truth campaign are in progress differ as to the definition of honest advertising and the committee, it was pointed out, does not wish to run any risk of the seal of the larger body being used improperly.

The reported action of the executive committee yesterday promises to dispense with considerable agitation which was expected when the question of truth seals comes up before the convention. The subject is one of the most vital before this year's meeting, and has been endorsed partially by the

PECK OF CHICAGO WON THOUSAND DOLLARS

Advertising Manager of Universal Portland Cement Company Wrote the Best Essay on an Advertising Subject and Carried Off the Big Cash Prize as a Result.

J. P. Peck, advertising manager of the Universal Portland Cement Company, Chicago, was awarded the prize of \$1,000 offered by Advertising and Selling Magazine, New York, for the best essay on an advertising subject. Yesterday afternoon at the general session he was called to the platform and given his prize. J. George Frederick, editor of the magazine, presented the purse. These four were given honorable mention: R. W. Ashcroft, Montreal; Thurston Perkins, Toronto; Marshall Olds, New York; C. M. Wessels, Philadelphia.

"Forfeiting a Winning Sales Campaign for Cement" was Mr. Peck's subject. He dealt with a \$175,000 advertising campaign in newspapers, magazines and trade papers and submitted charts and other illustrations. He emphasized the need for educational advertising to establish a universal appreciation of cement in fire-proofing and advised a \$150,000 newspaper and magazine campaign for this purpose. Mr. Peck is a graduate of the University of Illinois and is prominent in advertising and publicity organizations of the United States.

WOMEN ENJOYING BIG CONVENTION

The ladies had their inning at the Ad convention yesterday. Hardly a delegation was not accompanied to Toronto by members of the fair sex. During the morning and afternoon sessions many daughters and wives of ad men from all parts of the United States and Canada thronged the grounds and buildings. On every side they evinced great interest in the proceedings, and both sessions were attended by many women.

The dark-eyed daughters of the south are in the majority at the convention. There are, however, many other women attending from Los Angeles, Cal., to Boston, Mass., who were present yesterday in large numbers. Many women accompanied the El Paso, Dallas, Fort Worth, Waco and New Orleans delegations. Among those from the Lone Star State are the following:

FROM BALTIMORE



W. W. Cloud, President of the Baltimore Ad Club.

(Continued on Page 18, Column 2.)

STORIES TO RENT—Corner of King and Yonge Streets, in the new Royal Bank Building. This is a rare opportunity to get in right. Low rental to desirable tenants. Exclusive agents.

BANKER & GATES, Real Estate Brokers, 25-27 Adelaide St. W. Main 5892.

HIGH PARK BOULEVARD—Spacious brick residence of artistic design, 11 rooms, elegantly furnished, three bath-rooms, garage, beautiful grounds. Will sell furnished or unfurnished. For price and terms see exclusive agent.

TANNER & GATES, Real Estate Brokers, 25-27 Adelaide St. W. Main 5892.

PROBS—Moderate to fresh winds; thunderstorms, but partly fair and quite warm.

EIGHTEEN PAGES—TUESDAY MORNING JUNE 23 1914—EIGHTEEN PAGES

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MOVE TO COMPEL ACCEPTANCE OF NOMINATION

Alexander Hain and Supporters Apply for Writ of Mandamus to Force Returning Officer in West York to Accept Nomination Papers, Rejected Yesterday

As a result of the declaration of Dr. Forbes Godfrey, elected to the legislature by acclamation in West York yesterday, on the ground that the papers of Alexander Hain, Liberal candidate, and M. D. Armstrong, Socialist candidate, were brought in too late, Mr. Hain applied to Osgoode Hall for a writ of mandamus to compel Knoch Ward, the returning officer, to accept his papers and declare him a duly nominated candidate. Notices to this effect returnable at 11 o'clock Wednesday morning were served on Mr. Ward last night, ex-Ald. A. J. Anderson acting for Mr. Hain.

Mr. Hain claims that Mr. Ward, the returning officer, was in error in his interpretation of the Election Act, in declaring that he was too late with his papers, for he read the proclamation of Dr. Godfrey's election one hour after Dr. Godfrey's name was placed in nomination, instead of an hour and a half, as the act provides. Dr. Godfrey's papers were filed at noon sharp. Mr. Hain also claims that he was on hand with his papers five minutes within the hour also.

The Liberal organization for the riding has been informed of the appeal to the courts by Mr. Hain and has been requested to keep up its campaigning for him.

P. C. Young, provincial secretary of the social democratic party of Ontario, said last night that the executive of this party had decided to go to the courts like the Liberals for a writ of mandamus, for they believed that Mr. Armstrong, their official candidate, was well on time with his papers. They were prepared to carry the case through the courts.

Dr. Forbes Godfrey, who was declared elected, said last night that he would welcome a contest of the courts as decreed. His papers were put in on time and he thought that Mr. Hain, who had three days to prepare his, should have been able to have filed them with the returning officer in ample time to prevent any dispute.

A GOOD TEAM



Fred McJunkin and Mrs. Woodhead at Lambton Golf Club yesterday.

FEDERAL GRANT TO RELIEF FUND

Fifty Thousand Dollars to Be Sent to Hillcrest, Alberta—Will Investigate Disaster.

By a Staff Reporter.

OTTAWA, June 22.—Sir Robert Borden stated this afternoon that he sent a message to Senator Loughheed in Calgary asking if a relief committee had been appointed in connection with the Hillcrest disaster, and intimating that the government was prepared to contribute \$50,000 to help the families of the unfortunate coal miners.

While the safety of mines is a matter for provincial jurisdiction, and the investigation into the calamity will be made by the Alberta authorities, the department of labor and the department of mines will both be represented at the inquiry.

The mines department has sent J. S. C. Hudson, an experienced official, to report on the facts as brought out at the inquiry and the cause of the accident. J. D. McNeven will represent the labor department at the inquiry. He will also ascertain the names of those miners who came from the old country and from Italy. This has been asked for by the British Colonial Office and the Italian Government.

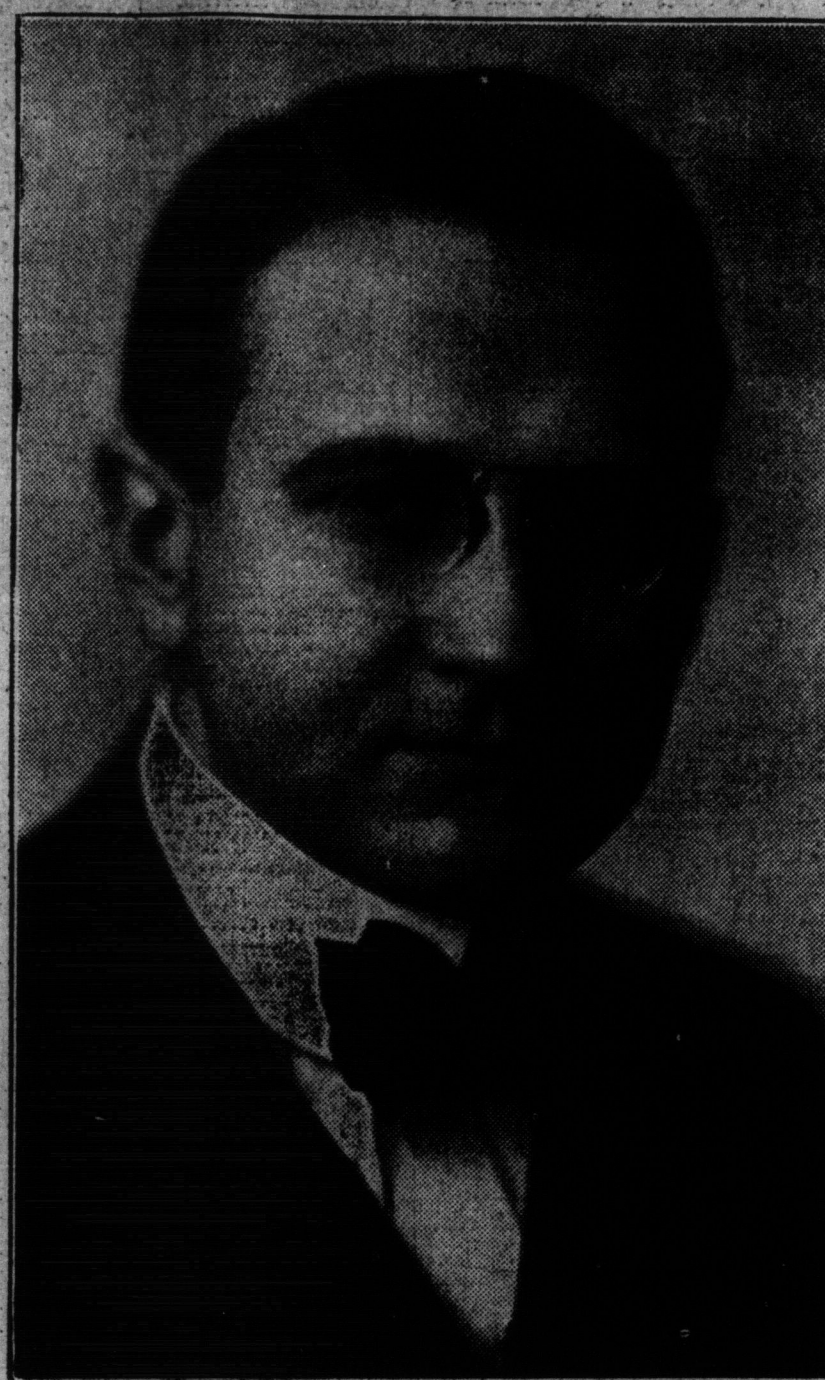
2 CAPTAINS ERR ABOUT POSITION OF EMPRESS

Estimates of Exact Place Where Collision Occurred Found Wrong—Superior Officers of Storstad Did Not Know Helm Was Put Hard to Port.

Canadian Press Despatch.

QUEBEC, June 22.—Maintaining its record for producing contradictory statements that cannot be reconciled to one another the Empress of Ireland Wreck Inquiry today unearthed a fact when it was given the exact location of the hull of the liner on the bottom of the St. Lawrence, which again drew attention to the different explanations of the positions of the ships at the time of the disaster. On the map it was found that the resting place of the Empress is one mile and a quarter south of the place where Captain Kendall, the commander, says he was hit, and one mile northwest of the point at which Chief Officer Tutnness of the collier Storstad contends the collision happened. The location of the wreck was explained by Captain Gagnon of the Dominion Marine Department, who buoyed it.

WINNER OF \$1000 CASH



J. P. Peck, of Chicago, who won a prize of \$1000 for the best essay on advertising at the ad men's convention.

WHITNEY WILL SPEAK TONIGHT

Great Crowd Expected to Hear Premier, Sir Adam Beck and Hon. I. B. Lucas.

Tonight's meeting in Massey Hall, when the premier, Sir James Whitney, will make a speech, is likely to be one of the most important and most interesting in the campaign. In addition to the speech of the premier, who has regained much of his old-time vigor, addresses are to be delivered by Sir Adam Beck and Hon. I. B. Lucas.

Sir James Whitney is expected to go fully into the real issues of the campaign, and a characteristic speech is expected from him. Preparations are being made for the accommodation of a large number of listeners, and a cordial invitation is extended to all elections. Mr. W. H. Price, chairman of the Central Conservative Association, and Conservative candidate in the new riding of Parkdale, will preside, and the other Conservative candidates in the city ridings will be with their leader on the platform. Mr. A. H. Birmingham is secretary of the meeting.

FIVE CAUGHT BY WIRELESS

Party of Alleged Pickpockets on Dalhousie City Got Busy Among Ad Club Delegates.

For the first time in Toronto, wireless telegraphy effectually accomplished the arrest of suspected criminals, when a party of five suspected pickpockets were arrested on the steamer Dalhousie City when she pulled into her Yonge street wharf after the ad men's moonlight excursion at 11:30 last evening.

The five are: William Daley, 464 East Queen street; Jack Sheehan, 25 West Richmond street; William Cunningham, 287 Dalhousie street; Ed Ward, 253 Victoria street, and Allan Tuttle, 87 Major street. All are nominally charged with vagrancy.

The suspects are believed to have made a phenomenal haul, for among them they had over \$500, most of which is thought to have been taken from the pockets of the unsuspecting ad men. First intimation of their presence was made when an officer of the ship caught one of them red-handed, and placed him along with his three companions below. He immediately communicated with Toronto by wireless and arranged for a squad of police officers to meet the boat and take off his prisoners. In some manner the five had secured the regular ad badge, and got on board for the excursion.

BECK SPOKE FOR HYDRO AT BIG SIMCOE RALLY

SIMCOE, June 22.—At a meeting held here tonight to discuss hydro-electric power for the Town of Simcoe, Sir Adam Beck addressed the meeting in the interest of the proposed scheme. Mayor Williamson presided over a large and enthusiastic audience, which was also addressed by C. J. McKee, warden of the County of Norfolk, and there is every prospect of hydro-electric power, being adopted. At the opening of the meeting an address was presented to Sir Adam Beck by Mayor Williamson, congratulating him on his knighthood.

W. F. RENWICK IS DEAD FROM INJURY TO CHEST

W. F. Renwick, manager of the Toronto Publishing Company, died suddenly yesterday at 9 a.m. at his home, 111 Indian road. His death was due to an accident which befell him some time ago while he was cutting down a tree, a limb injuring his chest. He thought very little of the hurt until a week ago when it commenced to pain him acutely.

ALLEGED SHOPLIFTER HELD.

Grace Waller, 3 Valley road, was arrested by Detective Croome last night charged with shoplifting in Eaton's.

HANNA AND LIBERAL OPPONENT HECKLED FREELY AT MEETING SMALL RIOT WAS THREATENED

Eleven Bodies in Mine

HILLCREST, June 22.—The latest figures of the mine disaster are: Rescued 43, dead 196, bodies recovered 185, identified 162, unknown 23, unaccounted for, still in the mine, 11.

WAGE SCALE FOR HYDRO EMPLOYEES

Decision Regarding Claims of Toronto Workers May Furnish a General Basis.

By a Staff Reporter.

OTTAWA, June 22.—The board of conciliation, of which Judge Snider of Hamilton is chairman, that has been dealing with the dispute between the Toronto Hydro-Electric Commission and its linemen, and other employees, has recommended a scale of wages and working conditions which may also be accepted generally as a basis of settlement of a similar difference in various cities of western Ontario. The London, Hydro-Electric Commission, for instance, is awaiting the report of the Toronto case as a basis of amicable adjustment of its dispute with its employees.

Another board, of which Judge Snider is chairman, has brought in a report, practically unanimous, on the dispute between the M. C. R. and its employees.

Provincial Secretary Replied to Charge That He Had Enabled Company to Escape Fair Assessment in Sarnia—Firm in Stand Against Bilingual Schools.

By a Staff Reporter.

SARNIA, Ont., June 22.—Swept at alternate moments by demonstrations of applause, outbursts of heckling with three or more of the audience on their feet at a time, and gales of laughter as the two candidates poked fun at each other, the nomination meeting of West Lambton, Hon. W. J. Hanna's home riding, resolved itself into one of the most interesting local political occasions of the past decade.

The addresses from the platform combined the larger issues of the province and the smaller ones of the riding itself. Both Mr. Hanna and John Cowan, the Liberal standard bearer, had distinct followings in the mass meeting, and each vied with the other in the clamor of their supporters.

When any time a question was hurled at either candidate, self-appointed judges in the crowd rose and proceeded to howl down the disturbing factions. A charge preferred by one man that the Liberal nominee had switched his appeal since entering the meeting precipitated what promised to be a small riot. Two of the older members of the respective organizations stood up to take part and man after man was rising in belligerent spirit before the chairman could obtain order.

Hanna Answered Charge.

The provincial secretary, in first taking the platform, proceeded at once to shatter a report in circulation to the effect that he had engineered as a company lawyer the depletion of the

BODIES CANNOT BE RECOVERED

Operations of Divers Will Not Be Continued as Result of Fatality.

Canadian Press Despatch.

QUEBEC, June 22.—All attempts to get the 800 bodies entombed in the sunken hull of the Empress of Ireland were abandoned today following the conference between Lieut. Commander Forbes of H. M. S. Essex and the divers of the man of war at the scene of the wreck as a result of the death of Edward Cosbon of New York, on Sunday from his fall off the slimy hull of the ship.

Lieut. Commander Forbes reached Father Point today and his investigation showed that the accident happened while the water was at low level, that every precaution for deep sea diving operations was properly carried out and that no better conditions for carrying on the work could be expected.

Lieut. Commander Forbes notified Captain Walsh, marine superintendent of the C. P. R. of these facts and suggested that the divers from the Essex be sent back to their ship here.

Captain Walsh after consulting with Lieut. Commander Forbes, reluctantly decided that everything possible had been done to secure the bodies. The divers were accordingly ordered to return to their ship.

This decision of the C. P. R. does not affect the operations of the company attempting to salvage the ship, but it is thought here that it will also be compelled to give up diving operations.

MULOCK HOME IS BURGLARIZED

Women Rushed Into Street While House Was Being Rifled—Escape Police.

After spending thirty minutes in rifling the premises, unknown burglars made a successful getaway from the residence of Cawthra Mulock, corner of Jarvis and Isabella streets late last evening. Although the drawers and cupboards in the mansion gave every indication of having been searched, Mr. Mulock's secretary could not last evening definitely tell the police how many, if any, valuables had been taken.

The presence of burglars was first revealed by the ringing of the burglar alarm in the servants' quarters. Reports were at once made to Mr. Mulock's secretary, who notified the police of No. 2 Division. A little entertainment amongst the women of the residence was hastily broken up by the burglar alarm, and the women, afraid to remain inside, paced Jarvis street pending the officer's arrival. Carrying a heavy walking stick for self protection, Mr. Mulock's secretary made a cursory search of the grounds, then waited on Jarvis street for the arrival of the police.

As the constables entered the front of the house two men dropped from the rear window to the ground and vanished along Isabella street before the officers could get them.

SMUGGLED CHINAMEN FROM TORONTO TO U.S.

WATERBURY, N.Y., June 22.—Lee Sam, or Lee Woo, on trial here all last week for violating the immigration laws in smuggling Chinese into this country from Canada, pleaded guilty this afternoon after all the evidence had been submitted in the federal court. He will be sentenced later in the week. Sam maintained a regular office in New York.

Jud. Clark, former proprietor of a hotel in Utica, on the stand this morning confessed to having spirited Chinamen into this country from Toronto, testifying that he received \$100 apiece for the celestials.

RAILWAY STRIKE ALL THRU WEST?

All Lines West of Chicago, Including Those in Canada, May Be Paralyzed.

Canadian Press Despatch.

WINNIPEG, June 22.—An evening paper this afternoon says: Local members of the locomotive engineers' and firemen's unions are discussing the possibility of a general strike of their unions, following the failure of the railway companies and unions to agree on a schedule at the recent congress in Chicago.

"According to present information received by the men, a general strike on all lines west of Chicago, including the United States and Canada, will be ordered on July 15 next. This covers 35 different railways and hundreds of thousands of men. In Western Canada all systems are involved, and 3000 men, roughly estimated, will go out."

While the general statement is that Canadian lines will be involved in the strike, there has been no confirmation of this received from the Winnipeg headquarters of the organization. In the past all disputes have been submitted to a court of arbitration provided under the Lemiex Act. Whether the Canadian unions will appeal to this court before a general strike is called is not known.

STRONG EFFORT TO BEAT HANNA

Local Issues Being Raised in Sarnia, But Liberals Are Not Hopeful of Success.

By a Staff Reporter.

SARNIA, June 22.—The provincial elections' struggle in West Lambton, the riding of Hon. W. J. Hanna, is proving one of the most peculiar in the campaign. Instead of one big issue of temperance or bilingual schools, there are a score of smaller ones of a strictly local bearing, but losing none of their importance to the candidates for that reason. There is no whirlwind of election excitement, but the riding is being combated to the last man by both parties in the field.

There is little doubt as to the outcome. Hon. Mr. Hanna is expected by both Liberal and Conservative organizations to return with a substantial majority. In the 1911 campaign he rolled up a majority of 1100, but this was considered abnormal.

In Sarnia itself the personality of the candidates will count strongly in the result. Both Messrs. Hanna and Cowan are equally well known in their riding.

During his nomination address today the Liberal candidate joked rather pessimistically about his chances of success.

"If you only make sure of 100 majority I would be the happiest man in the province," he said.

CHILD'S BODY IN SUITCASE.

The body of an unknown child was found enclosed in an old leather suitcase in Keith's Cut, at the foot of Cherry street yesterday afternoon. E. Stayer, 210 East street, an employe of the harbor commissioners, discovered the body, which was removed to the morgue for the purpose of holding an inquest.

SAY HE TOOK ROOMER'S MONEY.

Charged with stealing \$180 out of James Geopolsky's pants pockets in a rooming house on York street, Michael Dukis, 185 York street, was arrested by Acting Detective McConnell last evening.

INADEQUACY OF FOOD PRODUCED IN CANADA

Canadian Press Despatch.

PORT WILLIAM, June 22.—Food-stuffs were not being produced by the farmers in proportion to the population of the country, said J. McDougall, Ottawa, chairman of the board of enquiry to investigate the high cost of living, here today. The members present were J. McDougall, chairman; R. H. Coate, editor of The Labor Gazette, and T. J. Linton, secretary of the board.

Wilson

Wilson.

SOFT
EYES BLUE

Novel
Outset of

VERTISING

Has Achieved
Handling Big
acts.

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was born in New
1862.

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—an appropri-
dollar, for
and was instru-
ing and handling
tims, such as
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other various pro-
Tobacco Com-
"Heinz" 57
American Food
Alto, "Trimble
Pilsener," "Rob-
lett's Blue," and
vertising.

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customer of the
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creasing rates of
to owners, on ac-
utilization of out-
he commented
plant, in order to
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give him the loy-
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MEETING
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CANDIDATES NOMINATED FOR CITY AND COUNTRY RIDINGS

McTAVISH OPPOSES PRICE IN PARKDALE

Both Nominees Are Friends and Will Run Clean Campaign.

TEMPERANCE QUESTION

Dr. Godfrey's Appearance on Platform Resented by McTavish Supporters.

PARKDALE

William Mathewson McTavish, manufacturer and dealer in dental goods, bar abolitionist.

William Herbert Price, barrister, Conservative.

Both candidates are personal friends, neighbors, and have pledged themselves to run clean campaigns. Mr. Price said that he stood a supporter of the administration of Sir James Whitney, and Mr. McTavish said that he stood solely on the platform of abolish the bar, as adopted by the Young Manhood Association. The nomination papers of each were signed by 50 electors, and the names of clerymen appeared on both.

Mr. McTavish, after the nominations were closed, stated at present there was only one thing in the minds of electors, and that was the temperance question. His supporters, the Young Manhood Association, wanted to keep this issue non-partisan, and had decided to put a man of their own in the field. He said: "We are not fighting the Conservative party, but the liquor interests entrenched behind it."

Mr. Price opened his remarks by inviting those present to the meeting of Sir James Whitney at Mason Hall tonight, and said that he took this method of announcing public meetings rather than announce them from the pulpit. He asked who would Mr. McTavish support if elected to the legislature. If it was the intention of the Young Manhood Association to keep this temperance issue out of politics, they have gone the wrong way about it.

Dr. Forbes Godfrey, Conservative candidate in West York, walked into the hall and mounted the platform when Mr. Price finished speaking. This many supporters of Mr. McTavish protested and left the hall. Kenrick C. Marshall, returning officer, who was chairman, ruled that Dr. Godfrey could not speak, and the doctor said that he had only come to announce his election by acclamation in West York, and that was what the people of West York believed of the church interfering in matters of state.

Dunning's Hotel & Restaurant

27-31 West King Street, 28 Melinda Street

FORBES GODFREY BY ACCLAMATION

Present Member Was Unopposed at West York Nomination.

OPPONENTS WERE LATE

County Constable Simpson Had to Be Called in to Restore Order.

WEST YORK

Dr. Forbes Godfrey, Conservative, acclamation.

Dr. Forbes Godfrey was elected by acclamation at the nomination in the Town Hall, West York, yesterday. After Dr. Godfrey's election had been announced, Alexander Hain, Liberal candidate, and Miss Armstrong, socialist, appeared with the intention of putting in nomination papers, but the returning officer, Enoch Ward, of Runnymede, found that the time allotted had expired. This ruling raised a storm of protest from the disappointed candidates' supporters, and County Constable Simpson had to be called in to preserve order.

TERRORIZED HIS MOTHER.

The magistrate imposed a fine of \$30 or 50 days in jail upon John Burroughs, who according to the testimony of his mother, terrorizes her during his spells of drunkenness.

ADVERTISEMENT

How To Banish Wrinkles Quickly

If your face is disfigured with wrinkles no matter what the cause you can quickly dispel every line, even the most obstinate, by using a simple, home-made wash lotion. Merely dissolve an ounce of powdered saxolite in a half pint of water— inexpensive ingredients found in any drug store. Bathe the face in this, and presto!— you scarcely believe your own eyes when you look into your mirror and behold the marvelous transformation. The remarkable astringent action of the saxolite, which tends to strengthen and tone up the weakened tissues, and added benefit may be expected with continued use. Use this once a day for a while; it cannot injure the most delicate skin, the treatment itself leaves no trace—no one guesses the secret of your increasing youthful appearance.

HECKLERS AT WORK IN TORONTO S.W.

Interrupters Got Busy When W. E. Raney Was Delivering Address.

FIVE WERE NOMINATED

Socialists Bring Forward Candidate in Person of J. Colombe.

TORONTO S. W.

Seat "A," Hon. John Joseph Foy, K.C., Conservative.

William Edward Raney, K.C., Liberal.

John Colombe, baker, Social Democrat.

Seat "B," George Horace Gooderham, Conservative.

Charles Henry Maybee, butcher, Liberal.

Southwest Toronto's nomination meeting at the Social Templar Hall yesterday developed into a rather odd affair after the nominations had been in, including a dark horse in the person of John Colombe, the Social Democratic candidate. So bad did the interruptions become when Mr. Raney was speaking that he charged that some of the most persistent hecklers had received pay to break into his speech. This had a temporary quieting effect on the meeting.

FIVE CANDIDATES IN TORONTO S.E.

E. W. J. Owens Will Be Opposed by J. Allen and T. Bainbridge.

VIEWS OF THE NOMINEES

Liberal Candidate Voices His Opposition to Bilingualism.

TORONTO S. E.

Seat A: J. C. Allen, Liberal.

E. W. J. Owens, Conservative.

Isaac Bainbridge, Socialist.

Seat B: Albert Dale, Liberal.

Thomas Hook, Conservative.

After the nominations were closed the candidates delivered addresses.

Mr. Owens spoke on the Workmen's Compensation Act, hydro-electric railways and good roads.

Mr. Hook dealt with education and the record of the Whitney government.

Albert Dale, Liberal, spoke in opposition to bilingualism and supported the campaign to abolish the bar.

Isaac Bainbridge, Socialist, said that the Whitney government was forced to take up the Workmen's Compensation Act.

J. C. Allen, Liberal, favored woman suffrage, reform in taxation and straight temperance.

KING'S CAFE

14 King St. East

REGISTRATION SMALL.

BROCKVILLE, June 22.—Registration for manhood suffrage voters, which closed yesterday, showed the smallest registration since 1897, when the court sat for the bye-election of Hon. G. P. Graham, who was then returned to Ottawa by acclamation. The reason given is that the lists were revised for the last municipal election, when local option was voted on.

SOCIALIST IN NORTH WATERLOO.

BERLIN, Ont., June 22.—Temper and Hilkiah Martin, Socialist, were in meeting in North Waterloo this afternoon, when Charles H. Mills, Conservative; Dr. E. D. Heist, Temperance, smallest registration since 1897, when nominated.

SOCIALIST OUT IN NORTHWEST

Rev. W. E. S. James Will Run Against Candidates for Seat B.

ALL SIDES WERE HEARD

A. B. Farmer is Confident of Defeating the Last Member.

TORONTO, N. W.

Seat A: Hon. Thomas Crawford, commission merchant, 404 Palmerston Avenue.

Liberal: A. B. Farmer, builder, 750 Bathurst street.

Conservative: W. D. McPherson, K.C., barrister, 9 Meredith crescent.

Liberal: W. O. McTaggart, real estate agent, 102 Delaware avenue.

Socialist: Rev. W. E. S. James, Methodist minister, 33 Edna avenue.

The speakers in the open meeting following the nominations, limited themselves to 15 minutes, and in that expounded the various platforms. Hon. Thomas Crawford recited the splendid record of the limited government.

A. B. Farmer and W. O. McTaggart said that the Whitney method of suppressing the bar was receiving the support of the liquor interests.

"I am in favor of votes for women, because I know of no argument against it," said A. B. Farmer, and I support the Rowell platform because it seems to be the most effectual that has yet been advanced to comply with the growing sentiment of the people.

Rev. W. E. S. James is in favor of the abolition of the bar if his electors vote that way. "There abolishment will be the light of day for socialism, and under socialism will die a natural death," he said.

CHURCHMEN SUPPORT CONSERVATIVE NOMINEE

KINGSTON, Ont., June 22.—The Daily Standard announces today that among the names that appear on the nomination paper of Dr. Rose, the Conservative candidate, are four clergymen including two churchmen known throughout Canada, namely, the Moderator Bishop of Ontario and Bishop of Kingston, and the Very Reverend M. G. Gordon, principal of Queen's University.

MEIGHEN ACTIVE IN MANITOBA CAMPAIGN

Canadian Press Despatch.

WINNIPEG, June 22.—Hon. Arthur Meighen is assisting the government in the election campaign and is spending Wednesday evenings every evening until election day.

J. P. Foley and Daniel McLean, city controller, have been nominated by North Winnipeg Conservatives.

The Socialists are placing two candidates in the field in Centre Winnipeg.

FIGHT GROWS WARM IN SOUTH WATERLOO

GALT, June 22.—With election day only a week away, the campaign in South Waterloo is waxing warm. This evening in the Lincoln Avenue Methodist Church, the temperance alliance held a meeting, which was well attended. The speakers urged their hearers to assist in the abolition of the bar. Tuesday evening the Liberals will hold a rally in the town hall, while on Friday night in the Opera House, a big mass meeting will be held by the Conservatives.

FOUR IN BROCKVILLE FIGHT.

Special to The Toronto World.

BROCKVILLE, June 22.—The provincial nomination for Brockville riding brought out four candidates: A. E. Donovan, Conservative; Conservative; W. T. Rogers, Temperance; and Byron Wing, Socialist.

The candidates addressed a big meeting. The surprise of the day was furnished by Donovan entering the field at the last minute.

ADVERTISEMENT

How Thin People Can Put on Flesh A New Discovery.

Thin men and women—that big, hearty, filling dinner you ate last night. What became of all the fat-producing nourishment it contained? You haven't gained in weight one ounce. That food passed from your body like unburned coal through an open grate. The nourishment was there, but your food doesn't work and stick, and the plain truth is you hardly get enough nourishment from your meals to pay for the cost of cooking. This is true of thin folks the world over. Your nutritive organs, your functions of assimilation, are sadly out of gear and need reconstruction.

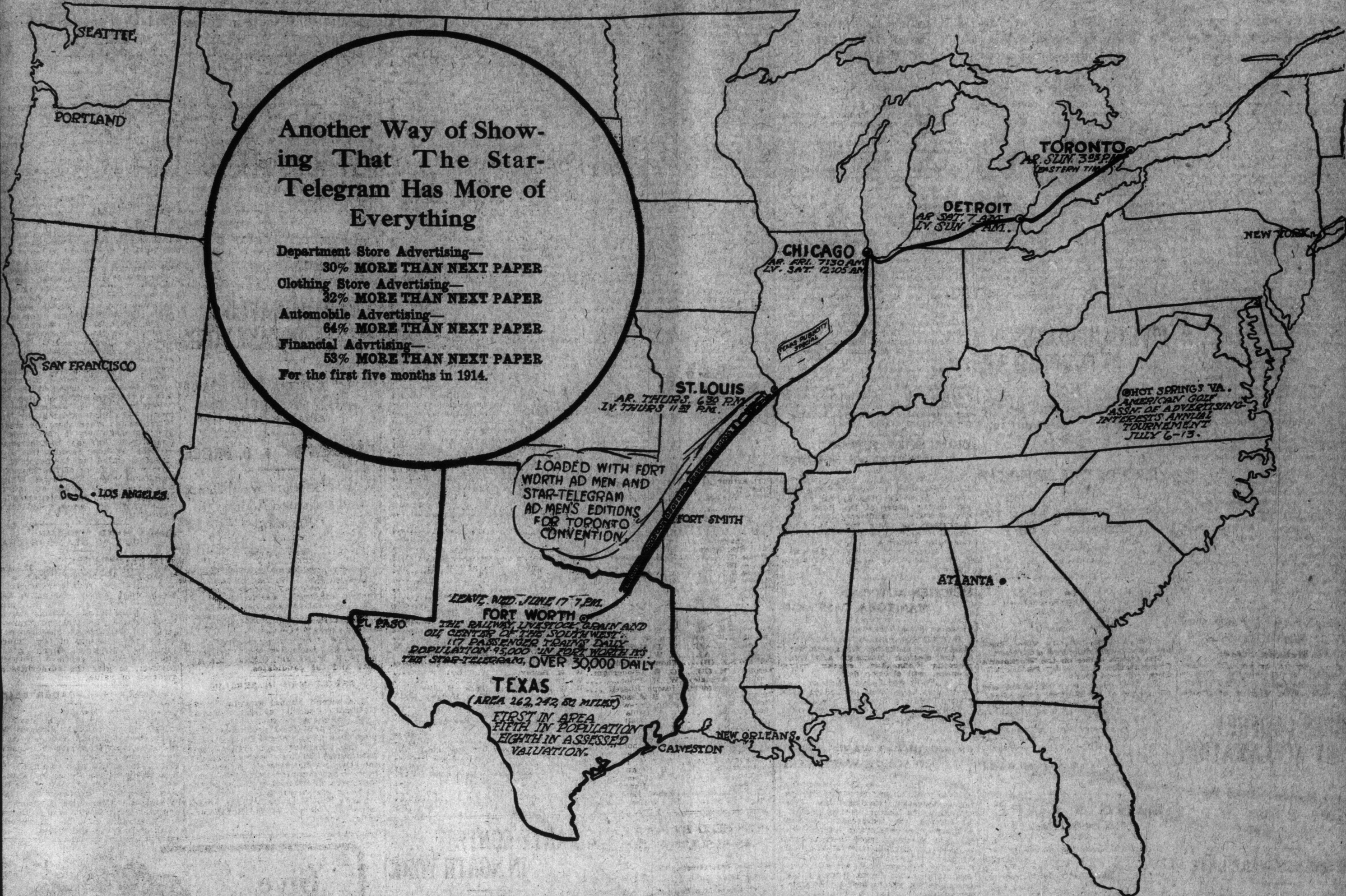
Cut out the foolish foods and funny sawdust diets. Omit the flesh cream rub-ons. Cut out everything but the meals you are eating now and eat with every one of those single Sargol tablets. In two packages, you will have gained five to eight good solid pounds of healthy, "stay there" fat should be the net result. Sargol charges your weak, starved-out blood with millions of fresh new red blood corpuscles—give the blood the carrying power to destroy every ounce of fat-making material in your food to every part of your body. Sargol, too, mixes with your food and prepares it for the blood in a safely assimilable form. You will gain all the way from 10 to 25 pounds a month while taking Sargol, and the new flesh stays put. Sargol tablets are a combination of six of the best flesh-producing elements known to chemistry. They come 40 tablets to a package, are pleasant, harmless and inexpensive, and all druggists sell them subject to an absolute guarantee of weight increase or money back.

NOMINATIONS

- | | | | |
|-------------------|--------------------|----------------------|------------------------|
| Conservative | W. D. Black | Liberal | J. P. Sanderson (CT) |
| Algonquin | Albert Grigg | Geo. J. McArthur | |
| Brant North | E. W. Westbrooke | S. Davidson | |
| Brant South | W. S. Brewster | H. Hamson | |
| Brockville | A. E. Donovan | Alex. Donaldson | W. T. Rogers (T.) |
| | | | Wing (So.) |
| Bruce North | E. A. VanDusen | Wm. McDonald | |
| Bruce South | W. D. Cargill | J. A. Johnston | |
| Carleton | R. H. McElroy | Col. Hamilton | |
| Cochrane | R. A. Douglas | M. Lang | |
| Dufferin | R. R. Bennett | W. A. Smith | |
| Dundas | Sir James Whitney | R. S. Muir | |
| Durham East | J. J. Preston | F. J. | |
| Durham West | G. H. Levitt | W. A. Smith | |
| Elgin East | C. A. Brown | N. B. Cornell | |
| Elgin West | F. C. McDiarmid | Dr. C. C. Lumley | |
| Essex North | Dr. P. Tolson | G. Ducharme | |
| Essex South | C. N. Anderson | L. Wigie | |
| Fort William | W. P. Hogarth | J. W. Jarvis | N. Spankie (I.C.) |
| Frontenac | G. M. Rankin | Edmunds | |
| Glenora | Hugh Munroe (acc.) | | |
| Grenville | G. H. Ferguson | E. S. Swanson | |
| Grey Centre | C. R. Bennett | G. B. Alberg | |
| Grey North | C. S. Cameron | Rev. Thos. Roger | |
| Grey South | D. Jamieson | David Gibson | |
| Haldimand | Wm. Jackson | W. A. Fisher | |
| Halton | A. W. Nixon | F. W. Fisher | |
| Hamilton East | Thos. W. Hendrie | J. C. Day | |
| Hamilton West | Col. R. Bennett | John Holgate | |
| Hastings East | Sandy Grant | John Holgate | |
| Hastings North | Robt. Cook | Rev. J. P. McInnes | |
| Hastings South | Dr. A. H. Macklem | Wm. Proudfoot | |
| Huron Centre | Dr. A. H. Macklem | Wm. Proudfoot | |
| Huron North | A. H. Muir | J. G. Anderson | |
| Huron South | H. A. C. Machin | W. W. Ferguson | |
| Kenora | H. A. C. Machin | W. W. Ferguson | |
| King | A. C. Ross | P. F. Harrison | |
| Kingston | Dr. J. B. Mastin | R. J. McCormack | |
| Lambton East | Dr. J. B. Mastin | R. J. McCormack | |
| Lambton West | Hon. W. J. Hanna | John Cowan | |
| Leeds | H. G. Gargavel | Dr. W. J. Hanna | |
| Lennox | T. G. Carscallen | S. M. Madole | |
| Lincoln | W. J. Drope | Dr. W. J. Stevenson | J. D. Jacobs (Lab.) |
| London | Hon. Adam Beck | Dr. W. J. Wilson | |
| Mantoulin | R. R. Gansley | Rev. W. J. Wilson | |
| Middlesex East | John McFarlane | John Griev | |
| Middlesex West | S. Galbraith | J. C. Elliott | |
| Muskoka | S. H. Armstrong | G. W. Lankin | |
| Niagara Falls | Dr. J. G. Musgrove | H. Marceau | J. McInnes (Ind. Lib.) |
| Nipissing | Henry Morel | H. Marceau | J. McInnes (Ind. Lib.) |
| Norfolk | W. H. G. Gargavel | T. H. Charlton | |
| Northumberland | A. G. Nesbitt | Geo. Carlaw | |
| Northumberland W. | Geo. Greer | W. B. N. Sinclair | G. Kirk (I. Lib.) |
| Ontario | Chas. Calder | W. B. N. Sinclair | G. Kirk (I. Lib.) |
| Ottawa | Chas. Calder | W. B. N. Sinclair | G. Kirk (I. Lib.) |
| Oxford | Robt. E. Butler | N. C. Hurdman | |
| Oxford S. | R. T. Mayberry | N. C. Hurdman | |
| Perry | J. Edgar | Dr. G. T. Richardson | |
| Perth | J. R. Falls | A. H. Milner | |
| Peterborough | J. Torrance | D. K. Erb | |
| Peterborough W. | J. Thompson | W. Sanderson | |
| Prescott | H. H. Pharrand | L. Matthews | |
| Prince Edward | H. Dempsey | A. Senecal | |
| Renfrew | E. A. Danlop | Wm. Markus | |
| Renfrew S. | E. A. Danlop | Wm. Markus | |
| Sault Ste. Marie | Hon. W. H. Hearst | J. A. Wiley (Lab.) | |
| Simcoe | J. I. Hart | E. Jory | |
| Simcoe S. | A. Ferguson | H. Cooke | |
| St. Catharines | Dr. E. Jessop | Dr. J. Coburn (T.) | |
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| St. Catharines S. | Dr. E. Jessop | Dr. J. Coburn (T.) | |
| St. Cathar | | | |

HOWDY, TORONTO!

WE'RE HERE WITH THE BELLS ON, JUST AS WE PROMISED AT BALTIMORE LAST YEAR



IN FORT WORTH, IT'S THE STAR-TELEGRAM, OVER 30,000 DAILY WHY? BECAUSE—

- The Star-Telegram** carries more Local Display, more Foreign Display and more Classified Advertising than any other paper in Fort Worth.
- The Star-Telegram** has the largest bona fide NET PAID Circulation of any paper in Fort Worth.
- The Star-Telegram** has the largest bona fide net paid City Circulation by carrier of any paper in the state of Texas.
- The Star-Telegram** is always in the lead in every public undertaking, looking to the advancement of the interests of its city and state.
- The Star-Telegram** holds the world's record for number of pages in a daily newspaper in one issue—the ANNUAL DEVELOPMENT EDITION of Dec. 15, 1912, which contained 250 pages.
- The Star-Telegram** IS THE ONLY PAPER IN FORT WORTH that has at all times permitted examination of its books and records by authorized examiners.

- The Star-Telegram** ORIGINATED AND ANNOUNCED the first issue of a daily newspaper published by an Advertising Men's Club—the Souvenir Ad Men's Number published June 14, 1914, the proceeds of which were donated to the Fort Worth Advertising Men's Club for the purpose of defraying expenses of delegates in a special train to the Toronto convention.
- The Star-Telegram** carries by far more Department store, Automobile, Clothing, Shoe store, Financial and Railway Advertising, as well as more of all other kinds than any paper in Fort Worth.
- The Star-Telegram** has always published and furnished advertisers sworn detailed circulation statements at regular intervals and always upon request.
- The Star-Telegram** absolutely discontinues its publication to mail subscribers at expiration of time paid for—no deadwood in its circulation.

Star-Telegram Excess in Advertising Over Next Nearest Paper in Fort Worth

	Local Display.	Foreign Display.	Classified.
Year 1913	28 per cent	31 per cent	58 per cent
First five months 1914	42 per cent	72 per cent	36 per cent
May, 1914	29 per cent	92 per cent	18 per cent
First 15 days June, 1914	90 per cent	68 per cent	35 per cent

Total Excess Carried Paid Advertising First Five Months 1914, 836,400 Agate Lines or 46%

CIRCULATION

GROSS for Year 1908	15,057
Net Paid for 1909	17,002
Net Paid for 1910	18,505
Net Paid for 1911	20,264
Net Paid for 1912	24,629
Net Paid for 1913	28,305
Net Paid for April, 1914	31,321
Net Paid for May, 1914	32,323

GOVERNMENT STATEMENTS

Six months ending Oct. 1, 1912, NET PAID	24,375
Six months ending April 1, 1913, NET PAID	26,893
Six months ending Oct. 1, 1913, NET PAID	28,751
Six months ending April 1, 1914, NET PAID	29,523

A Record of Unbroken Gains Since Its Birth

These are Just a Few of the 58 Reasons Why "In Fort Worth Its The Star-Telegram, Over 30,000 Daily"

Star-Telegram Headquarters in Toronto, Prince George Hotel

AMON G. CARTER, Vice President and General Manager **A. L. SHUMAN, Advertising Manager**

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THEAST.
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Dr. B. E. M.
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ESTABLISHED 1864

JOHN CATTO & SON

Ladies' Travelling Utility Coats

Big showing of all the popular shades and styles in Ladies' and Misses' Utility Coats for steamer or motor, etc., etc., in all suitable materials as Scotch tweeds, whippersnappers, homespun, serges, honeycombs and a variety of fancy fabrics all specially re-priced for June clearance.

Coats For Dress Occasions

Select assortment of Single Pattern Garments in Ladies' Dress Coats, black and colored, in satin, taffeta, silk, all-over lace effects, cords, solitaires, brocades, etc., etc., clearing from \$20.00 up. Regular \$32.00 up.

Summer Headgear

Choice showing of select and exclusive models in White Summer Hats in Panama and Soft Crown styles, trimmed in the most approved styles. Orders Promptly Executed.

Midsummer Clearance

of Colored Hats in popular brands, from \$7.50, \$8.00 to \$10.00.

JOHN CATTO & SON

55 to 61 KING ST. EAST, TORONTO.

MAN HANGING BY HEELS CAUSED ANOTHER'S DEATH

Special to The Toronto World. MONTREAL, June 22.—Arthur Lemoyne, a dock laborer for the Elder Dempster Line in this city, lost his life in a peculiar manner while at work this afternoon assisting to unload the steamer Kwara at the Elder Dempster pier at Hochelaga. A neighbor of his, S. Lange, also a dock hand, became tangled up as the winch man on the vessel began to haul up, and with heels up and head down, in desperation Lange grabbed Lemoyne and pulled him off the dock. Lemoyne dropped out of sight, being probably killed before the body touched the river, which swallowed him up. Lange received serious injury.

THREATENED CHILDREN GULPH MAN ARRESTED

Charles Trone, 116 York road, Gulph, was arrested on the city side of the Lake Shore road by County Constable Simpson yesterday afternoon on a charge of vagrancy. Trone, who is thought to be insane, was threatening to kill all the children in the vicinity that he would throw them in the Humber River. Some of the children went home and told their mothers, who communicated with the constable.

TWO MORE AVIATORS GONE.

ST. PETERSBURG, June 22.—A Russian military aviator, Lieut. Boris Lavsky and passenger, were killed tonight by the fall of a biplane.

FROST IMPERILS CROPS.

BROOKVILLE, Ont., June 22.—Following a heavy rain today the temperature has fallen below freezing point and damage to crops is feared.

ADVERTISEMENTS.

BEAUTY SECRETS

WRINKLE ERADICATOR—Make your own greaseless cream-jelly wrinkle remover in little cost by pouring 2 teaspoonfuls of cream, 1/2 pint cold water, then adding 1 ounce alcoholin. Let dissolve thoroughly before use. Then apply and leave overnight. Then apply more cream and massage skin until the cream-jelly disappears. This is splendid for correcting any facial complexion because it gives natural beauty and certain results follow when this mizoin cream jelly is used to remove wrinkles and round out hollows.

REMEDIES OVERWEIGHT

Here is a treatment for reducing weight without danger or inconvenience: Put 4 ounces parnisin in 1 1/2 pints hot water. Strain when cold and take 1 tablespoonful before meals. Keep up until weight is sufficiently reduced. This parnisin treatment is gentle in action and positive in results, and leaves the flesh and skin firm and smooth.

FOR THAT TIRED, WORN FEELING

Pains and aches in the limbs or small of back, loss of appetite, strength or a lack of ambition are danger signals—warnings that the blood is laden with poisons which will cause serious sickness if not eliminated from the system. The karden tonic of grand-mother's day is excellent to use and can be prepared at home at little cost by dissolving 1-2 cupful sugar and 1 ounce karden in 1-2 pint alcohol (not whiskey), to which is then added hot water to make a full quart. A tablespoonful before meals is the dose. The spoonful before meals is the dose. The spoonful before meals is the dose.

EASY WAY TO SHAMPOO—A quick-drying and really delightful shampoo is prepared by dissolving 1 teaspoonful carboxin in a cup hot water. This creates a wealth of rich cleansing lather that thoroughly dissolves every atom of dust, dandruff, and excess oil, and restores the natural soft, fluff and rich gloss to the hair. Rinsing leaves scalp and hair immaculately clean, and the hair dries very quickly. Carboxin shampoo acts as a tonic to the hair-roots and encourages a wealth of long, beautiful hair. This simple method of shampooing is of value in all cases and gives the finest growth of hair, while its regular use insures permanent health to the hair-roots. H. S. Patterson, Co., 212 W. Kinzie street, Chicago, Ill.

THE WEATHER

METEOROLOGICAL OFFICE, Toronto, June 22.—(8 p.m.)—Showers have been fairly general again today throughout the western provinces, and they have also occurred in the peninsula of Ontario.

Elsewhere in the Dominion the weather has been everywhere fine and for the most part quite warm.

Minimum and maximum temperatures: Victoria, 48-60; Vancouver, 48-64; Kamloops, 48-68; Calgary, 40-62; Medicine Hat, 42-70; Battleford, 44-68; Swift Current, 46-70; Moose Jaw, 44-73; Winnipeg, 62-76; Port Arthur, 50-58; Parry Sound, 52-62; London, 54-75; Toronto, 52-68; Kingston, 58-74; Ottawa, 58-70; Montreal, 65-75; Quebec, 54-73; St. John, 48-74; Halifax, 48-62.

Lower Lakes and Georgian Bay—Moderate to fresh winds; mostly south and west; thunderstorms in many localities, but partly fair and quite warm.

Ontario Valley and Upper St. Lawrence—Mostly fair and quite warm. Clearing storms in many localities, chiefly at night.

Lower St. Lawrence—Fine and warm today, followed by some local thunderstorms.

Gulf and Maritime—Light to moderate winds; fine and warm.

Seakatchewan—Some showers, but partly fair; with a little lower temperature.

Alberta—Some showers, but partly fair and cool.

THE BAROMETER.

Table with 4 columns: Time, Bar., Wind, and other weather indicators.

STEAMER ARRIVALS.

Table with 3 columns: From, At, and other arrival details.

STREET CAR DELAYS

Monday, June 22nd, 1914. 11:15 a.m.—Steam shovel on track at Dovercourt and College; 6 minutes delay to east-bound College and Carlton cars.

11:30 a.m.—Steam shovel on track at Concord and College; 4 minutes delay to eastbound College and Carlton cars.

2:47 p.m.—Wasgon on track at Ossington avenue; 3 minutes delay to Dundas cars both ways.

3:30 p.m.—College and Yonge auto on track; 4 minutes delay to northbound Dupont, Yonge and Avenue road cars.

6:16 p.m.—Front and John, held by train; 6 minutes delay to Bathurst cars.

DEATHS.

GOULDING—On June 22, 1914, at the residence of his daughter, Mrs. J. H. Paine, 35 Spadina road, John Goulding, in his 84th year.

Funeral from the above address Wednesday, the 24th, at 3 o'clock, to Mount Pleasant Cemetery.

HANNA—On Sunday, June 21, 1914, at his mother's residence, 70 Cowan avenue, John, youngest son of the late John Hanna, in his 17th year.

Funeral Wednesday morning, June 24, from the above address to Holy Family Church, at 9 o'clock. Interment Mount Hope Cemetery.

MARSHALL—On Monday, June 22, 1914, at Toronto General Hospital, John Marshall of Eilemure, in his 67th year.

Funeral Wednesday, at 2:30 p.m. from his late residence, Ellesmere, interment at St. Andrew's Cemetery, Scarborough, 23 MATTHEWS—On Monday morning, June 22, 1914, at his late residence, 240 Runholme road, Henry John Matthews, in his 79th year.

Funeral Wednesday, June 24, at 3 p.m. interment in Necropolis.

MERRIFIELD—Suddenly on Sunday, June 21, 1914, at his residence, 128 Leonard street, North Toronto, Leonard E. Merrifield, aged 58 years.

Funeral on Wednesday, at 2:30 p.m., to Mount Pleasant Cemetery.

MUIR—On Saturday, June 20, 1914, at Toronto, Beale Guinness, dearly beloved wife of James R. Muir.

Funeral from her late residence, 9 Barton avenue, on Tuesday, at 2:30 p.m., to interment in Mount Pleasant Cemetery.

RENWICK—At his late residence, 111 Indian road, on Monday morning, June 22, William Frederick Renwick, beloved husband of Katherine Lindsay and son of the late Jane Renwick of Sunnyside avenue, in his 34th year.

Funeral from the above address on Wednesday afternoon at 2:30 o'clock. Friends kindly accept this notice.

SCHILLER—At Cooksville, Monday, June 22, David Oscar Schiller, in his 64th year.

Funeral Wednesday, June 24, at 2 p.m., to Dixie Cemetery.

SCANLON—On June 22, 1914, at his residence, 34 Oriole road, Mark Scanlon, in his 77th year.

Funeral Wednesday from the Bradford Methodist Church at 2 p.m.

CONDUCTED BY MRS EDWARD PHILLIPS

After the opening session of the A. C. of W. yesterday morning, at which Miss Constance Boulton was the only woman who spoke, in addition to his honor the lieutenant-governor, his worship the mayor, the president and the president of the Toronto Club, Mr. W. G. Rook, the women at the convention, to the number of five hundred and fifty, drove in an endless procession of motors to the Lambton Club, through High Park along the Lake Shore drive and thru the beautiful property of Mr. Home Smith up the Humber to the Lambton Club, where the dining-room and all the verandas were set with tables for luncheon, decorated with Canadian ensignes, palms and white poinsettias and ferns.

Luncheon was provided by the committee and the visitors were charmed with the view from the wide verandas of the palatial club.

The women of the A.A.C. of W. leave for Niagara Falls this morning at 9 o'clock and are entertained at luncheon at the Shuredy West manufactory at Niagara Falls, N.Y., afterwards coming down the Canadian side of the river to Queenston on their return, tea at the home of Mrs. J. H. Paine.

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DEATH SUMMONS YORK PIONEER

John Goulding, an Old Resident of York-Township, Died Yesterday.

One of the oldest residents of York Township died yesterday, John Goulding, who was born 84 years ago on the Kettle street farm which his father got from the crown in 1812, died at the home of his daughter, Mrs. J. H. Paine, 35 Spadina road. He had lived on this farm, which is four miles out of the city, for 83 years, and had never resided outside of York County. A year ago the farm passed out of the hands of the Goulding family, being purchased by Sir Henry Pellatt.

The late Mr. Goulding was for twelve years a member of the York Township Council. He was very active in Conservative politics, being a staunch friend of the late Hon. N. Clark Wallace, for whom he many times attended the riding. He was a member of the York County Agricultural Society, and was a member of the York County Agricultural Society, and was a member of the York County Agricultural Society.

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MAGIC BAKING POWDER

THE ONLY WELL-KNOWN MEDIUM-PRICED BAKING POWDER MADE IN CANADA THAT DOES NOT CONTAIN ALUM, AND WHICH HAS ALL ITS INGREDIENTS PLAINLY STATED ON THE LABEL.

MANY BRANDS OF BAKING POWDER CONTAIN ALUM WHICH IS AN INJURIOUS ACID. THE INGREDIENTS OF ALUM BAKING POWDER ARE SELDOM PRINTED ON THE LABEL IF THEY ARE THE ALUM IS USUALLY REFERRED TO AS SULPHATE OF ALUMINA OR SODIC ALUMINIC SULPHATE.

MAGIC BAKING POWDER CONTAINS NO ALUM

E. W. GILLETT COMPANY LIMITED WINNIPEG TORONTO, ONT. MONTREAL

TURKS PROTEST SALE OF WARSHIPS TO GREECE

WASHINGTON, June 22.—The Turkish government has protested formally against the proposed sale of the battleships Mississippi and Idaho to Greece.

Tennis Winding Up City Tourney :- Lacrosse Amateur Games For This Week

PLAYED THE FINAL IN MIXED DOUBLES

Mr. Baird and Miss Summerhayes Defeat Mr. and Mrs. Sherwell in Straight Sets.

In the city lawn tennis tournament yesterday, the mixed doubles championship title was won by Baird and Miss Summerhayes, who defeated Mr. and Mrs. Sherwell after a very interesting game.

Athletic Program For Aurora Old Boys

The Aurora Old Boys' and Girls' Association has received sanction from the Canadian Amateur Athletic Association of Canada for their athletic meet at Aurora in connection with their old boys' reunion on July 1 and 2.

West End Athletic Handicaps, Hummers

West End Y.M.C.A. athletic handicaps were contested at Varsity Stadium last night. The five events that were on the card proved to be hummers.

Lawn Bowling

A twenty-four-pairs were entered in the Scotch Doubles at Lorne Park for the Harris Cup, a trophy donated by Mr. T. M. Harris for annual competition among members of the Lake Shore Bowling League.

NIAGARA FALLS BOWLING

NIAGARA FALLS, Ont., June 22.—The third annual bowling tournament of the Niagara Falls Club was started this afternoon under fine weather conditions.

SOMETHING THE MATTER WITH LIPTON'S SHAMROCK.

LONDON, June 23.—Shamrock IV, has her centenary refitted and will be given another trial in sloops this afternoon.

TONY ROSS SCORES K.O.

LONDON, June 22.—Tony Ross, an American white heavyweight pugilist, made his debut in London at Premierland tonight when he knocked out "Kid" Jackson, a colored champion, in the fourth round.

THE OVERCOAT SHOP

Here's an excellent opportunity for the delegates to the Tenth Convention of the Associated Advertising Clubs of America.

TOP COATS London-tailored Overcoats, light and medium weight, every one of them made of rainproof material.

20% Discount Remember, these coats are all made by the famous master tailors of London, and can be had in any of the following styles, viz:

The Chesterfield, the Balmacaan, and the Connemara. Prices range from \$20 to \$35

FAIRWEATHERS LIMITED 84-86 Yonge Street TORONTO

THE HOME OF THRILLS MOTORDROME GREENWOOD AND QUEEN EAST

BIG RACE MEET TONIGHT Ten-Mile Handicap Feature.

WITHROW PARK AWAY UP. The Public Library Lawn Bowling Club played at Withrow Park with the following result:

Hotel Krausmann, Ladies' and Gentlemen's grill, with music. Imported German Beers, Plank Steak a la Krausmann.

BASEBALL TODAY AT ISLAND AT 3.15 OTTAWA vs. TORONTO

EVERYTHING IN LIQUORS Write for our Wine List. HATCH BROS.

SOCCER Russell Motor brought off one of their best performances at Mount Dennis on Saturday when they defeated Devonians in the first round of the Connaught Cup.

Gunns visited Davisville avenue on Saturday night when they defeated Devonians in the first round of the Connaught Cup.

Taylor, Ltd., 145 East Front street.

All members of Overseas committee are reminded of the usual meeting tonight at "The Oak," 25 East Adelaide street, at 8 o'clock.

The Society of Association Football Referees of the T. & D. F.A. hold their monthly meeting on Wednesday at 8 o'clock in the Occident Hotel, corner Bay and Queen streets.

Ralph Rogers signed players and members are requested to attend a weekly meeting tonight at 25 East Adelaide street at 7 o'clock.

A meeting of the Queen City Football Club will be held tonight (Tuesday) at 8.15 at the New Windsor Hotel, corner Church and Richmond streets.

FIFTEEN GAMES IN THE O. A. L. A.

Amateur Lacrosse Schedule for the Week—Juniors Play Tomorrow.

There are fifteen O.A.L.A. games scheduled for this week, as follows: June 27—St. Simons vs. Young Toronto, Prescott at Carleton Place.

L. Patrick Referee For Mann Cup Games

CORNWALL, June 22.—P. J. Lally of Cornwall, chairman of the board of trustees of the Mann Cup, has appointed Lester Patrick of Victoria, B.C., to referee the cup games between Brantford and the Vancouver Athletic Club team on June 27 and July 2.

Motorcycle Handicap Tonight at Motordrome

The first motorcycle handicap for the Motordrome, Greenwood avenue, will be run tonight when a ten-mile feature will be run off.

VICTORY FOR RIVERDALE B.

Riverdale B team and Old Country played a friendly match at Island Park, which resulted in a win for Riverdale by a margin of 20 runs.

Table with 2 columns: Name, Score. Includes Dewson, Grayson, Forest, Martin, Sharp, Irvine, Yeman, McKee, Goady, Extras.

BALMY BEACH REGATTA.

The Balmy Beach Club hold their spring regatta on Saturday at Balmy Beach, and have a big war canoe event as a headliner.

T.R.C. SMOKER TONIGHT.

In order to contribute to the entertainment of the delegates to the Ad Club convention and their friends a smoker will be held in the Toronto Rowing Club rooms this (Tuesday) evening at 9.30 o'clock.

Billy Hay says: "Keep it up, boys. You are dead sure right."

"Honesty in Advertising"—that's a slogan worth while. It's the essential plank in successful merchandising.

"Clean and truthful advertising—that's what every good merchant wants, and now that the Associated Advertising Clubs of America have taken up the fight, the attainment of our goal is assured."

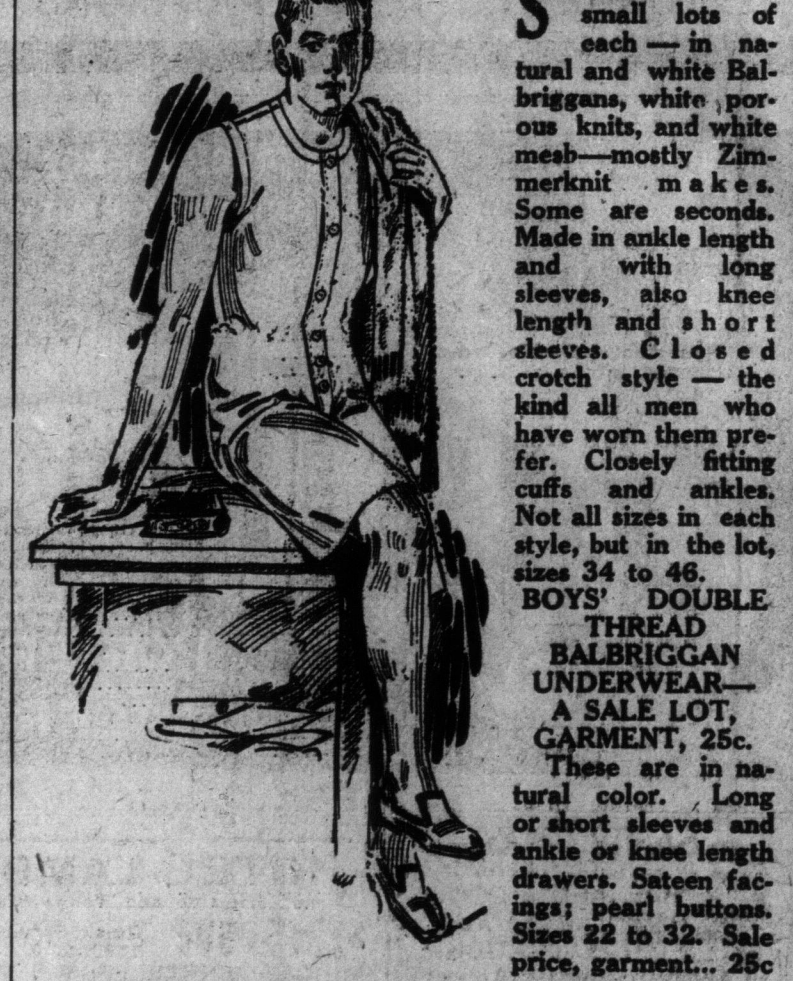
"Here's hoping that your Tenth Annual Convention will be the most profitable you have ever held."

EATON'S

On Sale Today

Men's Summer Weight Combinations

Tuesday, Rush, Suit, 59c



Our Whole Stock of Boys' High-grade Shirt Waists at Rush Sale Price, \$1.48.

Make a selection from this splendid lot of Summer Waists for your boy to wear this summer.

Extra Buying Chance in Men's Work Shirts at 33c.

Broken Lines of Men's Belts, in Tuesday Clearance, Each, 25c.

Boys' Summer Jerseys, 19c.

Cotton garments, ideal for hot weather wear; made with quarter sleeves and lowered necks; in plain shades of navy or white, also navy bodies, with cardinal, sky, white trimmings, and white with navy, red, or sky; not all sizes in each color.

An Extra Low Price for Men's Suits Tuesday, \$5.95



NO SEMI-ANNUAL SALE EVER OFFERED BETTER VALUES THAN THESE. SUITS OF SPLENDID MATERIALS, WELL MADE IN SUMMER WEIGHT TWEEDS, IN BROWNS and greys, in pin and pencil stripes, pick-and-pick and plain shades.

A Useful Light-Weight Raincoat for the Summer Outing at Sale Price, Each \$8.75.

Light-weight coat, just the kind for summer vacation for the father, for picnic, for outing wear. Made of double texture materials with button-up front, set-in sleeves, square pockets. A coat guaranteed rainproof. All sizes. Special value 3.75

STORE HOURS Store Opens 9.30 a.m. and Closes at 5 p.m. Saturday Closing at 1 p.m. With No Noon Delivery

THE T. EATON CO LIMITED

1838 1914 The House That Quality Built. Score's Clothes. Scotch Tweed Suits \$25.00. Blue Serge Suits \$25.00. MADE TO YOUR MEASURE. High Standards and Modern Prices. R. SCORE & SON, LIMITED. 77 King St. West.

LEAF BEATERS AT BIRDVILLE--BEAVERS BEAT THE CHAMPIONS:

RALLY IN NINTH WINS FOR LEEITES

Ottawa Champions Beaten in Pretty Game at the Island.

The Beavers are improving. They defeated the Ottawa champions in a nice game of ball as you would wish to look at yesterday at the Island. To make it much more pleasant the Beavers batted out their win in the last box, the final being 3 to 2.

After Graham, the local boy, and Shooker, staged a tidy pitching duel for seven innings, with the Toronto boy getting strong in the final two rounds, but the Ottawa heaver weakened. It was here that the Beavers jumped in with their clubs and batted out the win.

Both clubs played a scrappy article behind good pitching, and it was well worth looking at. Shooker got the breaks in the early rounds, while Ottawa showed across runs in the fourth and sixth sessions. Hill opened the fourth with a clean hit, and then Shag and Dolan lifted sky screens. Leas and Graham followed suit. Hill went up to third when Trout failed to field it cleanly. Graham supplied a wild pitch to score a run.

Shag's single, his stolen base and Dolan's clean-cut one-runner rap scored Ottawa's second and last counter in the sixth. Graham retired the champs as they batted in the next three rounds. Sharp fielding, good pitching, and a good chance for the Beavers to count in the fifth.

After two were down Harkins poked for a base and Graham followed suit. Krooy hit one thru the box that looked like a sure single, but Smynkal grabbed it behind the second base and made the play on Graham. Harkins tripped with one down in the seventh, but the needed hit could not be found.

It was in the eighth that the Leeites that save the home base from scoring view. Ort got on free when Dolan booted his chance, but died at second, after Hill had popped out, when Trout hit the pitcher. Leasun unwrapped a single and Shmits hit right to let Trout in.

The ninth was one of those old time rallies that warm your heart. Shooker loosened a hit, and Moseley, a good chance for Graham, planted a single in left that started the fun. Krooy hit to the same territory, and Burrill neatly sacrificed. The bases were groggy when Ort walked. Shooker out. Killies slammed out the hit to right that let in two and the game was won with one down.

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Baseball Records

Table with columns: Club, Won, Lost, Pct. International League records for Baltimore, Rochester, Buffalo, Providence, Newark, Jersey City, and Toronto.

Table with columns: Club, Won, Lost, Pct. Canadian League records for London, Erie, Hamilton, Peterborough, and Toronto.

Table with columns: Club, Won, Lost, Pct. National League records for New York, Cincinnati, St. Louis, Chicago, Philadelphia, Boston, and Toronto.

Table with columns: Club, Won, Lost, Pct. American League records for Philadelphia, St. Louis, Boston, New York, Chicago, and Toronto.

Table with columns: Club, Won, Lost, Pct. Federal League records for Indianapolis, Baltimore, Pittsburgh, Brooklyn, and Toronto.

Table with columns: Club, Won, Lost, Pct. Toronto records for various leagues and seasons.

LONDON'S BEST IS BEATEN AT HAMILTON

HAMILTON, June 22.—The Athletics took the first game of the series from the London Cockneys today in a closely contested pitchers' battle between Heck and Shears by a 3 to 2 score.

ENGLISH AND IRISH TEAMS SELECTED

Saturday's first round of the Cananda Cup saw some surprises. North Riverdale defeated the Hearts in a great battle, while Davenport did the unexpected by downing the Barons right off the reel.

WILD THROW COST BISON THE GAME

Stephens Made Wild Peg With Bases Full -- Gray Winners.

PROVIDENCE, June 22.—The Grays won the opening game with Buffalo, 6 to 3, the errors of the Bisons being very costly. A wild throw to first by Stephens in the first inning with the bases full cost three runs. Score:

PROV. A.B.H.O.A.E. Buf. A.B.H.O.A.E. Wright, 2, 0 0 0; Vaughan, 3, 4 1 0 0 0; Ostow, 1, 2 1 4; McDonald, 17, 4 0 0 0 0; Sheen, 3, 4 2 1 0; Houser, 11, 4 1 7 0 0; Fabriques, 4, 2 0 0; Rock, 11, 4 1 1 1 1; Foster, 4, 3 0 0; Carter, 2, 0 0 0 0 0; Kocher, 4, 0 0 0; Stephens, 3, 0 0 4 0 0; May, 1, 4 2 0 0; Bader, 3, 0 0 1 0 0.

SKETERS WORKING GILBERT TO DEATH

JERSEY CITY, June 22.—After blanking the Bisons in the first game of yesterday's doubleheader, Kitcher Gilbert tried to repeat with a victory over Rochester today, but made a miserable failure. He lacked control and walked nine men, permitting the Hustlers to score six runs, every run being the result of a pass.

MAPLE LEAF HOMING PIGEONS

The Maple Leaf Homing Pigeon Club held their sixth old-bird race from South Bend, Ind., to Buffalo, N.Y., today. The weather conditions were favorable for flying, only one bird was timed, in the famous Rhodes avenue, winner of the 500-mile race in 1912. Plane's time, 11 hours 19 minutes 23 seconds.

WESTERN DIVISION CANOE MEET AT ST. CATHARINES

At a meeting of the Canadian Canoe Association, held last evening, it was decided to hold the annual meet of the western division over the Henley course at St. Catharines, on Saturday, July 18. Special trips and rates have been arranged by boat from Toronto, Hamilton, Thorold, Niagara Falls and Buffalo.

GERO WAS EASY FOR THE PETES

PETERBORO, Ont., June 22.—Gero was soft picking for the Peter Petes in the second game of the series. Gero was out in the first inning, and the Petes were touched up in the first and fifth. Three boots by Forney accounted for Gero in check at all stages and only an error by Fox allowed them to score. The support, other than the one boot, was all Peterboro's. Score:

Rain Rested Pitchers

ALLOWED TWO HITS YET WAS BEATEN

ST. LOUIS, June 22.—Leverenz was wild today, and although he gave only two hits St. Louis lost to Philadelphia, 3 to 2. With men on bases Plank was invincible. Murphy made a home run in the seventh inning. In fielding Murphy's hit Runkler crashed into the fence and was knocked unconscious. Score:

THIRTEEN IN ROW FOR THE HOOSIERS

INDIANAPOLIS, June 22.—Two victories from Brooklyn this afternoon swelled Indianapolis' unbroken string of wins to 13. Henderson pitched his first game for the locals and won 6 to 4. In the second game Mullin won his game in the fourth by a double, which drove in two runs. Score:

TRIPLE AND SQUEEZE PLAY DOES WORK

DETROIT, June 22.—Washington made it two out of five with Detroit by hitting the final game of the series today, 4 to 2. A triple by Foster after Mueller had received a base on balls, and a squeeze play by Foster and Gandy gave Washington two runs in the first inning. Score:

AMATEUR BASEBALL

The West End baseball club of the Sterling Park League are playing St. Andrew's of the Toronto Senior League an exhibition game at Stanley Park tonight at 8.30. All players of both teams are requested to be on hand.

POOR OLD TERRAINS GET THEIRS EVERY DAY

ST. LOUIS, June 22.—A base on balls, a strike by Bidwell and a couple of singles, aided by errors of Baltimore, gave St. Louis three runs in the fifth inning of today's game and resulted in the local victory over the visitors by 3 to 1. Score:

STANLEY BARRACKS DEFEATED THE CORINTHIANS

Stanley Barracks defeated the Corinthians in a good game played at Stanley Barracks on Saturday afternoon by a score of 2 to 0, and if the soldiers keep up their good work they will be knocking at the door for the championship of Division of T. and D. League before the season makes much further progress.

Merely a Possibility

THREE STRAIGHT FOR THE GIANTS

CHICAGO, June 22.—President Ban Johnson of the American League said this afternoon that there will be no third major league this season, if at all. The third league idea was merely suggested to the National Commission, and it is merely a possibility. No definite action was taken at our meeting in New York.

POOR BOSTON IS SLIPPING BACK

CHICAGO, June 22.—Joe Bess came to the rescue for the Chicago Americans today and with his masterly pitching and successful hitting was largely responsible for Chicago making it four straight from Boston. Score:

HUMMEL HAD BIG DAY WITH HIS BAT

BROOKLYN, June 22.—Hummel, substituting for Wheeler, had a big day's victory of the Brooklyn. He made a double, defeated Boston 4 to 2. He was made in the first and third innings and each came with two men on the bases. Score:

CARDINALS BEAT OUT THE BRAVES

BOSTON, June 22.—A batting rally in the eighth inning, during which St. Louis obtained three runs on three singles and a double, defeated Boston 4 to 2. By batting Robinson hard in the second and taking advantage of an error by Snyder in the fifth Boston got a one-run lead. Robinson was taken out in the eighth. Salles stopping what appeared to be a winning rally. Score:

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TOOK GOTHAM Madras Stripe 2 for 25 SIZES



Wherever Distinguished Men Assemble Cosgraves (Chill-Proof) Pale Ale will be found. You may enjoy this delicious beverage in your home. Telephone any dealer for a case or a few bottles and your order will be delivered promptly. As light as lager, but better for you.

To Our Visiting Delegates
Friends,
Have You Tried
"PALE EXTRA"
IN BOTTLES
The Peer of Any
American Lager
If Not, Try it and Be Convinced
REINHARDT'S

**TWO CAPTAINS ERR
EMPRESS' POSITION**

(Continued From Page 1.)
deck log books. The attempt was temporarily abandoned, because it was discovered that like the engine-room log a number of important facts had been written up after an interval of some hours, and the officer who hurried off to Montreal for the memoranda he had made at the time the orders were issued. One important fact came out and that was that the first officer, who was in charge of the collier immediately before the collision, was not told by his third officer, Jacob Saxe, that he had put the helm hard apart when the ship failed to respond to the port helm order.
No Bonus For Fast Passage.
This afternoon a quietus was given to the suggestions made in questions asked during the enquiry that the Storstad was speeding, because the officers and crew got a bonus for a quick passage. G. R. McIsaac, general manager of the Dominion Coal Company, which chartered the ship, said that while gratuities were given, they went to ships carrying the most tonnage, speed not being considered.
The cause of the tremendous inrush

of water into the punctured hull of the Empress was again obviously the result of a number of questions asked by Lord Mersey of William Molr, a night-watchman on the Empress, who was examined as to how many port-holes were left open. This witness could supply no definite information, the presumption was left that the night being fine and the river calm, many of them were not closed, and that when the list grew great the flow of water thru the hole in the hull was augmented by the rush thru the cabin portholes.
The Empress of Ireland Wreck Commission heard more evidence this morning from members of the crew of the collier Storstad. The point particularly emphasized by C. S. Haught, acting for the Storstad's owners, in his questions was his contention that the collier's engines were working astern at the time of the collision.
While the evidence given this morning corroborated this, it also seemed to be an explanation why the Storstad drew away from the liner so that the water immediately rushed into the wound made and caused the vessel to sink in a short time. The other reason given by the Storstad legal battery for the withdrawal of the ship—the alleged speed of the Empress—found apparent confirmation in a statement of Elmer Reiter, second officer of the collier, who said he saw the liner's lights traveling fast from port to starboard.
The court adjourned at 11 o'clock for the official reception of the Duke of Connaught. Tomorrow it will sit till 1:30 and adjourn for the rest of the day for the reception to Cardinal Begia.

THEATRES

STIRRING DRAMA AT SHEA'S.

"O'Brien of the Royal Northwest Mounted Police," a most stirring drama of the great Canadian Northwest, produced most cleverly by Adele Blood and company, is the attraction at Shea's this week. It is the story of the struggle of a strong man between love and duty, honor and allurements, a desire to serve his sweetheart and his country, into which is introduced some touches of the melodramatic and sparkling comedy, a combination which greatly pleased the large audience of first nighters.
In the plot of the play there is nothing remarkably new. O'Brien has been detailed to run down a murderer, who has taken refuge in the mountains. His mistress Rosa Larrabee, and falls in love with her. He learns that her brother is the man for whom he is seeking, and then the fight between love and duty begins. Love eventually wins and O'Brien is taken prisoner by an inferior officer and taken back—but what's the use of telling the rest. Go and see it, it is well worth the price.
This is William P. Carleton's last week with the company, and it may be said that his portrayal of the part of O'Brien could scarcely have been improved upon. As "Rosa Larrabee" Adele Blood appeared at her best, and that is saying a great deal. The character of Sam Larrabee, the murderer, by Edingham Pinto, was clever. The company as a whole gave a clever interpretation of a very difficult play.

SHEA'S HIPPODROME.

The Three Balliots, head-liners at the Hippodrome this week, are head of an exceptionally strong and well chosen bill. The Balliots, heralded as serialists of a high order, more than justified their claims, and the feats performed displayed as much brain power and science, as muscular strength.
In the musical line nothing more pleasing and varied could be desired than the program furnished by the six Kirksmith Sisters. One of the sisters sang very sweetly accompanied by the other five, and the final selection given by the entire orchestra was skillfully conducted by their talented leader.
Martin and Maximilian gave their audience some clever and original fairs, magical work, and their various "tricks" were followed with explanations. Frank Dickson and his company handled their act with marked success, while Ward and Cullen, Kennedy and Kramer lent variety by their unique songs and clog dancing.
Dave Wellington, far-famed as a comedy juggler, provoked continuous laughter, and drew forth much applause with his fancy stunts, and his original mode of putting into use hats, umbrellas, tables, and chinaware.

GOOD BILL AT LOEW'S.

This week's bill at Loew's is well above the average with Von Dell, the versatile musician, as a headliner. Arthur Rigby in monolog was very good. Sage, Midgley and Co. with their clever and humorous skit "The Broken Mirror," called forth a goodly share of the applause, and the Fred St. Onge, troupe of trick bicyclists were entertaining. Others on the bill deserving of mention were Sally Pink, double-voiced singer, Hoyt and Wardell and Leonard and Louie, acrobats. The pictures were also good.

Look Into This Government House Extravagance

The building of the new Government House, as an official residence for the Lieutenant-Governor of Ontario, furnishes unimpeachable evidence of the gross extravagance of the present Government undeniable and without justification.
On the 12th of March, 1895, Sir James Whitney, himself, moved the following resolution:

"That in the opinion of this House the maintenance of Government House and the establishment connected therewith, at the expense of the Province, should, after the expiration of five years from the appointment or other earlier termination of the term of office of His Honor the present Lieutenant-Governor, be discontinued."

Colossal Waste of People's Money

If this represented the feeling of the Conservative party, what justification can they possibly offer for the palatial folly erected on the brink of a brickyard, and costing nearly \$900,000 of the people's money?

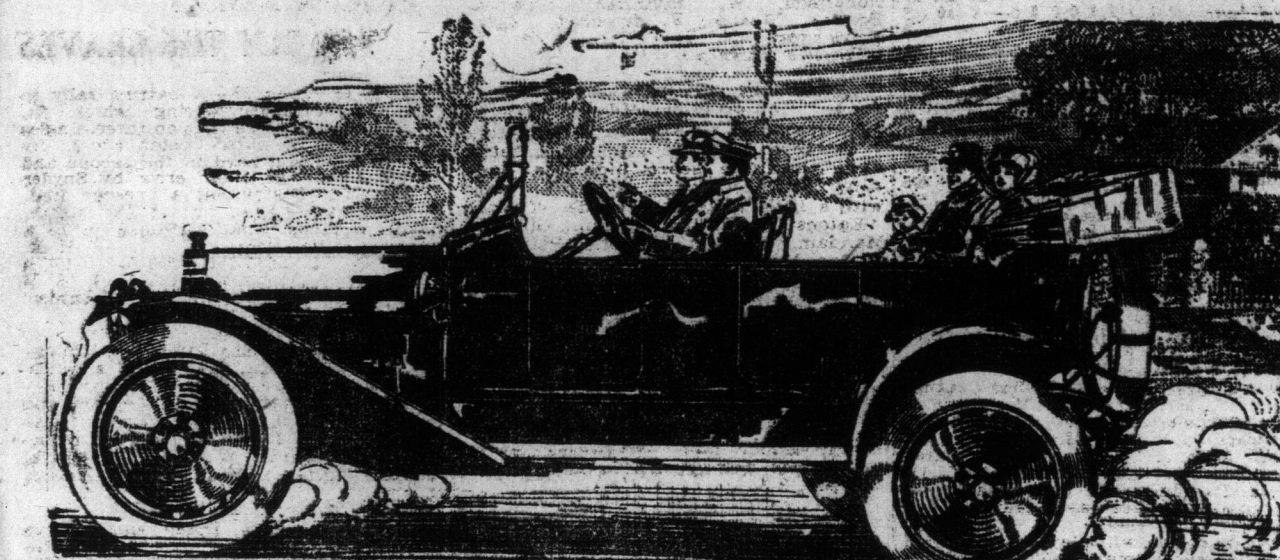
After Voting to Discontinue it, They Spend a Million

Having reversed their former decision, the building of an official residence for the Lieutenant-Governor was commenced at an estimated cost of \$400,000. The Government has since expended \$875,015.65, which must necessarily be followed with further large outlays for the furnishings (which are to be imported from Europe) and up-keep of the grounds and buildings.

YOU PAY THE BILLS!!

This bill for nearly a million dollars that is presented to you for payment—what does it include? In the basement alone of the tremendous edifice are to be found 26 separate rooms, to say nothing of the equipment for heating and ventilating, the cost of which runs into \$78,000. Spacious drawing-rooms, 100-foot corridors, State dining-rooms, three billiard rooms, a vast ballroom, the latter in itself occupying almost 3,000 square feet, and a multitude of bedrooms and suites for the entertainment of guests!
And what a location! A wonderful vista of a large brick works, erected on sloping ground, which, to prevent the site and building slipping away entirely, has had to be fortified with a \$70,000 retaining wall.
Remember that this is but one example of the reckless extravagance that has characterized the present Government. The remedy is clear.

Check this Reckless Extravagance with Your Vote for Rowell on the 29th.



WHAT YOU GET IN THE

Russell KNIGHT

In the Russell-Knight you get more of every desirable quality than is offered in any other car.
You get a car distinguished for elegance of finish—and completeness of equipment.

- EFFICIENCY**
You get a motor with one-third fewer parts than other motors. Without cams, tappets, valves or valve springs. A motor whose every action is positive and quiet. That stays in adjustment—and grows more powerful with use. The World's Champion for efficiency—economy—and power.
- COMFORT AND CONVENIENCE**
An electric starter, which adds no gears or weight to the car.
Full electric light equipment.
An engine-driven tire pump gives added ease in the driving of your car.
Long, wide flexible springs of special steel that smooth out the roughest roads, and add the final touch to what is acknowledged by engineers as the best-balanced chassis ever built.
A straight-line flush-side body of hand-hammered aluminum, with four doors free. Big wheels—generous tires—simple wheel-base for easy riding—and built-in windshield—all combine to give genuine comfort.

You get every possible feature of comfort and convenience that has proven its worth in actual use. Yet the Russell-Knight's price is only \$2,975. 35% less than equal quality would cost in any other car. 35% greater value than other cars at this price.
Write—phone—or visit the Russell Branch to-day.
Russell Motor Car Co. LIMITED
100 Richmond Street West, Toronto
HEAD OFFICE AND WORKS—WEST TORONTO.

RIVERDALE RIDING

A VOTE FOR
Ald. W.W. Hiltz
Temperance Conservative Candidate, will help to
Abolish the Liquor Traffic
Public meetings will be held as follows:
Tuesday, June 23—Presbyterian Church, Queen St. East, cor. Queen and Carleton.
Wednesday, June 24—Armstrong's Hall, Pappe Ave.
Thursday, June 25—Norway Parish House, Kingston Road.
Friday, June 26—Riverdale Presbyterian Church, Pappe and Harcourt Aves.
Saturday, June 27—Riverdale Methodist Church, cor. Gerrard and Leslie Sts.
The meetings will be addressed by the candidates and other prominent speakers.
Headquarters Committee Rooms, 1030 Gerrard East. Phone Ger. 964.

BUNTY PULLS THE STRINGS.

A splendid presentation of "Bunty Pulls the Strings" was given by the Bonstelle Players last evening. In the Scotch accent it made a special appeal. The story was unfolded in a charming manner. Edward Robbins was excellent as Weelum Sprunt. Catharine Proctor made a decided success of the character of Bunty Bigger. Robert Ames was Rab. Both did remarkably well. The audience signified their approval on several occasions. The latter was treated to another performance. On leaving the playhouse they beheld a most singular sight. It took the form of a Mexican burro being ridden by a big southerner. The burro brother was towed behind. Right down the middle of the sidewalk they made their path, and those who did not step aside were made to take part in the fun. It was a prank of the ad man.

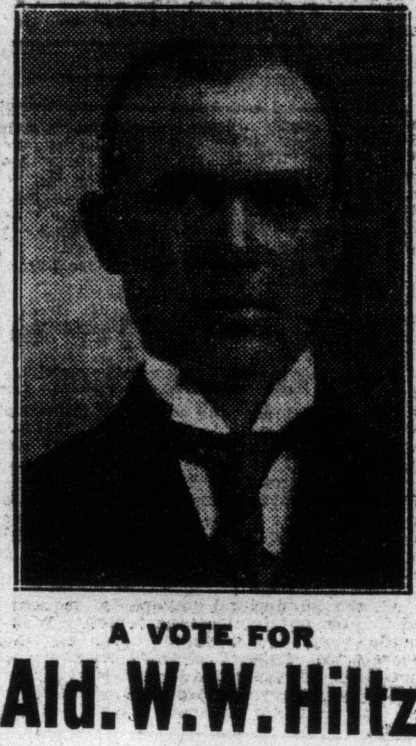
POLICE RUSE RESULTED IN GAMBLERS CAPTURE.

By attracting the attention of the inmates of a gaming house at 7 Waterloo terrace by making noises in the stable at the rear of the house, the police succeeded in inducing W. Harrington to open the door to see what was the matter, and immediately the police entered the house and arrested the occupants. In the police court yesterday Harrington was fined \$50 for keeping a common gaming house, and Ernest French, William Johnson, Archie Christie, William Wakefield, Joshua Clayton, H. Hefern, A. B. Clarke and J. McCullough were fined \$20 for frequenting the house.

MUSKOKA LAKES STEAMER SERVICE.

Full summer train service of the Canadian Northern Railway between Toronto, Parry Sound and Sudbury is now in operation.
The Lake Shore Express trains 3 and 4 have direct boat connections at Bala Park and Lake Joseph to and from all points on Muskoka Lakes.
Commencing June 27th full summer service of the Muskoka Lakes Navigation Company becomes effective, providing in addition to direct boat connections for the Lake Shore Express, a connection to Port Cockburn and Stanley House for the 7.30 a.m. train from Toronto, and a connection at Bala Park to all points on the lakes for the Saturday special leaving Toronto at 1.10 p.m.
Further particulars and tickets can be secured on application to the City Ticket Office, No. 52 King street east, Main 5175, or Union Station, Telephone, Adelaide 3485.

COATES' FAMOUS SINCE 1795



PLYMOUTH GIN

At all good dealers, cafes & clubs

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
Out-of-Town Readers will remit 10c extra for postage.
Beautifully bound in art covers, stamped in gold, with portrait inlay in flesh tints and costumes in color.
CASTLES TEACH YOU TO DANCE WITH MOVING PICTURES. NO OTHER BOOK CAN COMPARE WITH CASTLE'S "MODERN DANCING." SECURE YOUR COPY TODAY.

COAL AND WOOD

W. McGill & Co.
Head Office and Yard: Bathurst and Richmond Sts. Phone Adel. 650-651
Branch Yard: 228 Wallace Ave. Phone Junc. 1227.
Branch Yard: 1143 Yonge. Phone North 1153-1153.

ARRESTED FOR MURDER OF GUELPH ITALIAN

GUELPH, Ont., June 22.—While at the station in militia uniform, on the point of leaving for Petawawa camp, Gladstone Rae of this city, was arrested by the police as a suspect in the murder of John Barr, an Italian, whose body was found lying on the road in front of Holliday's brewery by Mr. Rutherford, an employee of the brewery, about 6 o'clock this morning. The right forehead was furrowed by a deep gash, evidently from a knife or bullet wound.
The police promise other arrests.
Coroner Orton empaneled a jury and opened an inquest. He said that the wound on the right forehead was sufficient to cause death, and the indications were the skull was fractured. He placed the time of death at 10 or 11 o'clock the previous night.
Joseph Barr, son of the victim, said that his father had \$200 to \$400 in his pockets.
When arrested Rae had only \$5.
To keep the kitchen range fire when you are not using it. Take the stove lids off a little while before putting on fresh coal. Then put the lids on only half-way.

The Seal of Prosperity

4% ON SAVINGS
is ultimately attached to every one who thinks of the future. Dollars grow from pennies. It is never too early in life to start saving.
Deposits Subject to Cheque Withdrawal Absolute Security
Our Short-Term DEBENTURES Guarantee an annual return of 5%
The Great West Permanent Loan Company
Ontario Office, 20 King Street West, Toronto.
W. McLeish, Ontario Manager.

SOLDIERS WERE MUCH ANNOYED

Lack of Water at Petawawa Camp Caused Discontent Among Cavalrymen.

Rev. W. F. Roadhouse, pastor of the World from Cavalry Camp, Petawawa, where he is conducting religious meetings...

Local Improvements

Take notice that the Council of the Corporation of the Township of York intend to construct the following works...

Properties For Sale

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

Colonial Realty & Securities Corporation, Ltd.

Lumsden Building, Yonge and Adelaide Sts.

See Our Exhibit at College and Yonge Streets. THIS IS THE TIME TO BUY EARLY. Real Estate values are on the rise - Buy Now.

TIMBER SALE

TENDERS will be received by the undersigned up to noon of the 8th day of July, 1914, for the right to cut the Red and White Pine...

Supreme Court Upholds Decision

WASHINGTON, June 22.—The supreme court today reversed the commerce court, and upheld the intermountain rate order of the interstate commerce commission.

GRATULATIONS FLOW INTO NEW KNIGHTS

OTTAWA, June 22.—Premier Borden was overwhelmed with congratulations this morning when it was learned that he was included in the King's birthday honor list.

NEW WIRELESS EQUIPMENT

The Royal Line steamship Royal George has been equipped with a new wireless set of the Marconi Wireless Telegraph Co. that is known as a wireless direction finder.

REFUSED NAME—FINED

Sitting in a chair in front of his store at 433 East King street, H. Brodson refused to give his name to Constable John Foulds...

ARMED SHOPBREAKER GOES TO PEN FOR TWO YEARS

Albert Thompson, charged in the police court yesterday with shopbreaking and shooting with intent to kill, was sent to Kingston penitentiary for two years.

RICE'S INDESTRUCTIBLE ANGLE STEEL FENCE

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

LINER ADS

Properties For Sale FARM FOR SALE In Whitby Township; 77 acres, on 4 lot 28; 3 miles north of Whitby Town...

Syndicate Opportunity

ONE OR TWO five thousand dollar shares in syndicate now being formed to finance some inside city acreage.

One Whole Acre

Only \$1 Down CONTAINING 44,136 square feet, the very choicest of land and perfectly level, immediate possession...

Real Estate Investments

INVESTMENTS for profit, real estate, stocks, bonds, mortgages and securities. The Exchange, Hamilton, Canada.

Land Surveys

GRANT & McCULLEN, 411 Manning Chambers and 267 Gerrard east. Main 6263. Gerrard 2011.

Patents and Legal

HERBERT J. S. DENNIS, Registered Attorney, 43 King Street West, Toronto. Patent, Trade Marks, Designs, Copyrights procured everywhere.

Rooms and Board

COMFORTABLE Private Hotel, Ingleside, 225 Jarvis St., Canada's best value for the money.

Cleaning and Pressing

THE TORONTO Cleaning, Pressing and Repairing Co., 341 Yonge Street, Phone 660.

Medical

DR. DEAN, specialist, piles, fistula, urinary, blood and nervous diseases, 117 West Beaver St., Toronto.

Architects

WM. STEELE & SONS CO., Architects and Engineers, 200 St. George Street, Toronto, Ont.

Administrators' Sale

Tenders will be received by The Title and Trust Company up to and including the 29th day of June, 1914, for the purchase of the valuable freehold premises known as No. 127 Jameson Avenue.

Help Wanted

GOOD GENERAL for small house, one and one-half stories, in city, with bath, kitchen, laundry, etc. Phone Parkdale 5232.

Ship Shell Platers

SHIP SHELL PLATERS and ship riveters wanted: best wages for first-class men. Apply Polson Iron Works, Limited, Toronto.

Wanted

WANTED—Live agents to represent one of the very best oil companies in Calgary district. Send references first letter. Westmount, 215 St. George Avenue East, Calgary, Alta.

Situations Wanted

CONTRACTS taken for assessment work in Toronto and vicinity at most reasonable terms. Sowda Dawson & Schumacher, Ont.

Female Help Wanted

LADIES WANTED—Home work, stamping, etc. Call Room 25 Toronto Arcade, east of Dundas.

Teachers Wanted

WANTED—A male Protestant teacher, holding B.A. degree, Normal certificate for Ontario Public School, Salary according to scale. Apply Chas. Adamson, secretary-treasurer.

Agents Wanted

HIGHEST PRICE for Used Furniture: brass, iron, wood, etc. 270 Dundas Street.

Articles For Sale

BICYCLES, easy terms. Watson, 333 College, Open evenings. 246-247.

Articles Wanted

HIGHEST CASH PRICES paid for second-hand Bicycles, Bicycles, Motorcycles, etc. 114 Spadina Avenue.

Decorations

FLAGS, lanterns, canes, corsets and complete outfits, parasols, etc. Write for catalogue. Celebration Supply Co., 513 Queen St. W., Toronto.

Legal Cards

CURRY, O'CONNOR, WALLACE & CO., 18 Queen Street East, Toronto.

Wilson Issues Statement On New Haven Dissolution

RULING OF COURT CAUSED BUYING

Quotation on Southern Pacific Advanced Rapidly in New York.

BONDS VERY ACTIVE

Prices of All Leading Shares Joined in Upward Movement.

NEW YORK, June 22.—With the receipt from Washington that no decision would be given during the day in the freight rate case, the stock market settled down for another day of waiting. Speculation was dull during the morning, with slow downward movement.

TRADING NEGLECTED IN MONTREAL STOCKS

Leading Issues Turned Easy and Closed With Fractional Losses.

MONTREAL, June 22.—Trading on the stock exchange today was very quiet. The market was generally easy, with a few shares of the New Haven and Southern Pacific being the most active.

DISSOLUTION SUIT AGAINST NEW HAVEN

President Wilson Makes Qualified Statement—One Course Open.

WASHINGTON, June 22.—President Wilson and Attorney-General McReynolds are agreed that the dissolution suit against the New Haven and Southern Pacific should be held in abeyance until the holding company to sell its Boston and Maine stock.

THE ROYAL BANK OF CANADA

Capital Paid Up \$11,560,000 Reserve Funds \$13,575,000 Total Assets \$180,000,000

Having 370 Branches throughout Canada and the West Indies, this Bank possesses unrivalled facilities for handling collections with economy and despatch.

STOCKS CONTINUE IN NARROW RUT

Toronto Market Firm, But Trading Was of Small Volume.

There is nothing of special importance to relate in connection with yesterday's trading on the Toronto exchange. The day's business was very light.

PETERSON LAKE IS MINING FEATURE

Large Quantity of Stock Changes Hands—Slight Advance in Price.

Peterston Lake continued to be the feature of the mining exchange yesterday. Following the various reports which circulated during the latter part of the week, the stock came out in large volumes.

WHAT THE TAPE SAYS

A French paper, discussing the influx of gold from the United States, says that European bankers are not willing to accept American securities in payment of debts.

DIVIDENDS BY U. S. COMPANIES

Table listing dividends for various U.S. companies including American Express, General Electric, and Standard Oil.

NEW YORK COTTON

Table listing cotton prices for various grades and origins, including American, Egyptian, and Indian cotton.

NO STRIKE YET

J. P. Birchall and Co. received a wire from Calgary yesterday to the effect that the report that oil had been struck in the McDougall-Segur well Saturday was premature.

MARKET STRONGER FOR STRAWBERRIES

Values Went Up to Twelve and a Half and Fifteen Cents.

VEGETABLES CHEAPER

Imported Washington Apples on Sale With Virginia Blueberries.

Strawberries were very scarce on the market yesterday, the price becoming firmer and selling at 12 1/2c to 15c per bushel.

WHAT THE TAPE SAYS

Wholesale Vegetables. Apples—Washington, \$1.50 per bushel. Blueberries—Standard, \$4.50 per case.

ST. LAWRENCE MARKET

Table listing market prices for various commodities including wheat, flour, and oil.

FARM PRODUCE, WHOLESALE

Table listing wholesale prices for farm produce including butter, eggs, and poultry.

Prices Hold Firm on Local Markets

Latest Stock Quotations

Large table of stock quotations for Toronto and New York, listing various companies and their share prices.

STANDARD SALES

Table listing standard sales for various commodities including oil, sugar, and flour.

MINING QUOTATIONS

Table listing mining quotations for various locations including Ontario, Quebec, and the West.

SHIPPING MORE GOLD

Table listing shipping rates and gold prices for various routes and currencies.

Oil Claim of Southern Pacific Upheld by Court

THE DOMINION BANK

Banking Business in Foreign Lands. Business Houses, Corporations, Grain, Stock and Provision Dealers will find the facilities of The Dominion Bank adequate for all foreign financial dealings.

Vital Statistics--Province of Ontario, 1913

There were 4995 Wills probated in Ontario in 1913. If more people would make a Will a lot of needless expense would be saved to surviving members of families.

Have You Made YOUR Will?

There are many factors to consider in selecting your Executor. What these are and other important matters are dealt with in an interesting way in our booklet.

THE UNION TRUST COMPANY

It is never a question of applicants for space in the Heron & Co. Building. The building has been built to accommodate the business of the company.

Royal Bank Building

Trust Funds to Loan. MORTGAGE. On Improved Central Property.

Union Trust Co. Limited

Capital \$1,000,000 Reserve \$900,000. J. M. McWHINNEY, General Manager.

WM. A. LEE & SON

Real Estate, Insurance and Financial Brokers. MONEY TO LOAN. GENERAL AGENTS.

CALGARY OIL

English and American investors are beginning to realize that Calgary oil fields are the real gold mine of the West.

THE HOME BANK OF CANADA

Notice of Annual General Meeting. The Annual General Meeting of the Shareholders of the Home Bank of Canada will be held at the Head Office of the Bank, 8 King Street West, Toronto, on Tuesday, the 30th day of June, 1914, at 12 o'clock noon.

STAL

Grass

Receipts yards yearling 20 and 25 lbs. The quality was not a week ago grass fed. They were still fed been seen brought in.

HOG

Receipts yards yearling 20 and 25 lbs. The quality was not a week ago grass fed. They were still fed been seen brought in.

THE UNION TRUST COMPANY

Cor. Bay and Richmond Sts., Toronto. Capital \$1,000,000. J. M. McWHINNEY, General Manager.

HERON & CO.

Investment Securities. Specialists. UNLISTED ISSUES. Correspondence Invited.

BUCHANAN, SEAGRAM & CO.

Stocks and Bonds. Members Toronto Stock Exchange. Correspondence Invited.

CHICAGO WHEAT

Our two private wire give insurance for transacting business in the Chicago grain market.

ERICKSON PERKINS & CO.

Members Standard Stock Exchange. COBALT AND PORCUPINE STOCKS. CONFEDERATION LIFE BUILDING.

FLEMING & MARVIN

Members Standard Stock Exchange. COBALT AND PORCUPINE STOCKS. CONFEDERATION LIFE BUILDING.

LOUIS J. WEST & CO.

Members Standard Stock Exchange. COBALT AND PORCUPINE STOCKS. CONFEDERATION LIFE BUILDING.

Vertical text on the far right edge of the page, including 'STAL', 'Grass', 'HOG', and various small notices.



The Balance of Benefits

THE feeling of balance that runs through life, call it cause and effect, the golden rule, or what you will, has a very good illustration in the relation of a great store to its clientele.

Fundamentally, the *Cause* of the Simpson store is simply the *Effect* of thousands of people wanting certain things in a certain way.

Nowadays, people don't want to waste time haggling and bargaining—but they *do* want the assurance that haggling and bargaining won't alter the price—hence our underlying policy of one price to all. Again, people won't waste time analysing quality; they'll take our guarantee that the quality is right—but they *do* want the privilege of bringing things back if they're not satisfactory.

This kind of store-keeping implies a reciprocal feeling of trust and respect on both sides—a recognition of the fact that this store exists, because it benefits the public as it is benefitted by the public.

This is the ideal relation between customer and merchant, and it was the inevitable one, when the strong search-light of publicity began to be focussed on it.

THE SEARCH-LIGHT DIRECTORS are now with us—The Associated Advertising Clubs of America. Let us acknowledge the debt of all merchants to their past efforts, and hope that their chief aim in future will be toward keeping sweet and wholesome the relation between customer and merchant.

Some points about Simpson Merchandise: Bought direct from manufacturers; bought for prompt cash; British buying office, 14 St. Paul's Churchyard, 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 **SIMPSON** Company Limited

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HUGE CONVENTION OPENS WITH VIM

Exhibition Park Scene of Beauty and Animation When Delegates Arrive.

OFFICIALLY WELCOMED

Mayor Hocken and Lieut-Governor Sir John Gibson Greet Visitors.

(Continued From Page 1.)

donned the blue and white badge with the handsome medal bearing the club motto with the slogan "Truth" stretching across its centre.
Scene Animated.
The scene at the moment of opening was animated to the extreme. The great area of the Transportation Building has been transformed under the hands of the decorator and stood revealed in a most inviting interior. Above, a great roof of yellow and white arched the gathering. Groups of small flags in which the Union Jack and Stars and Stripes embraced lovingly were clustered at the columns and supports, and circles of potted ferns added a touch of nature's green. The platform was hung with larger flags and interspersed mottoes, all emphasizing the fairness with which the advertising world of the continent intends to carry on its work. Palms and handsome potted plants covered the footlights and added color was given when at special moments of the addresses the audience wildly cheered and waved their brilliant pompadour and hats of varied hues and designs.

On the Platform.
William Woodhead of San Francisco, Cal. president of the Associated Clubs of America, had control of the meeting, and with him on the platform were his welcome Mayor Hocken, who gave the welcome of the city, Miss Constance Rudyard Boulton, who spoke on behalf of the ladies of Canada to the visiting ladies of the convention; William G. Rook, president of the Toronto Ad Club, who extended the hospitality of the body over whom he presides, and others. Members of the 10th Highlanders Band had swung behind the speakers and furnished no small share of the enthusiasm by their spirited playing of various patriotic airs.

When the convention had been called to order by Mr. Woodhead the entire audience rose and sang in union the first verse of the National Anthem, followed by a stanza from the American hymn "My Country 'Tis of Thee." While the audience remained standing the invocation was said by George C. Hubbs of Detroit, Michigan. The entrance of his honor the Lieutenant-Governor was honored by all rising to their feet while the National Anthem was being sung. Sir John Gibson in his usual happy and sincere style welcomed the visitors on behalf of the King's representative in Canada. H.R.H. the Duke of Connaught.

Replied in Broad Spirit.
The reply of Mr. Woodhead to the several addresses of welcome was given in a broad spirit and with a far-reaching outlook, foreshadowing the time when the advertising element would be one of the most potent powers for truth and honesty in the press and business of the world at large. The reading of the reports of the secretary and treasurer and the introduction of a motion to change the name of the club to that of the International Advertising Club, closed the business of the meeting. The official photograph of the convention was then taken on the Plaza.

HOME IS WORLD'S BEST INDUSTRY

And Man Building is Greatest Business That Can Be Engaged In.

One of the busiest figures at the convention is Thomas Dreier, the publisher of the sermons which are circulated to the most exclusive and influential congregation on the continent, and the publisher of a monthly magazine, Character. Mr. Dreier is handling the story of the convention for Associated Advertising, the official magazine of the Associated Clubs of the World.

The theory advanced by Mr. Dreier is that the greatest manufacturing plant in the world is the home, and that whatever enters the home is sure to manifest itself sooner or later in the lives of the inmates of that home. Man-building is the greatest business which is possible to be engaged in, according to Mr. Dreier, and the fullest expression of self in service to society was the greatest ideal which he can attain to is to endeavor to stir men's emotions to express themselves fully.

R. E. SHERMAN

San Francisco Does Want The Convention for 1915
In most emphatic terms does the Exposition City make her claims.
1915, 1915, 1915!
Where?
San Francisco, San Francisco, San Francisco.
That's the cry that went echoing across the housetops of old Baltimore when the Pacific coast delegation stepped off their train on June 9, at last year's convention.
And now at Toronto we say to you men of the A. C. of A.:
1915, 1915, 1915!
Where?
San Francisco, San Francisco, San Francisco.
There!
San Francisco does want the convention in 1915.
For two whole years, and every day since that wonderful gathering at Dallas, we have been planning to give to the Associated Advertising Clubs of America the biggest and the best convention ever staged. Not of enter-

These Live Wires Are Boosting Atlanta For Ad Clubs' Convention



Envoys with hopes of securing the annual convention of the Associated Ad Clubs for year after year, the Atlanta, Georgia, Ad Men's Club is putting forth strong efforts for the 1916 convention.
Also they are just entertained 40,000 Shriners in Atlanta, and not a kick has been heard concerning the idea has been heard concerning our entertainment, the hotel arrangements, or the delivery of "bags," said Wm. F. Parkhurst, formerly president of the Atlanta Ad Men's Club, "and we are sure we can give the 10,000 delegates who will doubtless attend the 1916 convention of the Advertising Clubs the biggest time of their lives. We want the convention in 1916, and we want Toronto to help us get it."
Today the Atlanta delegation will call upon Mayor Hocken, who was recently their guest, and present the formal invitation of Mayor James G. Woodward of Atlanta, asking Toronto to work for Atlanta for the 1916 convention. Also, at the same time, they will present to Mayor Hocken for the Toronto Zoo a large cage of Georgia opossums which they have brought along. This cage contains a family of opossums, and bears the legend: "En route to Toronto, Mr. and Mrs. O'Possum and Family."

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UNIQUE ADVERTISING BY THE DELEGATES

Many of the delegations to the Ad Club convention are bidding for the top rung in the ladder of publicity. Perhaps the most unique and interesting advertisement given away is a ball of cotton and some cotton seed in a square carton, presenting the compliments of the Atlanta Ad Men's Club. A large number of clubs are spreading literature broadcast, and others are giving flags and buttons away.
VOTE FOR ST. LOUIS.
The Shreveport delegation will probably give complete complimentary vote to St. Louis as a restitution for the entertainment they received when passing thru that city. Some of the members, however, will vote for San Francisco.

"COME TO BALTIMORE DURING SEPTEMBER"
Baltimore did not allow its responsibility for Ad Club advance to end when the convention was held there last year. Its ad folk are here, 75 of them, boosting with a loud "heigh-no" for their city. They are headed by Robert E. Lee, secretary to Mayor James H. Preston, who was prevented from attending.
Every Baltimore delegate is eager to tell strangers of "our big Star Spangled Banner celebration from Sept. 7 to 12," by which Baltimore will memorialize Francis Scott Key, the man who wrote "The Star Spangled Banner."

WOMEN ARE BUSY HAVING GOOD TIME

Plenty of Entertainment is Being Provided for the Admenettes.

LEARNING OF CANADA

All Kinds of Information is Being Noted for Reference.

The fair and feminine portion of humanity are by no means inconspicuous at the big convention of advertisers. They interperse and brighten every gathering and session, and have outings of special value all to themselves. They have made themselves at home and seem to enjoy the hospitality provided for them by the Toronto Ad Club in the comfortable and appointed room just at the entrance of the Exhibition grounds. Here everything that could suggest itself in the way of convenience together with a certain degree of artistic surroundings is in evidence. Restful grass rugs, artistic draughts, writing-desks, magazines and flowers, toilet rooms, couches and even beds ready for tired limbs to recuperate have been thoughtfully provided.

It was from this rendezvous that the women started, some hundreds in number, to visit the Golf Club at Lambton, where luncheon awaited them, and afterwards to tour the city on a sight-seeing expedition. Autos were provided for the greater number, and the remainder were conveyed in immense vans. All went away happy, and enthusiasm prevailed on every hand.

Learning About Canada.
The greater number are probably the wives of the men there is a portion of the women really engaged in the big business of the advertising world. An interesting group of six hail from New York, and the bright members of the party are interested in learning all they can about the women of Canada, while they are on this side of the line.
Tomorrow evening one of this group, Mrs. Christina Frederick, will speak at an open "Consumers' Night" meeting in the Transportation Building, when she will take as her topic "The Average Woman Consumer." This League of Advertising Women in New York has been in existence for two years.
Its members write and plan copy, and in other ways do the practical work of the advertising profession. Miss Ida Clark is president and the treasurer is Miss J. J. Martin. One of the directors is Miss Rosinblatt, and Mrs. Bender of the Brooklyn Free Press ranks among the owners.

WILL VISIT HAMILTON.

Between three and four hundred delegates from the Ad Club convention will be taken to Hamilton Friday morning on a special train leaving Toronto shortly after nine o'clock in the morning.
When they arrive at the ambitious city they will be taken thru the city in automobiles and in the afternoon they will attend the races as the guests of the Hamilton delegation, now attending the convention here.

GEORGE H. SCRAGG IS EXPORT EXPERT

Representative of London Express Here to Look Over Canadian Possibilities.

HAS MANY INTERESTS

Will Endeavor to Secure Services of Agents to Represent British Houses.

"Toronto won out over the other great cities of the earth when it secured to itself this international gathering of advertising men," declared George H. Scragg, export expert, to The World yesterday. "It will be hard to realize the publicity history that is in the making while this convention is in progress, but you may say to the people of Toronto, not merely to the business men, but to the people in general, that they are going to be proud of the fact that their wonderful city was selected for this meeting."
When asked by a World representative as to his particular purpose in attending the convention, Mr. Scragg replied with a laugh that he had appointed himself delegate at large, very much at large; in fact, he suggested that he was a sort of a world delegate. One of the big London dailies, The Express, sent him over to Canada to investigate in the interest of British manufacturing houses that are looking to serve us in the field of export. In addition to that Mr. Scragg is on this side of the water in the interests of his own country, or organization concentrating its efforts on the promotion of more intelligent export relations between the British market and the United States.

"When I am in England I am impressed with the golden opportunities that country offers to the manufacturing houses of the States, and when I am in the country across the border I wonder why the British producer is not striving all his efforts to gain the rich reward open to him in the United States. And here, in mighty Canada, I realize why both the British and United States houses have not taken the places they might occupy, it's because the half can never be told.
"However I shall do my best to tell thru the columns of The Express what the British manufacturer is missing in not making more active and intelligent steps to occupy this market."

Special Reports.
It seems that Mr. Scragg is over here not only to investigate the possibilities of this market for The Express merely as items of general interest to the manufacturing readers of that paper, but The Express has retained Mr. Scragg to make specific reports on the Canadian opening for certain particular commodities, made by concerns which took advantage of the offer of the big London daily to serve them in this direction.
In addition to that Mr. Scragg expects to secure the services of some reliable agents to represent British houses in one country, and it is evident that here are some good openings for live men of Toronto. Some of the products for which Mr. Scragg expects

MADE RECORD RUN ON LEHIGH VALLEY

Ad Men's Special From New York Traveled Seventy Miles an Hour.

A PLEASURABLE TRIP

Delegates Had Good Time and Only Five Stops Were Made.

With the sixty advertising men from New York and Philadelphia, members of the Sphinx Club, Six Point League and Poor Richard Club, the Lehigh Valley special arrived at the Union Station at 10:15 p.m. Sunday night.
The special was made up of six cars, three regular pullmans, an observation car, a buffet car and a dining car. It was an exact replica of the Black Diamond Express in little.
A clear track was given the special all along the line. Not a single delay occurred, and only five stops were made between New York points and suspension bridge. For long stretches at a time the train maintained a speed of 70 miles per hour.
Many ladies were in the party preferring a daylight run thru the beautiful country along the line of the Lehigh Valley to a night ride in a sleeper. Among the passengers were Mr. and Mrs. F. St. John Richards, Mr. and Mrs. Dexter, Mr. and Mrs. Hornstein, Miss M. Graswinckel, Messrs Gilman, Cochran, Zolban, Howell, Kavanough, Morton, Torr, Hoffman, Cooke and Davis.
Chas. S. Knowlton had charge of the movement of Poor Richard Club.

THE TRUTH SEAL
THIS SEAL IS YOUR SAFEGUARD
PUBLISHERS CLUB OF BRIDGEPORT
Guarantees all the Advertisement Promises
BUY FROM THE MERCHANTS WHO USE IT.

Truth seal poster used by the Bridgeport Publicity Club in its educative campaign for truth in advertising.
to establish agents are: Aeroplanes (model), antiseptic dressings, bathroom accessories, chemicals, coffee extract, electrical instruments, fertilizers, fur, musical instruments, tennis rackets, theatre furniture, etc.

MONTREAL LEADS
in the production of Business-Bringing Literature. This is a big statement. Perhaps you are from Missouri? No matter where you hail from, investigate for yourself.
DO NOT MISS THE EXHIBIT OF THE HERALD PRESS
IN THE ARTS BUILDING Exhibition Grounds
Are you familiar with the rapid strides and advances which have been made during the past years in "direct from the goods" engraving or color-process reproduction? Everything comprehensively displayed.
THE COMPLETE SERVICE OF THE HERALD PRESS
Embraces planning, copywriting, designing, engraving and printing. We assume the undivided responsibility for the success of the finished work.
Every operation is handled by our own staff in our own plant.
Home Offices and Works: Herald Building, Montreal
Permanent Toronto Sales Office, Suite 802, Lumsden Building

EL PASO MAN MAY GET JOB ON EXECUTIVE

M. P. Carlock of El Paso is a candidate for a position on the executive board of the Associated Advertising Clubs of the World. The Texas, California and Arizona delegations are strong for the El Paso candidate, and his friends are doing some good work for him with the other delegations. He has a number of strong friends among the leading ad men of the country, and they are also working in his behalf. His name will be presented to the convention on Thursday when the nominations are made.

MAC MARTIN



Of Minneapolis, president of the Mac Martin Advertising Company, and professional lecturer on advertising in the University of Minnesota.

AD ASSOCIATION NOW WORLD AFFAIR

Delegates Decide to Change Name to "Associated Ad Clubs of World."

VOTE WAS UNANIMOUS

New Title Forecasts Possibilities of Convention Being Held Across Atlantic.

(Continued From Page 1.)

concrete exposition ever formulated. Four other essays were so close to the winning mark as to be awarded honorable mention. They were by Thornton Purkis, Toronto; R. W. Extrick, Mr. Peck's winning essay, New York; C. M. Wessels, Philadelphia.

Excerpts of Mr. Beck's flimsy essay, which was too long to be given in its entirety, were read by Mr. Roberts, and were followed closely, being greeted by appreciative applause of the various points were demonstrated.

A number of delegates, in five-minute speeches, presented their claims to the Printers' Ink Cup, to be awarded to the most active club in the association.

Good Work in El Paso. R. E. Sherman, representative of the El Paso Club, brimming over with enthusiasm, made the speech of the afternoon, telling of the wonderful achievements of the six months old Ad Club of that city.

When Mr. Sherman's time for speaking was up he was greeted with prolonged cheering, and unanimously requested to continue. An extension of time being granted by the chairman, Mr. Sherman called upon the committee in a brilliant and flowery droll of oratory, to award the cup to the "hottest town on the border line."

A letter of greeting from the governor-general was read by President Woodhead, in which his royal highness wished the convention every success in their deliberations.

ARTISTIC DISPLAYS OF "ADS" ARE SEEN

Art Building Filled With Splendid Samples of Real Advertising.

TEACHING THE ADMEN

Many Points on How to Do the Right Thing Are Brought Out.

Finishing touches are still in order at the art building and the railroad building on the Exhibition grounds. Workmen are everywhere with nails and hammer and under their deft work the exhibit is assuming definite form.

The railroads have great sections with placards and posters demonstrating the resources of the land along which they plough their way thru the intricacies of the Rockies or by the meandering or rushing rivers of the west. The educational committee exhibit has literature galore pointing out best methods in the field of publicity.

Advertising Among Themselves. In one corner a section looking like a veritable home-library in which are displayed directories of every conceivable guise, and not far away is the Coca-Cola display, the practical part of which is even now largely partitioned by the thrifty delegate. A cold meat demonstration is advertised thru the medium of a tempting layout of the articles advertised, all spread to view on white dainty tables and in spotless environment.

Superiority of country over city trade is demonstrated in a very homely way by contrasting pairs of blue overalls, the great loose sample representing country sales and the small pair of very tight proportions, giving the city comparison. Cases filled with watch seals and chains attract the men visitors like the proverbial bee to the honey, showing that men are as interested in the samples of the things with which they shall adorn themselves as are the fair sex in the dressings in the Ladies' Pictorial and Home Companion.

Children play a goodly part in the make-up of the present-day advertiser. Laughing cherubs with chubby legs and golden curls make attractive copy for the annals of magazine or poster. In the display of the "Baby's Own" advertiser, the man with the face that follows you wherever you go and points out dominant finger to the goods he displays is another factor shown.

What strikes one at every turn is

TRUTH SEAL NOT TO BE ALLOWED?

Use of International Stamp Not Favored by the Executive.

SAY CONDITIONS VARY

But Local Clubs Will Be Allowed to Continue the Campaign.

(Continued From Page 1.)

necessary cash without 'selling the insignia of truth.'

Their Proposition. "This is our proposition and not the advertisers' We are the ones who have shouldered the burden of the advertising, for truth in the printed word. We are the fellows who have been laboring from coast to coast to pass honest advertising laws. We have waged a persistent war against the fair and now we want to cash in. Do we?"

We have many great men in the association who labor fearlessly and continuously for the cause. Will anyone question their value to the A. A. C. will anyone question their sincerity? Yet all are working without hope of compensation—simply for the good of the cause and the glory of advertising. This being true, why not hand down to posterity unutilized this thing of value that the minds of these men and their associates have created—hand it down as a legacy without charge or compromise.

"We must not charge for the seal so that a man can put a price on it because we put a price on it—honesty. We must not make good pay for the segregation of the bad, but we must reach out and compel, by sheer weight, the elimination of the bad. The seal will do it."

ENTERTAINMENTS ON THE TRAIN

Shreveport Dixie Club Made Long Trip Much More Enjoyable.

While on their way from Chicago in company with the delegation from that city the Shreveport Dixie Club organized the Shreveport Dixie Club Miss Alice Kneel, sister of the vice-president of the Shreveport Ad Club, was unanimously elected as chairman of the club, and presided over its festivities till near midnight each night till they reached Toronto. The members of the club held a concert and dance in their special car every evening.

A number of the Chicago delegates were appointed as honorary members. The car of the scribbles was placed between two of the Windy City cars and most of the Chicagoans entered heartily in the entertainments. The club will be a permanent organization and expects to become a large factor in their town when they return. The members of the club will be the inventors of the Ad clubs in the future.

M. P. CARLOCK, SEC.



The El Paso Ad Club and the man being backed by Texas, California, Louisiana, Louisiana, Louisiana and other states for National Committee-man of the Southwest.

the evidence of intellectual work and its interpretation as displayed in the many different advertising methods and mediums. The whole business has been worked down to a scientific basis and to those in the business every word, every letter, the placing and position, the illustrations used, appeal like the smell of powder to the ancient veteran or the sound of the bell to the old firehouse.

TODAY'S PROGRAM

TUESDAY, JUNE 23rd Meeting of Nomination Board

1.30 a.m.—The Nomination Board will meet in the General Sessions Hall, Transportation Building.

TUESDAY FORENOON

Departmental Sessions, 9.30 A.M.

DEPARTMENTAL SESSIONS, 9.30 a.m. Each department will meet at 9.30 a.m. in the hall assigned to it to consider two important subjects: (1) The business of organizing where necessary to comply with the spirit of the new constitution and bylaws. (2) To consider, discuss and adopt a "standard practice." The following list gives the departments, the places of meeting, the chairman of each department, and the chairman of practice in each department.

ADVERTISING AGENTS (Horticultural Building)—Chairman, William H. Johns of New York City; vice-president, George Batten Company, Champion, O. H. Blackman of New York City; secretary, The Blackman-Row Company.

AGRICULTURAL PUBLICATIONS (Transportation Building)—Chairman, T. W. LeQuatte of Des Moines, Ia., advertising manager of Successful Farming; vice-president, Frank LeVoy of Chicago, Ill., director of advertising, The Wisconsin Agriculturist; secretary, J. H. B. Buckley of Chicago, Ill., advertising manager of the American Agriculturist; chairman, William H. Lee of New Haven, Conn., president and treasurer of the price of Lee Co. Champion, G. DeW. Marvey of Boston, Mass., secretary of Sampson & Murdock Co.

BOOKS (Horticultural Building)—Chairman, E. W. Houser of Chicago, Ill., president of the Barnes-Crosby Company; vice-president, E. A. Gatchel of Philadelphia, Pa., president of Gatchel & Manning.

GENERAL ADVERTISING (Transportation Building, south portion)—Chairman, O. C. Horn of New York City, manager of the advertising of The National Lead Company; vice-president, Harry Thorne of New York City, of The Texas Company; secretary, J. H. B. Buckley of Chicago, Ill., advertising manager of the American Agriculturist; chairman, William H. Lee of New Haven, Conn., president and treasurer of the price of Lee Co. Champion, G. DeW. Marvey of Boston, Mass., secretary of Sampson & Murdock Co.

HOUSE ORGANS (Horticultural Building)—Chairman, Homer J. Buckley of Chicago, Ill., advertising manager of the American Agriculturist; vice-president, J. H. B. Buckley of Chicago, Ill., advertising manager of the American Agriculturist; secretary, J. H. B. Buckley of Chicago, Ill., advertising manager of the American Agriculturist; chairman, William H. Lee of New Haven, Conn., president and treasurer of the price of Lee Co. Champion, G. DeW. Marvey of Boston, Mass., secretary of Sampson & Murdock Co.

DIRECTORIES (Applied Arts Building)—Chairman, William H. Lee of New Haven, Conn., president and treasurer of the price of Lee Co. Champion, G. DeW. Marvey of Boston, Mass., secretary of Sampson & Murdock Co.

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Chicago Wants Convention Next Year and Delegates Are Giving Good Reasons

Exhibition Would Detract from Convention, They Say, San Francisco Hotels Would Be Crowded, and Anyway Chicago Has \$25,000 to Spend.

The tenth annual convention of the Associated Ad Clubs of America at Chicago next year to commemorate the first meeting of American ad men there nine years ago was urged on the convention yesterday by a large body of boosters for Chicago under the leadership of A. A. Chamberlain of the Chicago Ad Club, and also a member of the executive committee of the national organization.

Many arguments in favor of the convention at Chicago were given yesterday by each of the 100 delegates here. Speaking of the reasons why the meeting next year should be held in Chicago, S. G. Clough, chairman of the Chicago delegation, said:

"The principal reason why the Chicago ad men and those of the United States central portion wish the convention in Chicago next year is because of the central location of the city. More than 70 per cent of the members of the national association are within 12 hours' train ride of Chicago. This would be a great saving in railroad fares, a feature of this year's convention which has been the subject of considerable agitation among clubs which have been forced to travel long distances.

World Divert Attention. "It has been argued that San Francisco would be the best place for next year's convention, because of the fair, which would attract many persons to that point. I am of the opinion that the fair business would detract from the attendance at the convention. More than 700 conventions are scheduled to be held during the time the ad men would meet at the fair and hotels would be full, as well as the attention of many persons turned to other subjects.

"On the contrary Chicago hotels would be able to care for every delegate, and the ad men could accomplish far more business away from the fair than at it. There will be much business to be transacted at next year's convention and it cannot be done favorably if the time and attention of delegates is occupied with the fair. We of Chicago want to go to the fair and are in favor of it as a patriotic enterprise, but we also wish to gain the greatest amount of good from the convention. This cannot be done if it is held in San Francisco.

Put Aside \$25,000. "Another reason why we of Chicago wish to have the convention in the Windy City next year is because it will be the tenth anniversary of the first meeting of the Associated Advertising Clubs of America, which was held there nine years ago. The Chicago Chamber of Commerce has put aside \$25,000 to care for the convention if we get it, and the press and commercial institutions of the city stand by us. If we get the convention I am sure it will be a more profitable one than if held at Frisco."

ESSAY CONTESTANT DINED BY HIS FRIENDS

After the awarding of the \$1000 prize for an essay yesterday afternoon, a number of friends of Mr. Ashcroft, who received honorable mention in the contest, River, J. Jephcott, W. W. Southam, W. Robson, J. Thompson and F. E. Robson.

last night at the Moxson Hotel, and the following friends were present: T. Morgan, R. J. Hart, Mansfield House, M. S. Cameron, E. Doremam, H. M. Reid, A. G. Scalter, C. E. Peabody, R. S. Muller, A. G. Dower, L. M. Corriveau, F. Kuhn, W. J. Shea of Three Rivers, F. W. Day, E. G. Parker, A. J. Price, Robt. Ryan of Three Rivers, J. Jephcott, W. W. Southam, W. Robson, J. Thompson and F. E. Robson.

2.40 p.m.—Address, "How to Sell Advertising Materials Thru an Advertising Agency," by Mansfield F. House of Montreal, Quebec, managing director of the Advertising Service Company, Ltd.

2.45 p.m.—Address, "Reducing the Cost of Selling; Dividing the Cost of Dummies Between the Customer and the Seller," by Henry P. Porter of Boston, advertising manager of the United Typographic and Franklin Clubs of America.

2.50 p.m.—Address, "The Importance of Advertising to the Retailer," by Henry P. Porter of Boston, advertising manager of the United Typographic and Franklin Clubs of America.

2.55 p.m.—Address, "The Importance of Advertising to the Retailer," by Henry P. Porter of Boston, advertising manager of the United Typographic and Franklin Clubs of America.

3.00 p.m.—Address, "The Importance of Advertising to the Retailer," by Henry P. Porter of Boston, advertising manager of the United Typographic and Franklin Clubs of America.

3.05 p.m.—Address, "The Importance of Advertising to the Retailer," by Henry P. Porter of Boston, advertising manager of the United Typographic and Franklin Clubs of America.

3.10 p.m.—Address, "The Importance of Advertising to the Retailer," by Henry P. Porter of Boston, advertising manager of the United Typographic and Franklin Clubs of America.

3.15 p.m.—Address, "The Importance of Advertising to the Retailer," by Henry P. Porter of Boston, advertising manager of the United Typographic and Franklin Clubs of America.

3.20 p.m.—Address, "The Importance of Advertising to the Retailer," by Henry P. Porter of Boston, advertising manager of the United Typographic and Franklin Clubs of America.

3.25 p.m.—Address, "The Importance of Advertising to the Retailer," by Henry P. Porter of