uesday, February 17, 1914

THE DAILY NEWS



的何万万爾 The Tale The Wagons Tell

My office window faces a street, close to the railway freight sheds.

All day long a steady stream of trucks and lorries lumber byloaded with boxes, barrels and bales.

One truck I noticed the other afternoon was particularly interesting. No two boxes were the same, and stencilled on the end of each was the name of some well-known product-soap, tobacco, socks, breakfast food, cocoa, port, tea, chocolates, perfumery and baking powder.

Juna

The cocoa had been grown in Brazil, shipped to Bristol, transhipped to Montreal and finally distributed from Toronto.

The tea was gathered by swartskinned natives of the romantic island

Peter Black, Prop.

KNOX HOTEL rst Ave., Between Eighth and Ninth copean Plan, Rates 50c to \$1.00 Per LAY Besner & Besner, Props.

V. D. Casley v Rochester EMPRESS HOTEL Between Sixth and Seventh Streets propean Plan, 50 to \$1 Per Day

PREMIER HOTEL American and European Plan F. W. Henning, Manager

ROYAL MOTEL Corley & Burgess, Props. Third Ave, and Sixth St. Steam Heated

VER WHOLESALE LIQUOR CO., LIMITED Second Ave. and Sixth .St. Phone. 102

RINCE RUPERT IMPORTING CO., LIMITED Fraser and Bixth Sts. Phone 7

na Land District .--- . District of Coast

n, Ontario, occupation manager of a

Company, intends to apply for per-

80 chains, west 80 chains, north

chains, east 80 chains to point of

mencement, containing 640 acres more

Lot 1968, thence

ion to purchase the following descri-

Range V.

TRYING TO BEAT THE HIGH COST OF LIVING Great crush to buy the "Housewives' League" bargains in Toronto. This is an organization of

women who buy produce direct from the producer and sell it direct to the consumer, thereby cutting out the middleman and his profit. At the first sale by the league there was a small riot, and several women retired with torn clothing and other damages. At all subsequent sales the police have been in charge and order maintained. The prices obtained are less than current retail prices, but a very small portion of the crowd which wants to buy can be served.

Newest Notes on Science

Paper overshoes have been pa_| Children's wagons can be con. tented by their New York in- verted into sleds by the use of ventor. new runners with clamps to en-. . . gage the wheels. . A 30,000-acre vanila plantation is planned for the island of Tahiti.

Non-spoilable salts or scent mounted the wings and tail of a

bottles are mounted in new par- crow on a wire frame. KE NOTICE that Hume Cronyn, of asol handles.

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. . .

ical prescriptions.

A recording meter to measure The Russian government con- the amount of steam used in an a post planted at the trols the prices charged for medindustrial plant has been invented to check waste.

A sanitary guard has been in-

LEFT HIM TIED TO TREE Camper Robbed and Maltreated-**Posse Is Chasing** Criminals

BANDITS BEAT VICTIM

Los Angees, Feb. 16 .--- After beating him almost into insensibility and taking his entire camp_ ing outfit, including a horse and For experiments with model wagon, three highwaymen stripaeroplanes a French inventor ped Wm. Jones, a rancher, of nearly all his clothing, and left him tied to a tree near Whittier. a suburb.

> Shivering in the early morning chill, Jones remained trussed up until after daylight, when he wa found, and a posse set on the trail of his assailants.

Jones told the police that the Although a new German auto- highwaymen awakened him as he

Gathered there in prosaic wooden boxes were the results of thousands of hand's labor in all parts of the world.

of Ceylon; from sunny Portugal the luscious, big grapes had been gathered years ago, fermented, bottled and branded with a famous name; from Egypt had come the cotton and from South America the dyes that entered into the product finally stamped with the brand of a well-known hosiery.

There, behind that obviously prosaic truck-load of freight was the whole romance of modern commerce-the skilled production, the universal demand for food, drink and raiment, and the world-wide distribution of the things we use every day.

And then I speculated why we use these things every day, instead of some other things; and that brought me plump back to my own job of advertising.

The names of some of the boxes on the lorrie were known everywhere to-day, but had been unknown a few years ago; and I saw then more clearly than ever before that Advertising is really a great channel digger. It is like the Panama Canal. You can sail from Montreal to Vancouver now, around the Horn. You can get there, but it is going to take months. A year or so from now you will sail through the Panama Canal and chop the journey to less than half. A new channel will have been dug.

The great names in commerce to-day are those of the manufacturers who have let modern advertising steam-shovel a channel across the isthmus of distributing difficulties.

The great names in the commerce of to-morrow will be those of men who widen and dredge this channel so that the greater traffic may pass smoothly and quickly from the source of production to the homes of the consumer.

If you are doing a local business

talk over your advertising problems with the Advertising Department of this newspaper. TIf you are doing a provincial or national business it would be well for you to have counsel and assistance of a good advertising agency. A list of these will be furnished. without cost or obligation, by the Secretary of Canadian Press Association. Room 503, Lumsden Building, Toronto.

