

## When at the Toronto Exhibition

You are invited to call at our Exhibit in the Manufacturers' Building to hear the Recitals by prominent Pianists, demonstrating the superior tone qualities of the very interesting variety of Heintzman Pianos which have been for the greater part of a century sold all over Canada as well as in other countries.

When you are on Yonge Street, opposite Eaton's, call at the Heintzman & Company Store to more leisurely hear and see a still greater variety of the Pianos.

A large Assortment of Orthophonic Victrolas, Brunswick Phonographs, and Radios, are on display—also Victor Records and Music Rolls. There is also the largest Sheet Music Department in Canada.

## Less Fussiness Over Motorists

### Scotland Yard Inaugurates New Policy in Auto Cases

## DRIVERS CO-OPERATE

### "Autocar" Has Pungent Comment on the New Situation

Police court prosecutions in which motorists are concerned are to be held in number in the London area, says "Autocar." For some time it has been felt by the authorities at Scotland Yard that it is unnecessary to exert the full force of the law when motorists are concerned as guilty of what may be described as "vehement" offences, and the result has been that in a not inconsiderable number of cases, the police have issued a warning and not a summons.

This policy having proved satisfactory, it has been decided to extend it to all motorists in the metropolitan area and in districts in which valuable time will be saved for motorists and police officers, and also for the overworked magistrates in the London police courts. These districts will most certainly regard Scotland Yard's latest action with the warmest approval.

It should be emphasized that the new police procedure will be the same as before, and that it will not be a question of the police refusing to issue a summons. It will be the outcome of the proceedings. This will be a matter for the magistrates to decide, and not for the police to determine. A motorist who is charged with a violation of the law will be given an opportunity to state his case to the police before the case comes to the court. If the police officers have decided, as is apparently the case, to enforce rather the spirit than the letter of the law, the motorists will be glad to co-operate with the police and to do their best to help and not to hinder police officers in the execution of their duty. If once a spirit of mutual co-operation is firmly established between motorists and the police, not only will a great deal of annoyance and waste of time be saved, but police officers will have an opportunity of carrying out more efficiently duties that are generally admitted to be of far greater importance than those on which hitherto, owing to their rather childish campaign against motorists, they have been too frequently employed.

These, Excellencies, the Governor-General of Canada and his Consort, the Viscountess Willingdon, recently visited the Peace River country in Alberta, one of the most fertile agricultural areas in North America. Wheat and oats from the Peace River district won the championships at the International Grain and Hay Show in London, which scored high in the prize list in 1927.

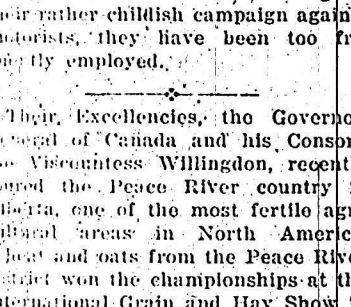
## WHEN IN TORONTO

### Eat and Sleep at

## SCHOLES HOTEL

Cafeteria and Short Order Service. YONGE ST., Opposite Eaton's. Hotel Rates: \$1 Per Day and Up.

## It May Be Urgent



When your children cry for it

Castoria is a comfort when Baby is feverish. No sooner taken than the little one is at ease. If restless, a few drops soon bring contentment. No harm done, for Castoria is a baby remedy, meant for babies. Perfectly safe for the youngest infant; you have the doctors' word for that. It is a vegetable product and you could use it every day. But it's in an emergency that Castoria means most. Some slight when constipation must be relieved—or colic pains—or other suffering. Never so without it; some mothers keep an extra bottle, unopened, to make sure there will always be Castoria in the house. It is effective for older children, too; read the book that comes with it.

## Sectionalism in Canada

Toronto Telegram (Ind. Chm.): Sectionalism plays a larger part in Canadian politics than ever before. Take a glance at the map. The Maritime provinces, British Columbia is solidly Tory, while the Prairie are all a prey to different forms of Liberalism. And all these by large majorities. It is small wonder then that the present House of Commons lacks color. It represents opinions on blue—and all representing.

## If you use Red Rose Pekoe Tea

Red Rose Pekoe Tea is the finest tea that materialize reduce your tea bills. Red Rose Pekoe lasts longer because of its additional strength and flavor make it go further. Every package guaranteed.

## When your Children Cry for It

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677 YONGE STREET

## Wild Beasts in Africa

### "Shipping and tourist companies are now advertising lion and elephant shoots as mildly exciting holidays in which even ladies may take part without any danger or fatigue," says Ignatius Phayre in an article on "Hunting Big Game by train and Auto in the August Current History. 'Indeed, so commonplace an event has become the chase of the King of Beasts become, that the heavy bore gun has largely given place to the cinema camera, and thrilling photos of formidable beasts are now advertised from the paragon of Africa' "thinks a mass of adjectives and named or horned heads to hang on the walls at home, or adorn the floors as rugs 'with a history.' Bankers, industrial leaders and business men of many nations take to African safaris as a novel outing. Conducted either by Stanley and Burton or by a first-class guide and a first-class team of porters, interpreters and guides now pass clear through the Dark Continent from Cape Town to Cairo, using comfortable steamers on the great lakes, and at least changing into Nile houseboats which have sumptuous suites of rooms, private baths, electric fans, a first-class cuisine and all the comforts of a modern hotel.

### "Meanwhile all the great known beasts are receding before the construction of railways and roads with white immigration and tourist traffic, of which Stanley and Burton never dreamed. Unless this wanton orgy of slaughter can be stopped by drastic laws, the time is not far distant when the only place to see the great wild beasts of Africa will be the local zoo, or stuffed in the natural history museum."

### Jobber's Salesman: "Which of the two hotels in this town would you recommend?"

### Travel Agent: "Some prefer the Railway Hotel, and some prefer the Bayside; but whichever you go to, you'll have a night's sleep."

### Guest: "When was this chicken killed?"

### Waiter: "We don't furnish dates with chickens, sir; only bread and butter."

### The reason people pass one door to patronize another store is not because the busier place has better silks or gloves or lace, or cheaper prices; it largely lies in the smiles and smiling eyes. The true trade magnet, we believe, is just the treatment folk receive.

### A kiss is much like a drink. The morality of it depends on how it affects you.

### "This storm may put the lights out. Are you afraid?" he asked.

### "Not if you take that cigarette out of your mouth," she replied.

### Sleep is never so sweet as on morning's you have to get up early and go to work.

### Often it pays to make sure you are right and then keep still.

### Street Car Conductor: "Madam, this transfer says 'pay'."

### irate lady: "Well, you can't expect much else with the cars so poorly ventilated."

### There was a young lady named Hyde, Who ate some green apples and died. They apples fermented, with a little while in the inside.

### When three boarders combine to keep the butter at their end of the table, they are what politicians call a bloc.

### Wives are people who are forever trying to find room for one more piece of furniture.

### Most everybody believes in the law of the survivor of the fittest, except the undertaker, and he doesn't believe in the survival of anybody.

### The old-fashioned, plain living and high-thinking has been supplanted by fancy living and low thinking.

### The girl who pets and runs away will live to pet another day.

### Chamberlain Will Visit California Via Panama

London.—Sir Austen Chamberlain, the Foreign Secretary, will take a sea voyage to California via the Panama Canal, it is announced. He is recovering from a mild attack of pneumonia and will be able to travel in three weeks. He will be accompanied by Lady Chamberlain and is expected to be away for several months.

Lady Chamberlain, wife of Sir Austen Chamberlain, said that definite arrangements had not been made for her husband's visit to California, but that the medical advisers believed that the foreign secretary will be sufficiently recovered from his serious illness to allow him to start the tour late this month. He would expect to be back in England early in November.

Sir Austen will make no public addresses either in the United States or in the Dominion. He may make a short call at the West Indies. He intends to land at San Francisco and travel onward into and across Canada.

### A "Flashy" Financier

Truth (London) Correspondent writes of a "flashy" financier who had a genius for creating a market, but like all reckless adventurers, he piled his wild gains against insupportable losses. He went up like a rocket and came down like the stick.

### Who is Smith and who is Hooper? Which is dry and which is wet? Benito Mussolini.

Mindard's Liniment for Blistered Feet.



Behind the Scenes

A man may be handicapped by being born a post, but there is no reason why he shouldn't brace up and make something of himself.

This first hundred biscuits are the hardest.

We would rather have been Joan of Arc than Mary Queen of Scots, because Joan got a hot steak while Mary only got a cold chop.

"This is surely blind when aviators are frequently killed while airplane players, who never will conquer it, go unharmed.

"This is a fast age; some of us are in pursuit of pleasure, some fleeing from trouble, and the rest of us stuck in the mud.

"Put a sweater out on a limb and he will start a branch factory.

"Johnny, you're a sight. What have you done to your clothes—they're full of holes."

"I was we was playin' grocery store, mama, and I was the piece of cheese."

"Bill, what is a quarterback?"

"Quarterback? Why, it's a 25-cent refund."

Some historian has discovered that Nero not only fiddled while Rome burned, but continued to fiddle while it was being rebuilt.

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## British Museum Gets Carlyle Manuscript

New York.—The manuscript of the first draft of Thomas Carlyle's "Past and Present," has been presented to the British Museum, by Gabriel Wells, New York rare book dealer, according to Mitchell Kennerly, president of the Anderson Galleries. Mr. Kennerly has just returned here from England.

Mr. Kennerly said he had bought two Carlyle manuscripts at an auction sale at Sotheby's in London, paying £2100 for them. He then resold them to Mr. Wells, and Mr. Wells offered the British Museum their choice between the complete first draft and the incomplete revised manuscript. According to Mr. Kennerly, Mr. Wells gave the manuscript to the British Institution, "in compensation for the recent passing of the Carlyle manuscript of 'Allea in Wonderland' into American hands."

## Cartier Discovers P. Edward Island

### The first white man, who landed on the shores of the future "Carolin in the Gulf" and left a record of what he saw, was Jacques Cartier, in his voyage of 1534. It is not unlikely that Cartier had learned the art of navigation in frequent excursions to the fishing grounds off Newfoundland before he ventured upon those voyages of discovery which made for him a place in history and gave to France a new outlet for her energies. It was the French who followed up his discoveries by attempting settlement both on the shores of the River St. Lawrence, on the banks of the Gulf, and on the northern coast of the continent. It was settling the mouth of the river which he hoped to make good their claim to all the hinterland through which it flowed. Hence, it transpired that from Cartier's first voyage in 1534 until the final expulsion of the British in 1759, the destinies of the continent were in the keeping of the French.

### With the remainder of the world here concerned, but his brief description of the unknown sea, inasmuch as it is the first extant description, deserves to be quoted in full:

### "And the next day, the first boat of the said month, the wind blew south, one quarter southwest, and sailed west north sunrise on the 20th day of the said month, with the wind blowing in all directions, but we came in sight of what I looked to be like two islands, which lay some nine or ten leagues to the west-southwest of us. And made that day until sunrise in the morning about forty leagues in westerly direction. And at night, of course we came in sight of what I looked to be like two islands, which lay some nine or ten leagues to the east and northeast as far as a sailing headland, named by us Cape Royal."

### "All the coast is low and flat, the finest land one can see, and full of beautiful trees and meadows. The shore is low and skirted all along with sandbanks, and the water is shallow. We were ashore in our longboats at several places and among others at a fine river of little depth, where we caught sight of some Indians in their canoes, who were crossing the river. At that account we named the river Carole River. But we had no further acquaintance with the natives, as the wind came up off the sea, and drove upon the shore, so that we deemed it advisable to go back with our longboats to the ships. We headed north east until the next morning (Wednesday), the first day of July, at sunrise, at which hour came up fog, which cast sky, and we lowered the sails until about ten o'clock, when I brightened up and we had sight of Cape Orleans and of another cape, that lay about seven leagues north, one or two leagues to the north of it, which I named Indian Cape. To the northeast of this cape, for about half a league, there is a very dangerous shoal and rocky bar. At this cape a man came in sight who ran after me, and I followed him to the coast, making four or five leagues, and then I returned to the said (Indian) point. And seeing these signs we began to row towards him, but when he saw that we were returning, he started to run away and to flee before us. We landed opposite to him and placed a knife and a wooden girdle on a branch, and then returned to our ships. That day we coasted this shore some nine or ten leagues to try and find a harbor, but could not do so; for, as I have already mentioned, the shore is low and the water shallow. We landed that day in four places, and in these places are wonderfully beautiful and very fragrant. We discovered that there were cedars, yew-trees, pines, willows, ash trees, and many other many of them unknown to us and all trees without fruit. The soil, where there are no trees, is also very rich and is covered with pines, white and red gooseberry bushes, strawberries, raspberries and wild oats like seed which one would say had been sown there and tilled. It is the best temper region one can possibly see, and the heat is considerable."—D.C. Harvey, in "The French Regime in Prince Edward Island."

### Broadcasting

Edinburgh, Scotsman: Broadcaster is a new art, and for many years will be feeling their way. The time has come when a broadcaster will need to qualify for his privilege. The ability to compose poetry and music does not constitute fitness to broadcast; nor does either profound knowledge or exceptional skill as an entertainer make an eligible speaker attractive to the ears of his audience. In the course of the broadcasting will bring out the right type of program and the best men to take control. Till then we must be patient.

### Sliding Scale

Minneapolis Journal: Eight of the big casualty companies have pooled their resources of research to find out what a proper insurance rate is for those engaged in aviation. It is very great, but it is certain to be a falling rate.

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# RED ROSE TEA "is good tea"

The Orange Pekoe is something extra—a special tea In clean, bright Aluminum

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## Classified Advertisements

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\$1.15 PER POUND (P. TWENTY-THREE) (one sample free, Shipping & Postage Extra.)

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ILL THE MOVIE - PIONEER ILLUSTRATED - sent for your approval. Has a few good lines. Write for particulars. The Little Fingerboard Co., Toronto, Ont.

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### BEATING BARGAINS

All sizes of Overalls, Belts, Buttons, Hosiery, Socks, Caps, etc. Write for particulars. The Little Fingerboard Co., Toronto, Ont.

### GUINS

Write for particulars. The Little Fingerboard Co., Toronto, Ont.

## TORONTO EXHIBITION

When visiting Toronto remember the convenience and speed of the Toronto Exhibition. 129 YONGE ST. TORONTO, ONT.

## Blistered Feet

It walking has blistered feet, both them with the red, Sandal Wood, Mindard's Liniment.

## Cuticura Soap

Pure and Wholesome Keeps The Skin Clear Soap, Ointment, Tablets

## ATTENTION, WOMEN OF MIDDLE AGE!

Mrs. Goodkey Tells the Experience with Pickard's Compound

