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**Judgment Refuses Copyright
To Advertising Agents' Copy**

Mr. Justice Astbury, After Four-Day Hearing, Definitely
Decided in Favor of Advertiser Against Agency
Which Claimed Ownership

London.—A case of great importance to advertisers, advertising agents, and publishers has just been heard in the chancery division of the High Court of Justice. It concerned the point, which apparently had not been raised before in British law, whether copyright in an advertisement prepared by an advertising agency remained the property of the agency or was the property of its client, the advertiser.

The case in question was complicated and somewhat obscure, but the final decision of Mr. Justice Astbury, after a four-days' hearing, was definitely in favor of the client and against the agent, who had brought the action in the endeavor to obtain an injunction restraining both the advertiser and one of the London newspapers from using an advertisement the agent claimed to have prepared.

The agent had prepared an advertisement which his client had inserted in one of the London dailies and on which the agent received his usual commission. Subsequently, the client caused the advertisement to be inserted in another paper, acting directly and without the services of the agent. At this point the agent applied for an injunction prohibiting the further use of the advertisement, on the ground that it was a literary work and as such came within the Copyright Act, under which title would remain in the author, who appeared as plaintiff.

The decision held that no copyright existed so far as the agent was concerned, and that in employing the agent to prepare the advertisement, the advertiser and the agent had, in

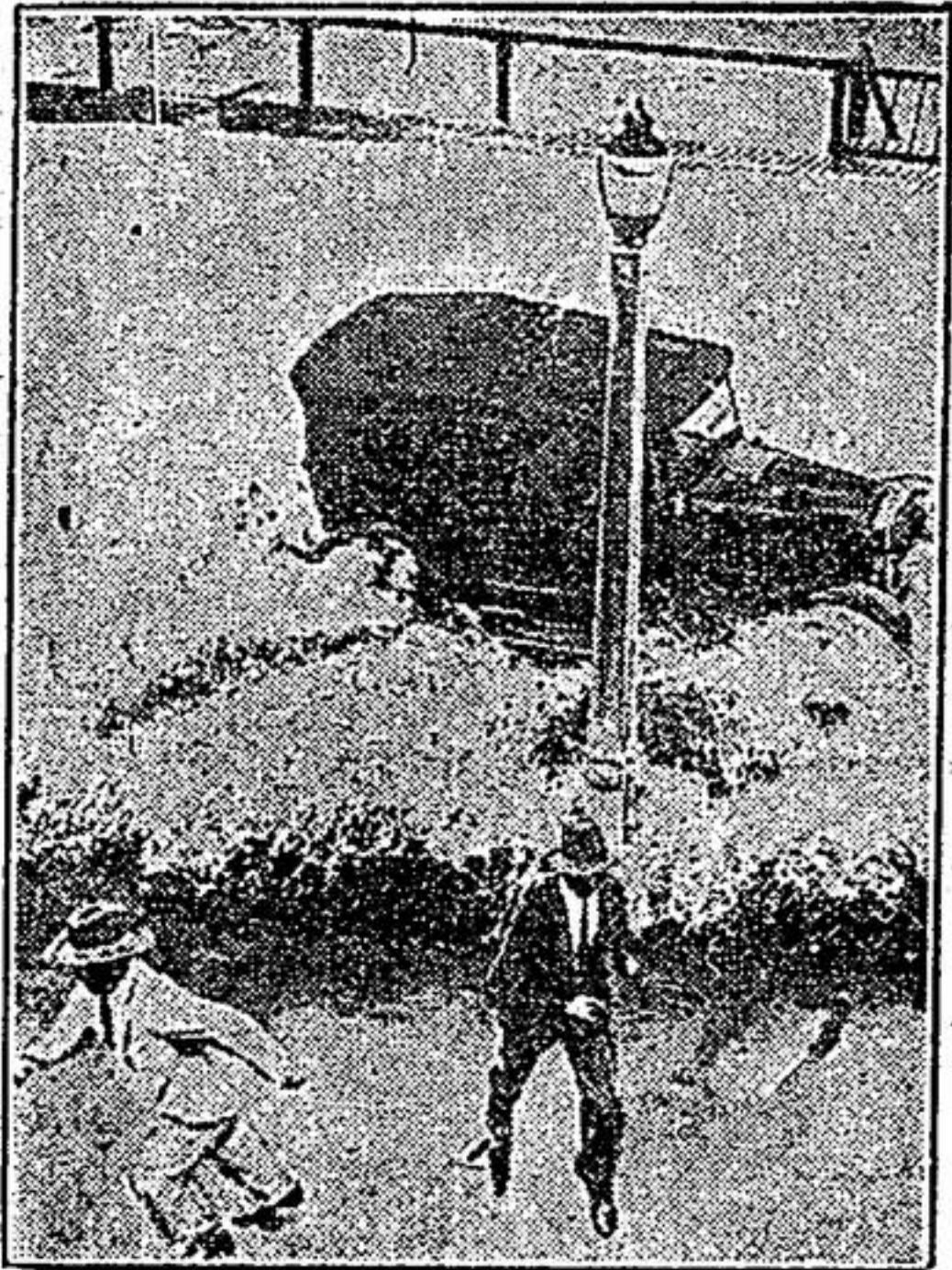
**Great "Hopper" Plague
Over New South Wales**

London.—An "Evening News" dispatch from Sydney says the approach of a great plague of grasshoppers is reported from southern New South Wales. The advance guard of the insects was described as twenty miles wide, behind which are swarms extending ten miles, rapidly consuming what was an abundant grass crop. Fences in the area are draped with thousands of insects, while motorists passing through it reported that their radiators were clogged and their windshields covered.

effect, contracted themselves out of the copyright Act. It further held that the agent's interest in the advertisement in question only existed so long as the advertiser continued to use the agent's services. As no contract existed by which the advertiser was bound to continue to use these services, and no copyright as applying to original literary work existed, the agent's application for an injunction against both his former client and the newspaper must fail.

It is assumed that the points of contention in the case can in future be clearly covered in the written agreement between agencies and clients, but in view of the delicate personal relations existing between such parties and of the fact that many firms frequently change their agents, the prospect is not a very pleasant one for the agencies.

Heavy Weather



SEAS ROUTED AUTO PASSENGERS
So high did the waves rise recently at Durban, South Africa, that passengers in passing motor cars were forced to abandon their vehicles and take to flight. Huge sea broke over the promenade.

**Abd el Krim Passes Long Days
As Exile Cultivating Garden**

Ex-Sultan of Rif, Who Led Tribesmen in Revolt, Enjoys
Placid Existence

Abd el Krim, onetime master of the Rif and the man whose hardy mountaineer tribesmen reached the very gates of Fez before they were hurled back by the French in one of the fiercest series of engagements since the World War, says "The London Daily Mail," is supporting his banishment at Saint Denis, in the Island of Reunion, in the Indian Ocean, with true Oriental patience.

"The Sultan of the Rif" took with him only two wives out of his numerous harem. They were his favorites, Fatima and Aicha. His other companions in exile are his brother, Si Mohammed, and his uncle Abdoulem, his mother and his sisters and the families of his brother and his uncle. During the long voyage from Casablanca, the chief port of Morocco, to Reunion, a son was born to him, so that he now has three sons.

Abel of Krim's brother discarded his Moorish attire as soon as the ship reached Marseilles, but Abd el Krim himself did not adopt European clothing until he reached Reunion. He is living in a country house rented specially to lodge him, and which has been somewhat hastily dubbed "the Chateau de Maurange." In reality the house has nothing of a castle about it, but consists of only a ground floor and a first floor, with a vegetable garden, an orchard and a meadow adjoining.

His first care was to furnish his new home as comfortably as possible and set his wives and his family at their ease. When he left Morocco he knew only the rudiments of the French language, but he has set himself to study it deeply, and to-day he speaks it as fluently as his brother, who is renowned as a good French scholar.

Abd el Krim's two elder children at-

**Runner Injures Legs
For \$50,000**

Galt, Ont.—Cliff Bricker of Galt values his legs. One of Canada's chief hopes in the marathon race at the Olympics this year, Bricker has taken out a \$50,000 insurance policy on his limbs as a precautionary measure. The policy covers Bricker for the loss of use of his feet, legs, knees or toes as well as in the event of amputation of any of these parts.

tioned the local college every day. They speak the Chleuh dialect at home, but the rest of the time they converse fluently in French with their French playmates.

But though Abd el Krim now dresses in European clothes, he continues to observe the customs of his country, and the fullest freedom is allowed him in this respect. He has made the acquaintance of a large number of people on the island and he often passes long hours with his friends, the most intimate of whom is the lieutenant of gendarmerie.

The former Rif chieftain spends a great deal of his time cultivating his garden, which he is doing with no little success. His two wives, his mother and his two sisters take frequent walks in the country, but always dressed in their native costumes.

Teacher—"Tommy, you've not done a stroke of work this morning, and I've told you again and again that the devil finds work for idle hands to do." Tommy—"Yes'm." Teacher—"Now take your copybook and write that out 20 times."

**Empire Shopping Week in Canada
Canada Produced is Empire Produced**

New Empire Booster is No New Method to Interest British in
the Empire's Products During Week of April 21st
to 28th Inclusive

ALL TO TAKE PART

The Executive Committee of Empire Shopping Week in Canada holds strongly to the view that the type of civilization and its promise of development as shown in countries of British Empire, is one that Canadians all desire to encourage for the sake of the present and the future generations. All this, it is conceived, is intimately bound up with the economic and business side of affairs that play so great a part in the daily lives of so many Canadian citizens.

Empire Shopping Weeks are not a novelty. They have been tried with great success in other parts of the Empire, notably in Australia, British West Indies and in Great Britain. These weeks enjoy the cordial approval and co-operation of the Empire Marketing Board, now doing such valuable work in Great Britain and other parts of the Empire. The underlying principle on which the EMPIRE SHOPPING WEEK IN CANADA will operate is the same as that in force in Empire Marketing Board activities. One main thought, steadily kept in mind is that a natural first preference be given to goods that are the products of the country in which the week is held, other Empire products receiving the next preference. Produced in Canada is produced in the Empire.

Provincial and local committees are being formed throughout Canada including local representatives of the nine national organizations already interested through the Advisory Council and many other public spirited bodies.

The Mayor of each town in Canada has been invited by Hon. James Macleod, Honorary President, of the Council, to take a leading part in the local movement.

The formation of local committees is thus a part of the approved general plan.

The method adopted and approved by the Executive Committee to start Canadian Chamber of Commerce, whose President is on the Advisory Council, along with eight other Presidents of national organization, and which is represented on the Executive Committee and the Finance Committee of Empire Shopping Week in Canada, outline the Shopping Week movement and organization to all Boards of Trade and Chambers of Commerce in Canada, and mention a few things that have been carried out by local committees in Empire Shopping Weeks elsewhere.

The last meeting of the Executive Committee authorized the Honorary Secretary to get in direct touch with the local Boards of Trade and Chambers of Commerce with respect to the weight given to activity of local committees and local papers in considering the extent of space to be used in newspapers and other publications for general advertising.

It may, perhaps, be interesting to consider what is being done elsewhere in Canada. Within two weeks of the first notice being sent, the following towns and cities have actually formed local committees, or have definitely taken steps to do so.—Winnipeg, Moose Jaw, Medicine Hat, Amherst,

Vancouver, Halifax, Brockville, Hamilton, Trail, B.C., St. Catharines, Prince Rupert, Brampton, North Bay, Grenfell, Sask., Edmonton, Victoria, Belleville, Prince Albert, Fort William, Quebec, Toronto, Calgary and Montreal.

There is much more in this than the effort to sell goods at retail. Many people think there is scarcely time to do all that should be done locally even with the beginning made immediately. The local publicity gained by the organization of a representative local committee would be the most effective means of reminding manufacturers of their obligation to subscribe, which forms an added reason for acting promptly.

Your Mayor or Reeve has an invitation from the Honorary President to take part in your local movement. Half a dozen or more local branches of National organizations and a number of other local organizations, are ready and waiting the call from your organization to whom was entrusted the leadership in the community effort.

The General Executive Committee is composed of men acting in a representative capacity representing their national organization on the Executive Committee specially selected from the whole group of national organizations whose Presidents form the Advisory Council of the organization.

They have approved of the wording and design of electros for newspaper use, of a broadside to the retailer, telling him the full story, and of show cards and window streamers in liberal quantities for distribution by local committees where they desire to do so.

They will have to consider in the near future the question of the copy that will appear in the newspapers which is an important question demanding the very best thought and most serious consideration. Full consideration with respect to local newspaper space will be given in proportion to the activity and interest displayed locally by the committee and newspapers.

These are simply a few out of the host of national things that the Executive Committee must deal with.

Obviously the General Executive Committee, through the necessity of retaining constantly in their minds the national point of view and national questions, with the best will in the world towards individual localities, cannot undertake definite personal activities on local committees and this outline clearly shows that every dollar from general subscribers will be required for general purposes which are all to help you.

Devolution of duties had to be worked out. For instance, the Canadian Manufacturers' Association undertook the distribution of the booklets to Canadian manufacturers, the Department of Overseas Trade undertook their distribution to other parts of the Empire, the Retail Merchants Association interested their provincial divisions and local organizations, as did also the Canadian Manufacturers' Association for local purposes. The other national organizations are all doing their part in keeping their members informed and serving the general in-

terest in many other ways. The development of local committees can fill the very important purpose, in which your locality should be taking a lead to make Empire Shopping Week the most stirring event that has happened since the war.

Local Committee activities take the form of making sure that departmental stores and retail stores are definitely co-operating to put on a show during Empire Shopping Week, 21st to 28th of April, arranging for possible municipal co-operation, welcoming the Mayor who has been invited to participate by the Honorary President, or welcoming any representative delegated by him. There are many other ideas such as brief addresses over the radio, cooperation with motion picture houses and all sorts of other features that will help to interest the general public in the movement and provide the small funds necessary for carrying on local work.

This method gives full scope for the use and development of individual initiative in each place which is of the utmost value in devising plans that suit the particular locality and enable local committees to achieve splendid advance press publicity.

The General Executive Committee is arranging for the supply of show cards and window streamers, stickers for use on stationery, electros for newspaper publishers use, a considerable supply of posters and the general display advertising along inspirational and economic lines. The Executive Committee will gladly welcome news of your activities, ideas and suggestions that may be distributed for use in other places.

Under these exceptional auspices Empire Shopping Week in Canada is certain to be a tremendous success. It will do a great work in cementing the bonds of Empire anew and will give Canadians a closer and more interesting "close-up" of The Empire as it is—vast, far-reaching and firmly knit within itself—a great power for good in the world to-day.

A Pirate Treasure

On Balloy Island, one of the 365 islands in Casco Bay and near Portland, Me., was found the only treasure supposed to have been buried by Captain Kidd. A man named John Wilson, who lived on the island seventy-five years ago, seeking the legendary treasure, dug up a copper kettle which had been buried deep in the ground. It contained \$12,000 in Spanish gold. Although the search for other pirate treasure has been pursued along the coast for many years, only the Balloy Island find has rewarded the eager seekers of easy money.

For a bit of a likeness twist motors an 'dmen, you don't have to search very far! much depends on what's under the hat of a man, and what's under the hood of a car.

Ring Your Bell

"I don't need to advertise. I have been in business in this town for 30 years. Every man, woman and child here knows where I am and what I sell." The advertising salesman looked across the street and saw a church. He asked how long it had been built. The storekeeper replied that it had been there for half a century. "And yet they ring the church bell every Sunday morning," the advertising man remarked.