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HEAD OFFICE

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DAILY EDITION.

FRIDAY, JUNE 21

HOW THEY SCRAP BACK EAST.

For months, says the Toronto Globe, the World has been urging Mayor Geary, and the members of the council, and the Telegram, and the Globe to get "Big Eyes." Now it is sorely hurt because the Telegram has made a retort in kind. The World says: "And because one paper out of the lot foresaw this, and spoke of it, and told the story of the development in the city and around it, and advised the people to get 'Big Eyes' for what was coming, is that a reason why it should be insulted by the Telegram? Why should the World's suggestion of 'Big Eyes' merit John Robertson's gentlemanly retort of 'Big Mouth'?"

It will be observed from these remarks that while the World believes Big Eyes to be most meritorious, a Big Mouth is not regarded by it as a mark of either beauty or intelligence. Why should this be so? If Big Eyes are necessary to good vision, to physical or mental perception, surely a Big Mouth is equally necessary to enable the man of vision to convey his ideas to others. The English language is full of just such queer shadings of meaning as that which has brought the World and Telegram into conflict. Tell a man that he has a large and aquiline nose and he will blush with pleasure. Tell the same man that he has large ears set well forward and he will be insulted. Yet hearing is more important than the sense of smell, and the man whose ears have been tilted forward by nature does not need to hold his hand to his ear, as many of us who suffer from flat ears are compelled to do, when the speaker of the day is not accustomed to talk in a large hall. This matter of big and small ears reminds one of the story of the Irishman who, on being told by a person with whom he was having a row that his ears were too big for a man, responded promptly with the remark, "and yours are too small for an ass."

MERE MUSKIEG IN THE BUSH.

Still the swamp has charms that are not entirely of the memory. The rich purple of the fly flower is displayed in that oddity of form which suggests the much prized orchid. The star flower supplies a modest decoration of white. The Clintonia holds up its yellow drooping flowers from among its broad, rich, unfolding leaves. The skunk cabbage, whose richly tinted cowl has already withered, raises its great capacious leaves in tropical luxuriance, and all the varied growth and forms of swamp vegetation continue the struggle for supremacy. The tamaracs, our only conifers to don new dress every year, are densely tufted with fresh green. The spruces crowd so close that they are impenetrable in some places, but through this densely diminutive forest there are winding courses of warm, damp moss where once the little stream found its way, and where there is still too much moisture for the seedling trees to take root. In these the orchids grew, but the place that knew them knows them no more. Irregular heaps of wet, black earth show where, in the drier autumn, the moles pushed the waste material from burrows now filled with water.—Toronto Globe.

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EVERYDAY PERIL AND PROTECTION

Growing Attention Paid by the World's Citizens to Life Insurance Now That Dangers of the Street Increase.

Well on to \$5,000,000 is being promptly paid over by life and accident insurance companies on lives lost in the Titanic disaster—the accident payments aggregating \$2,000,000. Had the rank and file of passengers on board been adequately insured, the payments would have been still larger—particularly when it is considered that double accident indemnity was paid in most cases in accord with provision relating to death when traveling.

The lesson is plain to the everyday man. As a New York firm of agents in a circular letter points out, because a man does not go to Europe he must not say that there is no lesson for him; he must be somewhere, and safety from accident can be found nowhere on land. Casualties are constantly happening. The number killed and injured has enormously increased during the last decade; more people have been killed by vehicles in the streets of New York alone than by Atlantic liner accidents in fifty years. To the average man the chance of accidental injury is greater than is that of the traveler. Then there is the growing automobile hazard. The New York Times stated editorially recently that the toll of deaths from speeding motor cars in that city is rapidly rising. But 73 were slaughtered during 1910; in 1911 the number rose to 425—an increase of 74 per cent.; dur-

ing the first four months of 1912, 58 persons have been killed, a rate of 27 per cent. higher than the record of 1911. The maimed were 392 during 1910, 617 during 1911, and 244 up to May of this year.

And it must not be forgotten that for every accident, from whatever cause, there are two cases of disabling illness. The only complete protection is a policy covering every accident and every illness for the whole period of disability for an amount fixed in advance by the policy holder himself.

Every man's safety demands that he protect the greatest asset he has—his working power.

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COST OF LIVING

Wheat Crop May Help Matters a Little.

Looking at the world conditions generally, while good crops of spring wheat in Canada and the United States will no doubt mean somewhat lower prices during the coming months and more especially when the new crop begins to move, at the same time there is little to indicate a drop to the levels of last year.—Canadian Finance.

Best room in town at Savoy.

Famous Through Fire.

Martin O'Reilly's gents' furnishing store damaged. Loss \$1,237 on contents. Insurance in Ph. of London, \$2,000; Limited Lon. & Scot., \$2,000; Nova Scotia, \$1,000. James S. Rankin, adjuster, Vancouver. — From Western Fire Losses in Canadian Finance.

Subscribe for the Daily News.

RAILWAYS IN THE WEST

Tremendous Optimism Prevails Amongst the Ruling Heads of the Great Transcontinentals Coming Across Canada.

The heads of the railway companies are optimistic regarding the coming season in Western Canada. Sir Thomas Shaughnessy said in an interview in London recently that practically everything is moving steadily forward in this country and that the outlook is highly favorable. He stated that the expenditure of the company on branch lines and on rolling stock this year would be very heavy. A. W. Smithers, president of the Grand Trunk Pacific Railway Company, says that with a good harvest this year Canada will astonish the world. He remarked that the extent of cultivation was now so great and the area so large that the risk of a general failure in any season was reduced to a minimum.

Sir William Mackenzie, president of the Canadian Northern Railway, was in Winnipeg at the week-end, accompanied by Col. Davidson of the company's land department. They have gone farther west. Sir William in an interview forecasted the double tracking of the line from Winnipeg to Port Arthur. He also calculated that the company's transcontinental line would be completed by the end of 1914.

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SOME business men in Canada pay an unwitting homage, not to a king, but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop Advertising in the Summer months. By paying homage to tradition, custom, superstition, they have allowed Summer to become their "dull" season. You know how dull it can be when you don't advertise. Do you know how brisk it can be made by Advertising? Do you realize how much momentum you now lose in the Summer that must be regained in the Fall?

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Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.