

SHANNON DROWNING FATALITY.

The Inquest.

In our Saturday issue a brief report appeared of the finding of a body in a tributary of the Shannon, near Cratloe. Particulars of the tragedy are given in a despatch from an Ennis correspondent, who, writing on Sunday says:—

On Friday night the dead body of Peter Walsh, 13 Jasse's lane, off Muogret street, Limerick, with the hands and feet tied, was found on the bank of the River Garnay, in the Cratloe district.

The river, which is a tidal one, rises at Doon Lake, near Broadford, flows through Sixmile Bridge, and into the Shannon at Bunratty Castle.

The body was found in the tidal portion of the river at Ballinphinta after a big tide. Owing to the swampy nature of the ground, the body was conveyed in an ass and car by Civic Guards to the nearest public road in the parish of Kilpionights, midway between Sixmile Bridge and Cratloe.

There, in the open air, and at the side of the road, an inquest was opened by Mr P. Cullom, Coroner for East Clare, on Saturday evening.

A Pressman's motor car provided a writing desk for the coroner, and at each side of the car stood Civic Guards and jurors.

Thomas Donlan, a labourer, stated that after discovering the body, which he thought had been washed in by the tide, he immediately reported the matter to the Guards at Sixmilebridge.

Peter Coughlan corroborated.

Sergeant W. Walsh, Sixmilebridge, stated at 12.30 a.m. on Saturday he visited the scene and found the body face downwards in the marsh. Both the man's legs had been tied together with spun yarn above the ankles. His hands were also tied in front of him. In his pockets were found a Roary badge, in a pouch a pipe, a soft pointed collar size 16, three matches, and a shirt button.

Dr Geo. Enright, Sixmilebridge, stated the body would be about three weeks or a month in the water, and it was in a decomposed condition. The wrists and ankles were very loosely tied and there were no external marks of injury except constriction caused by the tylog. In his opinion death was due to drowning. It was quite possible that deceased could have tied his hands and feet.

Daniel Walsh, of 7 Benson's lane, Limerick, identified the body as that of his brother, a painter by trade. Deceased had been missing for three weeks and two days. He was 44 years of age, and had a wife and four children. Most of his life he had been deranged; he had been discharged from the British Army on account of his mental condition, and had been an inmate of the Limerick Asylum two or three times since his discharge from the army. As far as witness knew his brother had no enemies who would make an attempt on his life.

After ten minutes deliberation the jury found deceased came to his death by drowning, but as to how he got into the water they had no evidence to guide them.

The promptitude with which Messrs Donlan and Coughlan communicated with the Civic Guards on finding the body was commended, and also that of Sergeant Walsh, and the Guards generally.

International Advertising Conventi

HOW TRADE AND THE PUBLIC BENEFIT.

An article by Mr W. H. Harford, a Director Messrs Seward, Baker & Co., Ltd., Ltd. contains the following:—

Sifting the 200 or more speeches delivered at the International Advertising Convention, Wembley, two outstanding messages have sent round the world. One message is an appeal and a challenge to the manufacturing and trading interests, and the other is an impressive appeal to the big buying public. The appeal to the public has been made in a hundred accents and a variety of ways, but always striking a moral note. And there has been little buoyancy in this constant reiteration of a message—"Truth in Advertising."

More and more as a result of this Convention people will realise that the advertiser should be bought in preference to the unsold, because the advertisement is the manufacturer's guarantee to the public of the quality and soundness of his goods.

But whilst that message "Truth in Advertising" will ring in the ears of the public when the Convention has become a chapter in history—mind it has accomplished something even more important and something that perhaps could have been accomplished but for the insistence on this fundamental principle.

It is the appeal and the challenge made to manufacturing and trading interests. Addressed to a world depleted of much of its national wealth by an international war—looking the stark of unemployment in the face—conscious of financial difficulties created by unsettled exchange from every platform of the Convention the appeal went out to the business men of all countries to examine anew the value of advertising as an economic force. In making this appeal each speaker knew even if he were not prepared to admit it that particularly in this country a number of manufacturers who have given so much attention to advertising—printed salesmanship—it has so often been called—is pitifully small.

So in all earnestness did these experts in their own business—the business of selling—appeal to the men who control manufacture to sit down and examine the facts about advertising, to sift volumes of evidence that have accumulated, which prove the economy of selling through advertising. And this appeal was made not that the manufacturer shall enlarge his activity but that he may give to the public cheaper goods and to his country more employment.

So reputable an authority as Sir Lawrence Weaver declared that the association of the Convention with the British Empire Exhibition created the most highly dynamic condition for improvement of trade that the world has yet known.

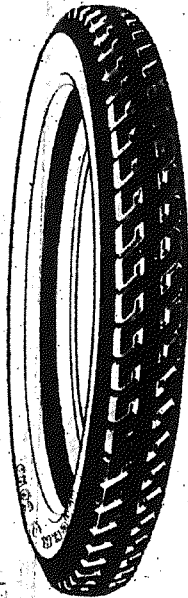
The curious thing to many of us who heard Sir Lawrence Weaver was speaking are the exhibits of many British manufacturers who never yet attempted to tell the world through the Press of the value of their products.

Mr W. M. Teasdale, of the London and North Eastern Railway Co., illustrated the social change which have made advertising a necessity when he said—"It might be argued that railways are essential and do not need to advertise. The public

S ? h Roads

Complete satisfaction. Developed by years of delightfully easy riding under brakes on every way. TREAD will make you our cheapest as good.

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LICATIONS.

BLIN MAGAZINE."

Magazine" for July maintains its standard in prose and poetry. It is "The Passion and Death of Des. D. Litt, M.R.I.A." by translated from the French by P. [unclear] several pages, and then the Pelesh," from the Rumanian translated by John J. R. [unclear] Price writes on "The Louis Golding "Along the and "The Showing-up of destructive article, by Andrew [unclear] Mavardle is the author of an End" while another tale

RELEASE OF MR.