

The Toronto World

FOUNDED 1890. A morning newspaper published every day in the year by The World News-Company of Toronto, Limited...

Will pay for The Daily World for one year delivered in the City of Toronto...

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The World crosses a before 7 o'clock a.m. delivery in any part of the city or suburbs...

FRIDAY MORNING, DECEMBER 18.

For a Business Era

Nothing could be better calculated to destroy any hope of getting the best men in the city to serve the city in the administration of its civic affairs...

For years Toronto has been trying to tempt out a better class of business men, and to get them into the city council and to devote themselves to the management of city affairs...

It is one of the satisfactory things about the city this year that such a sane and reasonable temper exists. The attitude in many respects about affairs has perhaps brought about a more serious consideration of local and municipal conditions than usual.

Controller McCarthy has given all the time to the city that men usually give to their professions since he has been on the board of control, and as a result he is in the unique position which he occupies today, enjoying the confidence of practically every member of the council.

Under Which Flag?

The bills before both houses at Washington to prohibit the export of munitions of war to belligerent nations will of course be defeated, but they are being more strongly pressed than we may imagine.

ON THE BRINK OF WAR?

New York World: Corregidor is an island at the entrance to Manila Bay. It is strongly fortified. For several months, beginning with May 1913, the waters adjacent were mined.

"MY WORD, THIS S'OULD 'ELP RECRUITIN'"



The Civic Campaign

One hears a great deal of irresponsible talk on the street regarding the alleged attitude of the liquor men in the present civic campaign. It is variously stated that they will support this candidate or that candidate, but as a matter of fact, the hotelmen, whatever may have been their course in previous years, are this year holding themselves absolutely aloof from the fight.

EX-Ald. Geo. Ramsden is the latest aldermanic candidate to announce his candidature. He has entered the field in ward 3. Mr. Ramsden represented the ward for two years, 1903-4 and in 1905 was retired from public life because of his well-known temperance principles, but talk of this kind emanates from sources more interested in the defeat or election of any candidate now in the field or likely to enter the field.

CHILDREN FARMERS GROW IN NUMBER

The education of children through Ontario in the rudiments of successful farming and market gardening has awakened great interest in agricultural communities during the year. The large attendance at rural school fairs, held under the department of agriculture, this fall, and the demand for more of them next year indicate the interest being roused in the young people.

The new schedule of rates illustrates this broadening of the scope of the operations of the system. With the extension of business new problems are constantly arising, and to attain perfection, many changes will have to be made, even in the new schedule. It is evident, for example, that in retaining the method of overhead charges on a basis of floor-space area, many injustices must be encountered.

The equalizing of the incidence on all consumers according to their consumption is what is aimed at. But the floor space method falls heavily on the small consumer. The reduction of the rate from four to three cents per 100 square feet is limited by a minimum of 1000 feet. A small consumer with a floor space of 500 feet would be better off under the old rates.

PREMIER GOES TO TARA.

Hon. W. H. Hearst is enjoying a constant round of festivities and complimentary banquets following his accession to the premier's desk. Last night he left in company with Hon. J. B. Lucas to attend a banquet and public demonstration in Tara, an old home town. He will be in Toronto again on Saturday.

WINTER TOURIST TRIPS TO SOUTHERN STATES

Are becoming more popular every year, largely owing to the increased transportation facilities and modern luxurious equipment, making the journey to California, Florida and other resorts a pleasure instead of a hardship.

OPPOSED GRANT FOR UNIFORMS

Following up his threat to stay the proceedings authorized by the board of control to grant \$20,000 to the Home Guard \$10,000 for uniforms, Ald. Sam McBride appeared before the board yesterday morning armed with a host of questions relative to the transaction. After a whispered conference with Acting Mayor McCarthy the alderman seemed somewhat mollified but nevertheless read off his dozen questions to the board.

Controller Simpson took exception to the whispered explanation and reminded the alderman he was speaking to the board and not to the vice-chairman. "I don't consider you on the board," shouted the alderman. The vice-chairman, who was sitting very much on the edge of his seat, his questions in writing and the board would deal with them.

CANADA PERMANENT MORTGAGE CORPORATION

Established 1888. President: W. G. Gooderman. Vice-President: W. D. Smith. Second Vice-President: Geo. W. Hudson. Joint General Managers: R. R. Hudson, John Massey.

The Canada Permanent Trust Company

Incorporated by the Dominion Parliament. This Trust Company is now prepared to accept and execute any business description, or act as Executor, Administrator, Liquidator, Receiver, Curator, or Committee of the estate of a lunatic, or to forward a special assignment of a business to a Trust Company.

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The Right Way To Strike a Match

Once in a while we have complaints about our matches breaking in two. This is no fault of the match, as Eddy's Matches are made from specially selected straight grained wood only.

The E. B. Eddy Company, Limited, Hull, Can.

Let us deliver your Christmas Wines and Liquors now

and help to relieve the rush of the last few days. This will be much appreciated, and will leave you less to attend to at the last minute.

Good Liquor Will Not Spoil by Keeping.

Michie & Co., Ltd. 7 KING STREET WEST, TORONTO

Stevens-Duryea Model X

in first-class condition; looks like new, price \$800. THE DOMINION AUTOMOBILE CO., LTD. Bay and Temperance Streets.

Rowland said he had thoroughly considered the question of running next year, but had come to the conclusion that he could not devote sufficient of his time to public business to warrant his taking another year as alderman.

JUST ONE CONDITION

Here's another little story of the "scrap of paper" variety. And it contains a profound principle. And it contains a profound principle. And it contains a profound principle.

The Ald. Singer will be opposed by one of his own race in Ward Four this year, the consensus of opinion is that the alderman has done an excellent work in council during the year just closed, and the prospects are that Mr. Singer will be given the hearty support of the large number of Jewish residents of the ward, while the Gentile population have admired his straightforward course and are likely to support him better than a year ago, when he was returned as the third man with a vote of 1804.

BURLAR GETS MONTH

In the sessions court yesterday, Leo Mulhall was found guilty of breaking into and entering 24 Ryerson ave. and stealing three sweaters, coat, Judge Coworth sentenced him to one month in jail. Thomas Long, charged with him, was discharged.

O'Keefe's Pilsener Lager advertisement featuring a portrait of a man and a bottle of beer. Text includes: 'Mozart, one of the greatest composers that the musical world has ever known, literally starved to death when only thirty-five years old. And this incomparable genius was lost for want of proper food. Brain power, as well as physical energy, depends much on the way the body is nourished. The man who works with his head as well as with his hands finds renewed health and vigor in O'KEEFE'S "PILSENER" LAGER. Rich in food value, refreshing and mildly stimulating, it is an ideal food tonic and strength-builder. If your dealer will not supply you, phone us Main 4202, and we will see that you are supplied at once. O'KEEFE BREWERY CO LIMITED, TORONTO'