Our Annual Invitation to Merchants

WE invite every merchant who carries in his stock goods that have been newspaper advertised, to join with us on Monday next in celebrating International Newspaper Window Display Week.

Similar invitations are being extended to merchants in about four hundred other cities of North America by other newspapers, in co-operation with the Bureau of Advertising, American Newspaper Publishers Association.

We want this city to be a banner spot in this Continent-wide demonstration. Our invitation is not only to your self-interest but to your civic pride.

Window Week is designed to direct the eyes of manufacturers and thousands of customers to your show windows and to prove that the majority of dealers are more interested in localized advertising through their home newspapers than in any other kind.

The plan is simplicity itself. Select from your stock the articles that have been advertised in this and other local newspapers by the manufacturer. Place these in your windows next week and with them put the sign this newspaper has furnished you—a sign which says:—

INTERNATIONAL
WINDOW DISPLAY WEEK
of Standard Products Advertised in Daily Newspapers
— WE SELL THEM —

If you want more signs let us hear from you at once.

We urge your co-operation because it means more business for you, more business for us and good advertising for our city.

Put Newspaper Advertised Goods in Your Window on Monday Next!

MARAUDER FIRES TWICE ON POLICEMAN AND ESCAPES

Attempt to Enter Rosedale House in Early Morning Frustrated.

While he was inspecting an unoccupied house at 34 Castle Frank road, Rosedale, about 2 o'clock yesterday morning, Policeman Perry (229), of 53 East Charles street, was fired upon twice by an unknown man with a revolver. One bullet grazed the policeman's arm, while the other penetrated his helmet. The policeman returned the fire, and chased the man thru the ravine, but he escaped.

Perry's attention was drawn to a movement in the shrubbery at the rear of the house. He had moved a few feet toward the bush on a tour of investigation, when the marauder suddenly appeared, and without warning, fired upon him.

The policeman reported the occurrence to headquarters and Medical Officer Spragge examined his injury. Perry was then ordered to the General Hospital, where the wound was inspected by X-rays. He was then able to go home. The nature of the wound suggests that the bullet was of small calibre.

Dizziness

and Specks before the Eyes

Liver derangement is the cause behind these distressing conditions, and only restoration of perfect natural action can effect lasting cure. That is why Dr. Cassell's Instant Relief is so immeasurably superior to the old-fashioned cathartic liver-pills and aperient salts. Such things can only give passing relief by forcing the liver to unnatural action, and have to be continued. Dr. Cassell's Instant Relief strengthens the liver, and so brings about natural action in a natural manner.

Take Dr. Cassell's Instant Relief for constipation, biliousness, torpid liver, sick headache, dizziness, specks before the eyes, flatulence and windy spasms, acidity, heartburn, impure blood, and that dull, heavy feeling which is a sure indication of liver trouble.

Ask for Dr. Cassell's Instant Relief and take no substitute.

Price 50 cents. from all Druggists and Storekeepers,

or direct from the Sole Agents for Canada, Harold F. Ritchie and Co., Ltd., 10, McCaul-street, Toronto. War Tax 2 cents extra.

Dr. Cassell's Instant Relief is the companion to Dr. Cassell's Tablets.

Sole Proprietors: Dr. Cassell's Co., Ltd., Manchester, England.

Dr. Cassell's Instant Relief

Prepared from LIVER TONICS ANTACIDS CARMINATIVES LAXATIVES

Terrible Accident Averted When Express Struck Freight

Kingston, Oct. 4.—If the westbound express, No. 9, on the Grand Trunk Railway, which was in collision with a freight train a few hundred yards east of Mallorytown Station about midnight Tuesday, had not stopped at that place to let off four soldiers, there would have been a terrible catastrophe, as the train would have ploughed into the freight at a speed of fifty miles an hour.

The freight was on a siding from the westbound track and had gone only half its length when the express came along from a station at ten miles an hour and crashed into it, first striking an emptly car which broke the force of the collision. The passengers were jarred but nobody was hurt.

The engineer and fireman of the express had not time to jump. The express was pulled back to Brockville and did not reach here until 8.30 a.m.

WILLS PROBATED

Mrs. Mary Jane Atchison, the sole beneficiary, has filed succession duty affidavits in connection with the estate of her husband, who died in Toronto May 12, 1909, leaving an estate valued at $8500.

Mrs. Amelia M. Lobb died in Northvale, N.J., Jan. 23, 1916, leaving an estate of $5798. Two Toronto people, a son, Melville J. Lobb, and a granddaughter, Adeline Lobb, share in the estate to the extent of $934 and $465 respectively.

BAUGH GETS RESERVED CASE.

Before Judge Winchester yesterday afternoon Lieut.-Col. Greer and Mr. Godfrey, acting for the crown and Edward E. Baugh, respectively, agreed to terms by which Baugh will be granted a reserved case.

NEW HOME FOR SOLDIERS OPENED

Lieutenant-Governor Performs Ceremony in View of Large Crowd.

OLD KNOX COLLEGE

Transformed Into Comfortable Quarters for the Returned Men.

Several hundreds were unable to gain admittance to the new home for convalescent soldiers, formally opened yesterday afternoon by the lieutenant-governor, Sir John Hendrie, who, in his opening remarks, said that this was the only hospital exactly of this kind in Canada, and that it had not come at all too quick. He emphasized the fact that no care nor generosity could be too much for the sick and wounded soldiers, and expressed appreciation to the societies and individuals who had helped to transform the old Knox College into the present comfortable and beautiful home.

Senator Lougheed, chairman of the military hospital commission, explained in detail the relationship between the government and the work of the commission. It is the duty of the government to provide convalescent homes in every military district in Canada, and this had been done. The government had also assumed the responsibility of finding employment for the sick and well.

In speaking for the employment commission; Mr. McPherson stated that the best teachers were being engaged to teach the wounded telegraphy, bookkeeping and many other trades and professions. It was also stated that an order in council had been passed to give returned soldiers vacancies in the civil service when they were fitted for the office.

Sir Henry Pellatt presided, and Mayor Church expressed his own good-will and that of the city council toward the home and the soldiers, and received hearty applause. W. K. George, on behalf of the hospital commission, spoke of the work entailed in preparing the hospital, and thanked the many who had assisted. Mrs. Crawford Brown had seen to the entire furnishing. The wards and beds had been donated by the teachers, children of the schools and many societies and individuals.

The hospital has 75 men in residence, and the number will be increased to 150 before the end of the week.

The suggestion that women's institutes might form themselves into Samaritan clubs to assist the tubercular cases in their various districts was made by Miss Barclay, of the social service commission, in an address before the Toronto Club.

The treasurer reported that receipts for the year, including the balance from last season, amounted to $4,294.27, and the expenditure to $2,290.28; balance on hand, $2,003.99.

During the summer sixty mothers and their children had been given a vacation at the Rest Home Cottage, Muskoka, at a cost of sixty cents a day for each guest.

Goes to Jury on Charge of Receiving Stolen Property

Charged with receiving stolen property, Samuel Lokatch 68 Hayter street, appeared in the police court yesterday, and was committed for trial by jury. Mary Clifford, 236 Victoria street, claimed that his house was broken into and goods to the value of $75 stolen. A fourteen-year-old boy admitted selling the stolen goods to Lokatch for 40 cents. Lokatch was allowed out on $2000 bail.

Low spirits, discouragement, the blues usually result from a tired brain and exhausted nervous system. Start the upbuilding process to-day by beginning the use of the greatest of nerve restoratives.

Dr. Chase's Nerve Food

MURRAY-KAY. LIMITED

MURRAY STORE 17-31 KING EAST. | STORE HOURS DAILY: 8.30 a.m. to 5.30 p.m. Telephone Adelaide 5100. | KAY STORE 36-38 KING WEST

The Best Suit Value of the Season

Smart New Models, Beautifully Tailored The Materials Unusually Fine, Today $25.00

This sale of suits is the result of one of the best purchases we've made for years. We're proud—and justly so—of each model in the collection, for these are suits designed and tailored by a past master at his trade, a manufacturer who turns out only garments of the order that will satisfy the Murray-Kay clientele.

The cloths in these special suits are those that are used, as a general rule, in $35.00 and $40.00 models. They are beautiful gabardines, poplins, French serges and tweeds, in navy, regimental blue, black, green, grey, brown and heather mixtures.

So much for the materials. As for the models, they are eminently smart, the coats cut long, satin-lined throughout; one showing the influence of the Redingote idea; another one modelled in plain tailored effect; a third having wide back collar, trimmed with band of velvet. The skirts are cut on clever new models, with gathered backs and trim belts. We have no hesitation in speaking of these highly attractive Suits FOR WOMEN as unequalled in value at our price. They will be on sale today. Our special price for each ***$25.00***

WOMEN'S BROADCLOTH SUITS, in various colors, fur-trimmed. The prices from $32.50 to $55.00

Our Sale of Thanksgiving Day Linens

Includes a Host of Special Values

Thanksgiving Day draws nearer—the big turkey has given almost his last terrifying gobble—the cook is planning the menu for the festive day—and the special thing that remains to be done is the choosing of some new table linen to fit the occasion.

We suggest that you'll find what you want at our Thanksgiving Sale of Table Linen. Two uncommonly good lines will be featured today, of which we give details below:

Irish Damask Table Linen, all pure linen of fine quality, in spot and shamrock design only. Offered at prices that are literally below those asked by manufacturers today.

Table Cloths, 2 x 2 yards, $3.50; 2 x 2½ yards, $4.00; 2 x 3 yards $5.00

Table Napkins, 20" x 20", per dozen, $3.50; 22" x 22", per dozen $4.00

Hemstitched Damask Table Linen, all pure Scotch linen of very fine quality, offered at about one-third less than the real values.

Hemstitched Table Cloth, 2 x 2 yards, $6.00; 2 x 2½ yards, $7.00; 2 x 2½ yards, $8.00; 2½ x 3 yards $9.00

Hemstitched Table Napkins, 22" x 22", per dozen $10.00

EXPRESS DELIVERY CASE LIKELY TO BE POSTPONED

None of the Parties Interested in Railway Board Hearing Ready.

The chances are that the express delivery case, which is slated for the railway board sitting at the city hall today, will be laid over for some weeks. Neither the citizens' freight and express delivery workers nor the express concerns are ready for the battle. M. K Cowan, K.C., has very recently received his brief from the city and will require some time to get the facts. Sir Henry Drayton may be represented in the chair by D'Arcy Scott.

At the board of control meeting yesterday Mayor Church severely criticized a report from City Auditor Sterling to the effect that payment of $500 to the campaign committee would be illegal. "He has no business to make a report until he is asked," says the mayor.

WANTED IN BARRIE.

Victor Wainberg, of Barrie, was arrested yesterday afternoon by Detectives Armstrong and Archibald on a charge of fraud, preferred by the Barrie police.

TO RECEPTION HOSPITAL.

Yesterday the charge against Ellen Wynne, colored, was changed from housebreaking to insanity when she reappeared in the women's court. She was sent to the Reception Hospital for a week.

New Universities Dictionary
Oct. COUPON 5
Presented by
THE WORLD
Toronto—40 W. Richmond St. Hamilton—40 S. McNab St.
Six Consecutively Dated Coupons Secure the Dictionary.

98¢

How to Get It
For the Mere Nominal Cost of Manufacture and Distribution

6 CONSECUTIVELY DATED COUPONS AND 98c secure this NEW authentic Dictionary, bound in real flexible leather, illustrated with full pages in color and duotone 1300 pages.

Present or mail to this paper six coupons like the above with ninety-eight cents to cover cost of handling, packing, clerk hire, etc.

MAIL ORDERS WILL BE FILLED

Add for Postage: Up to 20 miles ..... .07 Prov. Ontario .15 Provs. Quebec & Manitoba..... .22 Other provinces: Ask postmaster rate for 3 lbs.

25 DICTIONARIES IN ONE
All Dictionaries published previous to this year are out of date

Polly and Her Pals — Fair Exchange is Often Good Diplomacy — *By Sterrell*

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