



NEWS FROM THE CITY HALL

FOUR ALDERMEN FOR FIRST WARD

Special Committee on Ward Redistribution Will Apply for Legislation.

WILL NOT SUBDIVIDE

Commissioner Forman's Alternative Found Favor—Beaches' Representation.

The formation of two wards out of Ward One and the enlargement of Ward Seven by giving it the York Ward district now in Ward Six, were considered yesterday at a meeting of the Ald. Robbins' special committee on redistribution of wards. This plan of redistribution was reported by Commissioner Forman and City Clerk Littlejohn. Greenwood avenue was suggested as the dividing line for the two wards out of Ward One.

"By 1915 Ward One will have 100,000 people, or practically one-fifth of the city's population," Ald. Robbins said. "Construction of the Bloor street viaduct will undoubtedly compel the annexation of Todmorden district." City Clerk Littlejohn insisted that every ward should have an equal number of aldermen.

"In ten years there will be three wards east of the Don river," F. Baker declared. "There is a residential section east of the city limits, running up from the lake to the heights, that now sells at Rosedale prices."

Income Blanks Are Being Distributed

From the assessment department are now being distributed to hundreds of citizens the blanks which are to be filled in as a sworn statement of the amount of income that is assessable. The blanks, which are returned to the department, are accepted face value. How many blanks go into waste paper baskets is of course known to the department.

It all means that civic revenues from assessable incomes are the least dependable of all revenues. The public-spirited men form the class who are prompt to return sworn statements of assessable income.

Ald. McBride wanted a delay for more consideration of the proposed redistribution, but Ald. Robbins insisted that the heads of departments had given full consideration to the change.

When it looked as tho the committee could not agree upon anything proposed, Commissioner Forman suggested an alternative that Ward One be given four aldermen instead of three. Ald. Robbins, however, pointed out that the Beaches especially require more representation, and there would be no assurance that the fourth alderman would be selected from the Beaches.

Controller McCarthy suggested that Ward One be divided into two wards next January, with two aldermen to each, and that the boundaries of the other wards be not changed.

It was decided to apply for legislation to give Ward One four aldermen.

WORKS DEPARTMENT IS NOT HARD HIT

Records Badly Kept and Office Staff Overcrowded—Contract Figures Lacking.

STENOGRAPHIC BUREAU

Recommended by Civic Survey Commission—Costly Delay in Paying Bills.

The Civic Survey reports dealing with the works department are not so drastic or severe as those which were recently handed out in connection with the fire department. Two more sections of the works report were handed out yesterday, covering organization and equipment, accounting and reporting and special subjects. The report finds that appropriations for specific work are frequently exceeded without proper authority, that the books of the "P. and D." or accounts receivable ledger do not agree with those of the general ledger of the treasurer. The former had not been balanced since 1910.

Comments made upon the fact that complete records concerning contracts are lacking and the numbering system with an indicative letter is suggested as a remedy.

Under the present system it is impossible to determine the cost per square yard of pavements laid, and thereby determine the relative efficiency of contract work versus day labor.

TRUE AD WRITING PAYS IN LONG RUN

Dr. P. H. Wiley Gives Toronto Ad Club Some Ethical Pointers.

PUBLIC GROWING WISE

Has Been Fooled Too Often—Ad Should Not Exaggerate.

An appeal for truth in advertising, to replace the widespread misrepresentation and exaggeration at present in vogue, was made by Dr. P. H. Wiley, former chief of the Pure Food Bureau of the United States, before the Ad Club at the Grand Union Hotel last night.

In opening his address Dr. Wiley expressed his sympathy with the citizens of Canada in the loss of Lord Strathcona, whom he held up as a model for all young men, and in the illness of Ontario's premier, Sir James Whitney.

"Fooling the Public is Bad," Dr. Wiley, who was one of the pioneers in the reformation of advertising, explained that the public had been so often fooled by the misrepresentation of products by advertising, that they have almost reached the point where they characterize every advertisement as a lie. He stated that if the immense amount of advertising that is present time is to continue to bear fruit, there must be a change. In the long run, truth in advertising would be much more profitable than whole-sale misrepresentation. "A good article will sell itself," he said. "It should not be exaggerated, but the advertisement should state principally where this good article can be purchased."

Produce Pure Foods.

He strongly advocated the production of pure foods, as conducive to the health of the citizens of the country, a far more important consideration than the accumulation of wealth. He noted the fact that President Woodrow Wilson was the first president of the United States who had expressed the intention, in his inaugural address, of making the promotion of the health and welfare of the citizens his chief aim, and that he had done this only after the same statement had been made by the Duke of Connaught.

The same applies to pumping water by steam and electricity.

Stores Loosely Handled.

The method of keeping track of stores is criticized, and it is pointed out that an inventory taken at the beginning of the current fiscal year fails to agree with stores actually on hand.

The annual report of 1911, which was delayed nearly a year in preparation, is to be declared of no value for a current audit, and is useful for historical purposes only.

Delay in payment of bills is blamed for considerable added expense to the city, because accounts have first to be passed by the works committee and the council.

Office Overcrowded.

Referring to equipment, the report finds that the offices are overcrowded in a way which endangers the health of the clerical staff, and that the noise of the typewriters hinders the work of bookkeeping. The establishment and segregation of a central stenographic bureau for all departments is advocated.

It is also estimated that the work of issuing permits should be centralized at a saving of more than \$6000 a year. The work of draughtsmen and surveyors should be treated in like manner, as well as the inspection corps.

THE TORONTO WORLD

ANNOUNCES

The Great Distribution OF THE Special Artist's Edition OF

HEART SONGS

The Superb 20th Century Song Book

With 400 of the Sweetest Songs in the World

500 Pages Beautiful Binding Clear Music Text Clear Type Fine Paper

Edited by thorough musicians. Melodies absolutely correct.

And 16 Full Page Half-tone Portraits of the 16 Greatest Singers in the World.

with biographical sketch under each portrait, and favorite encore

See Coupon elsewhere in today's issue

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LINER ADS

Farms For Sale.

ALL KINDS OF FARMS for sale—Nag-ara district, fruit farms and St. Catharines property a specialty. R. W. Locke, St. Catharines. ed-7

IF YOU WANT to buy a Canadian Farm of any kind, be sure and get my catalogue before deciding. W. R. Bird, Temple Building, Toronto. ed-7

YONGE STREET FARM, 84 acres, vicinity of Bond Lake, 60 rods frontage on Yonge street; bargain for cash purchaser. Box 97, World. ed-7

48 ACRES, with buildings, Durham County; eighteen hundred, four hundred down. Canada Land and Building Co., 18 Toronto street. ed-7

24000-200 ACRES, rear end of lots 20 and 21 in the sixth concession of East Gwillimbury, on lot 21 is a first-class bank barn and a good frame house of eight rooms, good cellar, hard and soft water, a good orchard, and a creek crossing both lots. For further particulars apply at 290 Main street, East Toronto, or J. R. Malnes, Mount Albert, Ont. ed-7

ACRE Gardens, Yonge Street, \$1 Weekly

\$1 A WEEK, without any cash payment, buys a whole acre of choice garden land within short distance of city, at Stop 46; electric cars and good roads pass property, every lot guaranteed high, dry and level, and no restrictions; further, we will help you to build your home; remember the terms, only \$1 weekly. Open evenings, 7 to 9. Stephens & Co., 135 Victoria street. ed-7

Land Surveyors

WILLIAM E. McMULLEN, Ontario Land Surveyor, 38 Larned Building. ed-7

Architects

GEORGE W. GOUNLOCK, Architect, Temple Building, Toronto, Main 4500. ed-7

LAY PLANS NOW FOR A NEW HOME AND BUILD IN LAWRENCE PARK

We have laid out a beautiful tract of winding roads and charming garden effects for locating desirable homes. City conveniences are nearest, and cars are but a step away. Lots may be purchased at moderate figures now, and will increase in value rapidly. Write or phone us for literature. We will be glad to motor you out by appointment on request.

The Davenport Land, Building and Savings Company, Limited
W. S. DINNICK, Pres.
86-88 King Street East
Phone Main 7281. ed-7

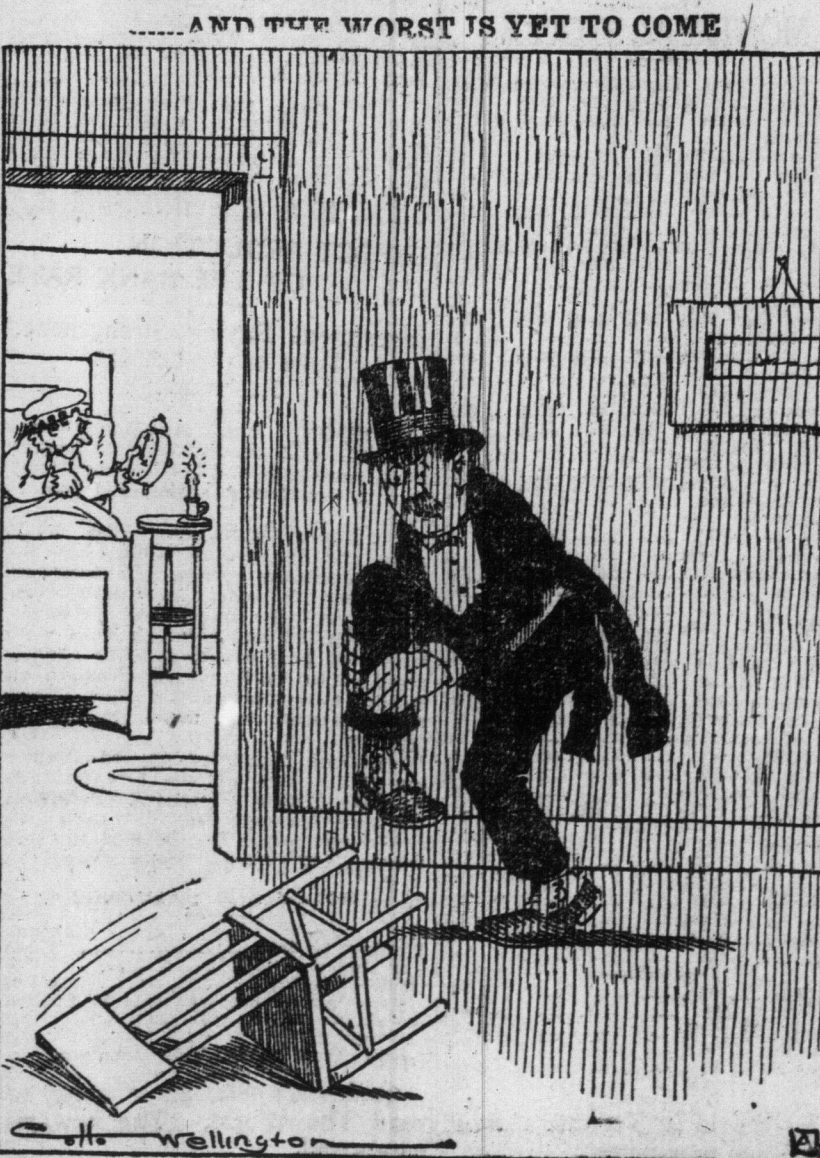
WANTED

Assistant Ledger-keeper for a Newspaper Office, must be competent man. Apply Mr. Meek, World Office. ed-7

agricultural college sent here to investigate conditions obtained a lot of apples, which are to be used for demonstration purposes, and which he holds cannot be excelled anywhere.

Important Change in Canadian Pacific Toronto-Winnipeg Train Service.

Effective at once, and until further notice, train No. 7, leaving Toronto 2:30 p.m., arriving Winnipeg 8 a.m., and train No. 8, leaving Winnipeg 1:30 p.m., arriving Toronto 9 a.m., will be operated daily except Sunday, instead of daily, as heretofore. 3458



are run in The Daily World at one cent per word; in The Sunday World at one and a half cents per word for each insertion; seven insertions, six times in The Daily, once in The Sunday World (one week's continuous advertising), for 5 cents per word. This gives the advertiser a combined circulation of more than 138,000.

Real Estate Investments.

RAMSAY E. SINCLAIR, Limited, Specialists, Toronto, Calgary, Weyburn, Detroit and Cleveland. ed-7

WM. POSTLETHWAITE, Room 445 Confederation Life Building, Specialists—Toronto and suburban properties. Investigate. ed-7

Business Opportunities.

VALUABLE Canadian patent for sale; household article, now being successfully manufactured in United States; will stand close investigation. Call Mr. MacCordy, 422 King Edward. ed-7

VEIERMAN GZANIS Located and Unlocated, Bought and Sold, Mulholland & Company, Toronto. ed-7

Financial.

IF YOU HAVE a business or project requiring capital, consult the International Investment Corporation, Dept. C, 93 Queen Street East, Toronto. 234

For Rent.

MANUFACTURING space for rent; heated; power furnished; splendid location next Union Station; all railroads and bus lines; close to city; call Mr. Petrie, Front St. West. ed-7

Rooms and Board.

COMFORTABLE Private Hotel, Ingleswood, 235 Jarvis; central; heating. Phone. ed-7

Butchers.

THE ONTARIO MARKET, 432 Queen West. John Goebel, College 808. ed-7

Art.

J. W. L. FORSTER, Portrait Paintings, Rooms, 24 West King street, Toronto. ed-7

Patents and Legal.

FETHERSTONHAUGH & CO., the old-established firm; Parliament and Esplanade Court Counsel in Patents and Trade Marks, 24 West King street, Toronto. 246

ADVISE GIVEN FREE to inventors who have ideas or inventions, and desire to handle same to the best advantage. Patents obtained and handled. Write: Patent Selling and Manufacturing Agency, 22 College street, Toronto. ed-7

PATENT YOUR IDEAS—No delay—and we will sell it for you if the idea has merit. Send sketch for free report. J. A. MacCordy, 154 Bay street, Toronto, Canada. ed-7

HERBERT J. S. DENNISON, Registered Attorney, 18 King street West, Toronto. Patents, Trade Marks, Designs, Copyrights, protected everywhere. Eighteen years' experience. Write for booklet. ed-7

Legal Cards.

CURRY, O'CONNOR WALLACE & Macdonald, 29 Queen street east. ed-7

FRANK W. MACLEAN, Barrister, Solicitor, Notary Public, 24 King street west. Private funds to loan. Phone Main 2044. ed-7

RYCKMAN, MACINNIS & MACKENZIE, Barristers, Solicitors, Sterling Bank Chambers, cor. King and Bay streets. ed-7

Signs.

WINDOW LETTERS and signs. J. E. Richardson & Co., 147 Church street, Toronto. ed-7

Building Material

THE F. G. TERRY CO., Lime, Cement, Mortar, Sewer Pipe, etc., corner George and Front streets. M. 2151. 246

LIME, CEMENT, ETC.—Crushed Stone at extra yards, blue or delivered; best quality; lowest prices; prompt service. The Contractors' Supply Company, Limited. Telephone Main 3589; Main 4224, Park 2474, College 1273. ed-7

Carpenters and Joiners.

ALTERATIONS, jobbing, snap fitting, prompt attention given to all orders. 122 Harbord street. ed-7

A. & F. FISHER, Store and Warehouse, Fittings, 114 Church. Telephone. ed-7

RICHARD G. KIRBY, Carpenter, Contractor, Jobbing, 559 Yonge St. ed-7

Lumber

DEWAR & CO., Lumber, lath and shingles, a special line of flooring. Huron street, Toronto. ed-7

Hardwood Floors.

WE SPECIALIZE in laying and finishing hardwood floors. Get our prices. Phone June 4426. 246

Coal and Wood.

THE STANDARD FUEL CO., Toronto. Telephone Main 4103. ed-7

Concrete Work

W. BUCKHURST, Concrete Contractor, 12 Barlett avenue, Toronto. Phone Junction 1011. Estimates given. ed-7

House Moving

HOUSE MOVING and Raising done. J. Nelson, 115 Jarvis street. ed-7

Plastering.

REPAIR WORK—Plaster relief decorations. Wright & Co., 30 Mutual. ed-7

Roofing.

SLATE, felt and tile roofers, sheet metal work. Douglas Bros., Limited, 124 Adelaide west. ed-7

Metal Weatherstrip

CHAMBERLIN METAL WEATHER strip Company, Yonge street, North 4292. ed-7

Automobiles.

AUTOMOBILES—Used and Reconstructed. Packard, 1911 Cadillac, Overland, at extremely low prices. We also have some McLaughlin-Buicks, taken in exchange for larger cars, which we can afford to sell very cheap. McLaughlin Carriage Co., Limited, corner of Church and Richmond streets. ed-7

SIX-CYLINDER CAR

Good Running Order

Will Sell Cheap

APPLY BOX 78

WORLD OFFICE

ed-7

Help Wanted.

EARN \$100 monthly writing photoplays. Particulars free. Associated Play syndicate, Box 21, Hamilton. 4634

FIREMEN, BRACKEMEN, \$100 monthly; necessary signal instruction free; send age; 4c postage. Railway, care World. ed-7

FOR LADIES' CLOAKS and suits, 25 young women wanted. Apply at once. Tomack's, 655 Yonge street. 346

LADIES WANTED—For Home Work. Stamping applied. Call—Don't write. Room 45, Toronto Arcade, Yonge street. ed-7

WANTED—At once, a first-class carriage and wagon driver. T. A. Crow, Yonge and Isabella streets. 234

WANTED—Man to run washers and extractors, and take full charge of laundry. Apply at once. Box 5, Toronto World, Hamilton. ed-7

WE TEACH the barber trade in eight weeks. Write for particulars. Molar Barber College, 221M Queen street East, Toronto. ed-7

YOUNG MEN WANTED in freight and passenger departments of Canadian railways; training is necessary; improve your spare moments and learn this profitable business through the medium of our course, which has been approved by railway experts. Write Dominion School Railroading, Toronto. 417

Articles For Sale.

Pianos for Sale

R. F. WILKS AND CO. Special—\$3-note Player, \$450 cash. 11 and 13 BLOOR STREET EAST, North 4278. ed-7

TUNING AND GENERAL REPAIRS.

ADVERTISING BROTHERS—Two-fifty per thousand. Samples free. Barnard, Printer, 48 Dundas street. Telephone. ed-7

Articles Wanted.

HIGHEST PRICE for used Feather Beds. 270 Dundas street. 246

FOUR CANS MILK wanted daily, delivered North Toronto station. Box 4, World. ed-7

HIGHEST CASH PRICES paid for second-hand Bicycles. Bicycle Museum, 41 Spadina avenue. ed-7

Gramophones.

DANIELSON, headquarters for Victor, 680 Queen West, 1185 Bloor West. ed-7

Medical.

DR. ELLIOTT, Specialist, Private diseases. Pay when cured. Consultation free. 81 Queen East. ed-7

DR. DEAN, specialist, piles, fistula, urinary, blood and nervous diseases, 5 College street. ed-7

STRICTLY PRIVATE HOME for ladies before and during confinement; terms moderate. Mrs. Whitaker, 54 Bellevue avenue. ed-7

Rupture Trusses

NEW CANADIAN INVENTION—Guaranteed. Consult or write, Specialist Egan (upstairs), 14 East King. Telephone. ed-7

Herbalists.

ALVER'S HERB MEDICINES, 160 Bay street, Toronto. Nerve, Blood Tonic Medicines for Piles, Rheumatism, Biceps, Dyspepsia, Liver, Kidney, Bowel Complaints, Dropsy, Urinary Diseases. ed-7

Dentistry.

ARTIFICIAL TEETH—We excel in plates; Bridge and Crown work; traction with gas. Our charges are reasonable. Consult us. Address: E. C. H. Riggs, Temple Building. 246

PAINLESS Tooth Extraction specialized. Dr. Knight, 250 Yonge, over Sells. ed-7

Massage.

MASSAGE, baths, superfluous hair removed. Milne, 1741 Avenue, 755 Yonge, North 4725, Mrs. Colbran. ed-7

MOE LOUISE, masseuse, baths. 755 Yonge, N. 7840. ed-7

YOUNG LADY, certified masseuse, visits patients. Phone College 1599; terms moderate. ed-7

Marriage Licenses.

NO WITNESSES required—Wedding rings, George E. Holt, 402 Yonge street. Wastless Building. 138

FLETT'S DRUG STORE, 602 Queen west. Issuer, C. W. Parker. ed-7

Educational.

ALL ELLIOTT BUSINESS COLLEGE students receive superior instruction; handsome catalogue free. Yonge and Alexander streets, Toronto. ed-7

AT REMINGTON BUSINESS COLLEGE, College and Spadina, thorough courses, day and night sessions. Catalogue free. 246

CANADA'S FASTEST TYPISTS trained at Kennedy School, Toronto. Get catalogue. ed-7

Individual Teaching in Stenography.

General Improvement, Dictation. Write for free catalogue. Dominion College, Brunswick and College. J. V. Mitchell. B. A. Principal. ed-7

Live Birds.

CAMPION'S BIRD STORE—Also Taxidermist, 175 Dundas, Park 76. ed-7

HOPE'S—Canada's Leader and Greatest Bird Store, 100 Queen Street West. Phone Adelaide 2573. ed-7

Hatters.

LADIES' and gentlemen's hats cleaned and remodeled. Fiske, 17 Richmond East. ed-7

Iceboating.

ICE BOAT ZORA—Freight and passengers to and from the island. Capt. Joe Goodwin, Jr. Phone Gerrard 371. ed-7

Lost.

AT AURA LEE RINK Saturday night a gold band bracelet set with turquoises. Finder kindly phone Miss Whitmore at Main 2025, Harbord. ed-7

LOST—\$70 in bills and cheques, Wednesday afternoon; liberal reward. Return to Mr. Barker, Queen and Broadview branch, Royal Bank. ed-7

Shoe Repairing.

SHOES REPAIRED while you wait. Sagar, opposite Shea's, Victoria street. 246