



RELENTLESS.

MRS. MCGEE—"Here comes Micky. Forgit that bit ov a shpat and spake to him"; he's bin sick fer two months."

MR. MCGEE—"Faith an' oi wuddn't spake to him if he had bin *did* fer two months."

"ADVERTISING TORONTO."

A BRILLIANT SCHEME IN EMULATION OF THE METHODS OF FAKE JOURNALISM.

AS the idea of "advertising Toronto" with a view to bribing or coaxing manufacturers to come here for the benefit of the boomsters and fakirs, who ever since the collapse of real estate have been out of a job, was evidently suggested by the success of sundry fake newspapers that have lately attained a mushroom growth, it is eminently fitting that the scheme pursued should imitate the methods of fake journalism. GRIP understands that the following programme of competitions has been prepared which cannot fail to interest the class it is intended to reach:

TO MANUFACTURERS.

The Toronto Advertising and Boom Revival Association offer the following unparalleled premiums to manufacturers intending to locate in Toronto.

GRAND GUESSING COMPETITION.

A census has been made of the number of vacant houses and stores in Toronto which has been placed in a sealed envelope in the hands of the City Clerk. The manufacturer guessing nearest the number will be given

a free site and exemption from taxes for twenty-one years.

To the second best guesser will be given a free site.

The third nearest guess will entitle the competitor to exemption from water rates for ten years.

One dollar must be enclosed for each guess, and competitors may forward as many guesses as they please.

The competition will close as soon as the Committee find that no more dollars are coming in.

CONSOLATION PRIZES. — All unsuccessful competitors will receive a beautiful and life-like chromo-lithograph representing Mayor Fleming in the act of dismissing Dr. Allen, which from its historic interest as well as its artistic value, is worth ten times the money required to enter the contest.

MISSING WORD CONTEST.

All manufacturers sending in a subscription of one dollar will be entitled to participate in the missing word contest. The following is the sentence: "What Toronto needs to encourage new industries is —." The missing word has been securely sealed in three envelopes and intrusted to Ald. Hewitt. The money sent will be divided among those who fill the blank correctly for the purpose of enabling them to defray expenses of removal to Toronto.

The first competitor sending in a correct answer will in addition receive a free certificate of membership in the Board of Trade.

The last competitor sending in a correct answer will receive ten copies of the voters' list for 1891.

Any number of guesses allowed at one dollar per guess. Competition closes May 1st.

Now is the time to subscribe! Such an opportunity cannot occur again. These premiums have never been approached by Birmingham, Manchester or any of the old-fogy slow coach cities of the Old World. Toronto leads them all. Whoop her up! Send along your money and reap a fortune for every dollar of outlay.

N.B.—Cobblers, village blacksmiths, tinkers, tailors, seamstresses, and others embraced in the list of industries in the census, will be considered manufacturers for the purposes of this competition.

THE SPREAD OF SOCIALISM.

REV. AUGUSTUS LOFTY—"I think the levelling tendencies of the age are most deplorable. There is no respect left for position or authority. The spirit of Socialism is abroad in the land."

DEACON FLIPJACK—"That's so, doctor. There's considerable too much of this Socialism to suit me. Why, do you know, they actually held a social on Good Friday in one of the Parkdale churches."