

The Toronto World

FOUNDED 1850. A Morning Newspaper Published Every Day in the Year. WORLD BUILDING, TORONTO.

will pay for The Daily World for one year, delivered in the City of Toronto, by mail to any address in Canada, Great Britain or the United States.

will pay for The Sunday World for one year, by mail to any address in Canada or Great Britain. Delivered in Toronto or for sale by all newsdealers and newsboys at five cents per copy.

Subscribers are requested to advise promptly of any irregularity or delay in delivery of The World.

TUESDAY MORNING, OCT. 24, 1911. NORTH TORONTO THE OUTLET.

The Evening Telegram has managed to convince itself that North Toronto should either be assimilated or annexed.

The young wage-earner who wants a home of his own cannot buy land at less than \$40 or \$50 a foot inside the zone of city taxation, city improvements and city conveniences.

But The Telegram thinks there is force in the view that annexation would not bring cheap and accessible land to the homebuyer.

It is not long since Toronto and Detroit were about on a par in rivalry and opportunity.

AT OSGOODE HALL

ANNOUNCEMENTS. Judges' Chambers will be held on Tuesday, 24th inst., at 11 a.m.

Before the Chancellor, Middleton, J. Decker v. Chisholm. F. E. Brown for plaintiff, D. Urquhart for defendant.

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Every Genuine Bottle of O'Keefe's Pilsener Lager is sealed with this Stopper. Imported Beers have had their day; Canada is ours, and O'Keefe's Pilsener Lager is Canada's. The Light Beer in the Light Bottle.

FACES MURDER CHARGE

Ex-Reeve McRae on Trial at Cornwall—Religious Differences Blamed. CORNWALL, Oct. 23.—Of four criminal and one civil case at the Cornwall fall assizes, which will open tomorrow, the case of outstanding interest is that of the King v. McRae, in which F. D. McRae, ex-Reeve of Lancaster Township, is charged with the murder of William Shaw, druggist, of Carp, Ont.

TO GIVE THREE RECITALS

Madam Labadie Will Appear in Aid of Heather Club. The list of patrons of the dramatic recitals to be given on Oct. 25, 27 and 28, by Madam Labadie, for the benefit of the Heather Club, is long and distinguished. The recitals are to be given as follows: Oct. 25, Margaret Eaton School; Oct. 27, matinee at the Royal Alexandra Theatre; Oct. 28, evening, at the Conservatory of Music.

Hit Six Foot Detective.

Detective Jarvis is only a poor little fellow about 5 feet 2 inches in height. He is quite heavy, healthy and strong, but when Stanley Dean slapped his face the detective got the magistrate to attend to Stanley. The magistrate fined Stanley \$18 in police court yesterday morning.

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Strategy In Advertising

The Climax of Salesmanship-in-Print

The battles of advertising are not won today by men with the largest forces. Three times in five they are won by men who start with but limited resources. Five times in five, when rightly directed, they are won without any large risk. In a good many cases there is no stake at all.

A Reminder

to write Lord & Thomas, Trade Building, Chicago, for their latest book, "Real Salesmanship-in-Print."

LORD & THOMAS Advertising 290 Fifth Avenue, NEW YORK 132 North Wabash Avenue, CHICAGO

THE MOSLEM MENACE

In a recent number of The New York Outlook Mr. Alexander Powell discusses the present position and future prospects of Mohammedanism. He believes it to be extending rapidly in Asia, Africa and the East Indian archipelago, and clearly indicates his conviction that the day will come when a united effort will be made to expel Christians from the Moslem lands.

Single Court.

Before Teetzel, J. Upon the application pursuant to order of the court under the statute, the solicitors' roll was brought into court and the name of Gordon Russell Davidson v. Mindelitch-J. D. Bisset, for plaintiff, No one contra. Motion by plaintiff for judgment on the report of the local judge on the 10th inst. Judgment for plaintiff for \$1078.72 and costs of action and reference.

Weston Trolley Fares.

Editor World: Permit me to call attention to a long-standing grievance that exists on the Toronto and Suburban Railway. I refer particularly to the Weston branch, but in all probability similar conditions prevail on other branches.

YONGE STREET TRAFFIC.

Business Converging Around Yonge and Richmond Corner. Within recent years there has been a remarkable convergence of traffic toward the corner of Yonge and Richmond-streets. A number of the bigger business houses have seen the trend in this direction and have done much to liberalize this section of the street, and since the erection of the Hoberlin building rentals in the vicinity have increased. The three new stores in Hoberlin's have done much to liberalize this section of the street, and since the erection of the Hoberlin building rentals in the vicinity have increased.

PILES

Do not suffer another day with itching, bleeding, swollen, protruding Piles. No surgical operation necessary. Dr. Chase's Ointment will relieve you at once and as certainly as you can get it. Dealers, or Edmondson, Bates & Co., Limited, Toronto. Sample bottles free on mention this paper and enclose 2c stamp to pay postage.

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ESTABLISHED JOHN GALT

Lace G Pattern. Splendid assortment in Shantung, Ivory and Black. Far makes, and coming "Eve" promises to be one.

Elegant Wraps

Striking display of Evening Wear. Most of our dresses are made of the latest styles. Making Gowns many specialties of materials, distinguishes all departments.

Millinery

We take a pleasure in making a purpose of every model of our hats. We select the result that our customers are pleased with.

Tweed

The demand has been so forced on the tweed rather than the season, and placed in stock.

MAIL ORD

JOHN GALT. 65-61 KING ST. W. STARTLING IN

Murder

Additional In Minister. BOSTON, Oct. 23.—Evidence which of the police. Which they had looked out for.

WILL STU

GOV. Auburn, N. Y. has been lecturing at Freeville. Problem of child purpose of education in England.

ASK FOR

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