A Morning Newspaper Published Every Day in the Year. WORLD BUILDING, TORONTO, Corner James and Richmond Streets \$3.00

\$2.00

just when it might be applied to the spot. It contends, for example, that real estate is soaring to ungodiy values in the city, and therefore it fould be improper to annex any more territory. Hearken to the Mulock an-

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. The home-seeker must go to the limit of five miles from the city hall, and beyond, and even in regions remote from the city's centre the price of the land makes it difficult for the wage-earner to realize the dream wage-earner to realize the dream of a home of his own.

force in the view that annexation dicates that, barring the construction various circles, The News being the who work near the centre of the city.

conclusions.

SOME GROUCH.

It is not long since Toronto and Demagnificent width of Woodward-ave- the Roman Stone Co. reside in the service on Reid, the petitioner's solicinue and other leading thorofares is an city and are obliged to travel to and

after 6 o'clock in Toronto? The post- quarter?

of that idea, every concession made to the traveling public resulting in enormous increase of revenue to the various carrying companies making those that had existed. And then the people in authority proceed to demolish whatever present plan of improvement hap
of that idea, every concession made to the traveling public resulting in enormous increase of revenue to the various carrying companies making those concessions. This is, of course, accounted for by the increase of traffic, and it is not unreasonable to suppose that what has resulted in other places would hold good in the case of the Toronto and Suburban Railway Co. In pens to be before them.

Of course some things do get done finished the actual need requires something twice as large.

And Detroit is not a corporation own either. The city has just put hru an agreement with the Street Railway Company for three-cent fares with transfers, and an option to purchase with six months' notice the price to be fixed by the appraisers. It is believed by the mayor that the city will soon have public ownership. To live in a lane begets narrow-

mindedness. And Yonge-street would just be a lane in Detroit.

The Toronto World things which might with some unity of action be carried out at once. The Bloor-Danforth viaduct is a case in point. Experts, engineers and others have testified to the advantage of ost necessary improvement before the for city. And it has been before the city

for twenty years. The World recommended a concrete The Sunday World for one see that City Engineer Rust upon inviaduct last year, and we are glad to vestigation has adopted this plan. The

aration of grade crossings, and legis-The Telegram argues strongly for lation to facilitate civic improve-

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 Transferring his license to other prewill come when a united effort will be made to expel Christians from the Moslem lands. The chief agency in the work of organization of the course.

Costs in the cause.

Wilkinson v. Gazette—Slaght (Beatty & Co.) for defendants. J. Hales, for plaintiff. Motion by defendants for an order dismissing action for want of prosecution. On plaintiff's undertaking to set case down and proceed to trial at January sittings, motion diswas given dismissing plaintiff's action. chief agency in the work of organization, he states, to be the Senussiyeh, tion, he states, to be the Senussiyeh,
"a secret Moslem Society, organized about a century ago by an Algerian dervish, Mohammed ben all ben es Senussi, from whom it takes its name. Senussi, from whom it takes its name. Its object is the restoration of the Mohammedan religion to its original purity, austerity and political power, the
first step toward which is the expulsion of the Christians from Moslem

Before Teetzel, J.

Upon the flat of the judge, pursuant to order of the court under the statute, the solicitors' roll was brought into court and the name of Gordon Russell

distance west of the Nile. If he is to be believed the order is highly organized, the brethren of the various districts yielding implicit obedience to the mandatory order. At request of mokkadem or prefects. These again car fares to set there, and as it is only by way of annexation that the anominous mokkadem or prefects. These again are controlled by a cabinet of viziers and explain why The Telegram can explain why The Telegram opposes the annexation.

As the evidence of The World is held to be worth nothing, we refrain the to be worth nothing, we refrain Telegram itself supplies. We trust it the interior. Italy, in Mr. Poweil's will not be afraid to adopt its own will controlled by siness than that with that with the car fares to set there, and as it is only tricts yielding implicit obedience to the plaintiff, motion enlarged for one week for purpose of replying to affidavit. Re Betzner, Master and Haliman—we have the parties of the patent rights for a carpet sweeper in For purpose of replying to affidavit. Re Betzner, Master and Haliman—we have the parties, whereby plaintiff was given the exclusive private of the patent rights for a carpet sweeper in the sale of plaintiff, motion enlarged for one week for purpose of replying to affidavit. Re Betzner, Master and Haliman—we have the parties, whereby plaintiff was given the exclusive private of the patent rights for a carpet sweeper in the sale of plaintiff, motion enlarged for one week for purpose of replying to affidavit. Re Betzner, Master and Haliman—we have the parties, whereby plaintiff was given the exclusive private of the patent rights for a carpet sweeper in the sale of plaintiff, motion enlarged for one week for purpose of replying to affidavit. Re Betzner, Master and Haliman—we have the parties of a carpet sweeper in the patent rights for a carpet sweep formidable business than that with which Britain and France have had to deal.

Separate of the first at the business than that with estate.

Hunter v. Moyer—D. I. Grant, for plaintiff. Motion by plaintiff on consent for an order referring matters in

after 6 o'clock in Toronto? The postoffice encourages no such dealings.

And what would be thought of a man who went out on a Saturday night at 11 o'clock to get a postoffice order in Toronto? Yet he can get it in DeToronto? Yet he can get it in De
after 6 o'clock in Toronto? The postoffice a dismissing her claim to a sum of \$1200 arrest. The motion therefore falls for despited by deceased with the as the result of an agitation a few years ago, and Permanent L. & S. Co. as a donatio mortis causa by deceased, who had roomed with claimant for two years prior to death. Reserved.

AN OLD FIRM REMOVES.

Messrs. C. J. Townsend & Co., whe have been located on King-street for Toronto? Yet he can get it in De-troit.

Kind would be the teater loss of the reduction in fare. But every experiment of this

Of course some things do get done cheap power, etc., the great traveling in Toronto. But by the time they are public are entitled to much considera-

Weston, Oct. 20, 1911.

YONGE STREET TRAFFIC. Business Converging Around Yonge and Righmond Corner.

Within recent years there has been ward the corner of Yonge and Richmond-streets. A number of the bigger point. As to the lien on the land to lie trains can be a second against him.

I think the plaintiff fails as to this trains can be a second against him.

I think the plaintiff fails as to this trains can be a second against him.

I think the plaintiff fails as to this trains can be a second against him.

I think the plaintiff fails as to this trains can be a second against him.

I think the plaintiff fails as to this trains can be a second against him.

I think the plaintiff fails as to this trains can be a second against him.

I think the plaintiff fails as to this trains can be a second against him. business houses have seen the trend in this direction and secured long leases. Hobberlin's have done much to popularize this section of the street, and since the erection of the Hobberlin building rentals in the vicinity have The Civic Guild Builetin for October lists the projects in which the guild is interested. Like many other Toronto movements it supports the things that are far off and not likely to be immediately of effect, and it opposes those

AT OSGOODE HALL

ANNOUNCEMENTS.

Oct. 23, 1911.

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

The non-jury sittings of the high court at Owen Sound have been postponed from Oct. 31 to Nov. I.

Peremptory list for divisional court for Tuesday, 24th inst., at 11 a.m.

1—Wilson v. Deacon (resumed).

2—Fraser v. Webb.

3—Orrman' v. Manson.

4—Polson v. Lawrie.

4-Polson v. Lawrie. 6-Krck v. Osolky.

Before Cartwright, K.C., Master.
Penrose v. Rhodes—F. W. Carey, for plaintiff. A. B. Armstrong, for defendant. Motion by plaintiff for an order adding one W. H. Clarke as defendant in an action for specific particular.

sed. Costs in the cause. Ryckman v. Randolph-Atkin (Ryck-

sion of the Christians from Moslem lands."

The court of the present grand master of the order is at Jof, about 500 miles south of the Tripolitan city, Benghazi, and approximately the same distance west of the Nile. If he is to ence.

plaintiff. Motion by plaintiff on consent for an order referring matters in dispute herein to Judge Valin for trial. Chariton v. McCall—(Election court)

—D. I. Grant, for cross petitioner. An exparte motion by the cross petitioner for an order allowing service of cross petition on solicitor of petitioner. The defendant, who is alleged to be indebted to plaintiffs. Was arrested under the Fraudulent Debtors' Arrest and the control of the The defendant, who is alleged to be indepted in the country town. It is frequently argued in try town. It is frequently argued in Toronto that a narrow street is better to the country town. It is frequently argued in Toronto that a narrow street is better to the country country to the transfer on the country town. It is frequently argued in Toronto that a narrow street is better to the country town. It is frequently argued in Toronto that a narrow street is better to the country town. It is frequently argued in Toronto that a narrow street is better to the country town of Kent of July 26, 1911.

Charlton v. McCall—(Election court) the defendant, who is alleged to be indebted to plaintiffs. Was arrested that exists on the Toronto and Suburble of the country country of Kent of July 26, 1911.

The defendant, who is alleged to be indebted to plaintiffs. Was arrested that exists on the Toronto and Suburble of the country country of Kent of July 26, 1911.

The defendant, who is alleged to be indebted to plaintiffs. Was arrested that exists on the Toronto and Suburble of the country country of Kent of July 26, 1911.

The defendant, who is alleged to be indebted to plaintiffs. Was arrested to an order extending the time for an order extending the time for an order extending the time for service, order made extending the time for service, order made extending the time for service thirty days beyond the time allowed for service thirty days beyond the time allowed for service, order made extending the time for service the province with intention to defraud his creditors. Defending the time for service the province with intention to defraud the country country of Kent of July 26, 1911.

The defendant, who is alleged to be indebted to plaintiffs. Was alleged to be indebted to plaintiffs.

The defendant, who is alleged to be indebted to plaintiffs.

The defendant, who is all the defendant, who is all the country of Kent of July 26, 1911.

The defendant who is all the country of Kent of July 26, 1911.

The defendant who is al for retail business. Detroit certainly on other branches.

does not support the opinion. The A large number of the employes of also to apply again for allowance of

Toronto and Suburban Railway Co. In and grounds in Brantford, and on the advantage of the magnificent hall room any case, in these days of rapid transit, same day executed a mortgage thereon and picture gallery, for auction sales of to secure \$650 and interest. On April 1, 1895, Frank Noble, with the defendant. agement is composed of men possessed of sufficient business acumen to grasp of sufficient business acumen to grasp ed possession until the month of April 1907, when he became insone and was tion, and I venture to think the man- his wife, took possession, and with his

the extent of the mortgage debt, this issue is not open to the plaintiff on the present pleadings, and as the action is at present constituted. Action fails, but is dismissed, but without costs.

Divisional Court.

Before the Chancellor, Button, J.;

Middleton, J.

Deecker v. Chisholm.—F. E. Brown for plaintiff, D. Urquhart for defendant. An appeal by plaintiff from the County Court of Halton, and a motion by detendant now made to quash the appeal for want of prosecution. Upon counsel for plaintiff undertaking to complete material for argument of appeal within one week motion to quash refused. In default of plaintiff perfecting appeal within such time, motion to be struck from list with costs without further order. Leave given to defendant to cross appeal if given to defendant to cross appeal in he so desires.

Subscribers are requested to advise an interest promptly of any irregularity of ducts of concrete in several of the greater American cities show what can be done. The Washington viaduct of the trist might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We have been allowed to restrict that might span the Don Valley. We frendant in an action for specific per formance.

If Mr. McNaught M.L.A. or Mr. Drawley and action without costs in the cause. The bear and the fedam that the should have been allowed to restr made.

Re Brown-Brown v. Vernon—G. T. Ruttan, K.C., for plaintiff. Motion by plaintiff on consent for an order consolidating this action and the action of Vernon v. Brown. Order made. Containing the second containing the containing the second containing the containing the second contai

ages to \$250. In other respects appeal dismissed with costs.

McDougall v. Healy.—D. I. Grant for plaintiff. S. S. Sharpe (Uxbridge) for defendant. An appeal by plaintiff from the judgment of Teetzel, L. of June 5, 1911. Plaintiff, owner and lessee of Atherley Hotel and premises, brought action to restrain defendant from transferring his license to other premises and removing his business from fendant's acts. At the trial judgment was given dismissing plaintiff's action

was given dismissing plaintiff's action with costs. Appeal argued and dismissed with costs.

Fisher v. Murphy—A. W. Marquis, (St. Catharines), for plaintiff. M. J. McCowan, (St. Catharines), for defendant. An appeal by plaintiff from the judgment of the county court of Lincoln of July 4, 1911. An action by plaintiff, a married woman, for \$500 damages for injuries alleged to be caused plaintiff by defendant's automobile overtaking plaintiff in her buggy, colliding with plaintiff's buggy, throwing liding with plaintiff's buggy, throwing her violently to the ground, breaking her nose, and inflicting other serious injuries. At the trial judgment was given dismissing plaintiff's action with

Middleton, J.
Bank of Montreal v. Partridge—J. M. o support the order.

Judgment: In this case, the defend

ant has mistaken his remedy. Upon an order for arrest being made in the high court ,the defendant may, if he thinks the order has been granted imnue and other leading thorofares is an incentive to enterprise and big ideas. For the business man Detroit offers the attraction, lack of which has driven the brightest of her young men from Toronto. If narrow streets are best for business, why do the Toronto men who go west to build Winnipes and other western cities follow the pattern of Detroit rather than Toronto?

Detroit has a lot of conveniences that Toronto suffers from not having. Did you ever try to buy a postage stamp after 6 o'clock in Toronto? The post-office agreement to fall into affers a guarter? I understand that, as the office agreement to fall into a guarter? I understand that, as the office agreement to fall into a guarter? I understand that, as the office agreement to fall into a guarter? I understand that, as the order agreement to fall into a guarter? I understand that, as the office agreement to fall into a guarter? I understand that, as the order of the state, and many interest so the defendant may, if he Re McNeill estate,—G. F. Ruttan, R.C., for executors and residuary legates. J. E. Jones for children of Richard Davern. Motion by executors of estate for an order construing the will of Ellen Alicia McNeill, on the guestion whether legacy to Richard Davern lapsed, he having predeceased that the Toronto and Suburban Railwill of Ellen Alicia McNeill, on the guestion whether legacy to Richard Davern lapsed, he having predeceased that the Toronto and Suburban Railwill of Ellen Alicia McNeill, on the full and the will of Ellen Alicia McNeill, on the full and the will of Ellen Alicia McNeill, on the full and the will of Ellen Alicia McNeill, on the full and the will of Ellen Alicia McNeill, on the full and the full and the full and the full and th

Messrs. C. J. Townsend & Co., who have been located on King-street for over 77 years, announce that they have Detroit people have foresight. Toronto has plenty of hindsight. Fifteen
years after a plan for civic improvement has been turned down to the second content of the second co

The Popularity of the Grand Trunk Route to Montreal

removed to an asylum, where he remained until his death on April 24, 1908, leaving surviving him his widow, the defendant, and one child. Grace, aged 14 years. No administrator of his estate has been appointed.

Plaintiff became barred on April 1, 1900, unless the circumstances of his having made payments on the mortagae prevented the statute running against him,
I think the plaintiff fails as to this

against him,
I think the plaintiff fails as to this trains carry electric-lighted Pullman

Tickets and reservations at City Ticket Office, northwest corner King and Yonge-streets. Phone Main 4209. What He Wanted.

Bacon—Why, according to the plans the architect has prepared that house will cost you \$15,000.

Egbert—Well. I want something I can get a good morts lige on when I do buy an automobile, don't I?—



FACES MURDER CHARGE

Ex-Reeve McRae on Trial at Cornwall -Religious Differences Blamed.

minal 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

Bridge End, Lancaster Township, Glen-School; Oct. 27, matinee at the Royal garry, where Shaw had been one of a Alexandra Theatre; Oct. 28, evening, at party which is said to have made a the Conservatory of Music.

father in Glengarry. Tather in Glengarry.

William Mulock and Cawthra Mulock, It was on the occasion of Dr. Magee's Ross and Mrs. Gooderham, Norman

second attempt to get possession of and Mrs. Gooderham, Hon. A. E. and his child that the fatal shooting occurred. Dr. Magee was accompanied by his brother, his druggist, Shaw, who Edmund Bristol, M.P. ed Uren from Bainsville Hit Six Foot Detective.

but when Stanley Dean slapped his face the detective got the magistrate to attend to Stanley. The magistrate fined Stanley \$13 in police court yester-

TO GIVE THREE RECITALS Madam Labadie Will Appear in Aid of Heather, Club.

est 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.

The tragedy took place on July 1, near the residence of D. C. McRae, as follows: Oct. 25, Margaret Eaton Bridge End, Lancaster Township, Glensche Carp, One of a Alexandra Theatre; Oct. 28, evening, at

party which is said to have made a futile attempt to recover possession of the infant child of Dr. and Mrs. Magee of Carp. The pair had quarreffled along religious lines, Dr. Magee being a Methodist and his wife by birth and education a Roman Catholic.

After the birth of their first child last sping, troubles began and multiplied. Finally Mrs. Magee left home with the child and went to the residence of her father in Glengarry.

The Conservatory of Music.

Among those on the list of patrons are the following: lieutenant-Governor are thought of the mayor of Toronto, Sir Denald Mann, Sir Henry and Lady Pellatt, Sir George and Lady Ross, Sir William and Lady Melvin-Jones, Hon. J. J. Foy and Miss Foy, T. J. and Mrs. Garrow, Enoch and Mrs. Thompson, J. Ross and Mrs. Robertson, Sir William Mulock and Cawthra Mulock.

A learned man without temperance is like a blind man carrying a link, he showeth the road to others, but doth not Detective Jarvis is only a poor little guide himself. He who thru inadvertency triffed with life, threw away his money. He is quite heavy, healthy and strong, without purchasing anything.

SCOTCH WHISKY

A blend of pure Highland Malts, bottled in Scotland exclusively for

Michie & Co., Ltd TORONTO.

McBRIDE STILL HOPES

Ald. McBride is still fulmi against the Humber Bay Boul He got back from Atlantic City meeting of the Island

happen to it."
"I haven't been sitting idle by means," he declared, mysteriously.

Strategy In Advertising The Climax of Salesmanship-in-Print

The battles of advertising are not won today by men with the largest

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.

There is no long waiting no serious uncertainty-no drawn-out period when expense overtops result. One gets his answer immediately.

Most successful advertising pays dividends from the start. Impossible things are not started at all.

And a pretty large part of modern-day advertising finances itself.

Nation - wide distribution and a profitable sale are attained in two months, sometimes.

Weeks do the work of years. Midgets grow to monsters with amazing rapidity. Trade conditions are changed overnight. Formidable competition, long in-

trenched, has been almost wiped out by a single maneuver.

All because of a new-born science, called Strategy in Advertising.

An advertising campaign of the modern kind is based on exact information. The attitude of consumers is learned by house - to - house canvass. Trade conditions and competition are learned by a dealer canvass. Selling points are developed by actual selling.

Ten thousand sources are sometimes searched for light on a single problem.

The well-advised advertiser of 1911 ventures nothing on guesswork and

Selling methods today are based on others' experiences, garnered by a wonderful system.

Problems are solved by learning how others have solved them. Pitfalls are avoided by knowing others' mistakes. Each new undertaking is piloted now

by a myriad recorded experiences. As a result, men are sure of their ground. Errors rarely occur. One takes the short way to his object.

How all this is accomplished is told in a book-a remarkable book which gives a new aspect to advertising. This book, for the first time, puts into print the secrets of our success.

To show how things can be done it cites countless examples of how things have been done.

Any man with a selling problem is welcome to this book. And every such man should have it.

Cut out this reminder; put it in your pocket. Then, when convenient, write us for the book.

A Reminder

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

LORD & THOMAS

Advertising

290 Fifth Avenue, NEW YORK

132 North Wabash Avenue, CHICAGO

Believes That Humber Matter Can Be Killed by Legislature.

"Well, we passed the Humber I vard, Sammy," an alderman said.
"Well, it isn't dead yet," ret Ald. McBride. "It will have to to the house, and then see wha

Lace G

Pattern

In Evening Si are making a

many specialt is famous. W of materials,

Elegant

Wraps

Milline

Iweed

The smartnes ready excuse one, and the able, too.

MAIL ORD

Additional In Murder

BOSTON, Oct.
svidence which
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Rev. Clarence V
tist minister w tist minister, win the Charles-state murder of year-old music school teacher.

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AUBURN. John Burns, sovernment bo

WILL STU

ASK FOR COL HALIFAX, In were circulated County, praying Harry Wilson's imprisonment, the murder of

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