

RETURN TRAFFIC. SINGLING TRIPS. Return Tickets at SINGLE FARE. Stop - Overs Anywhere. 3th to 31st

Improved Lake Service. As follows: "KEEWATIN" 55. "ATHABASCA" 55. "MANITOBA" 55. "ASSINIBOIA" 55.

ROYAL MAIL EMPRESSES. More than 4 days at sea. From Liverpool to Toronto. From Toronto to Liverpool.

Steamship Co. Limited. Deal and New York. 2600 tons, with highest speed, in 10 days.

Bermuda. Excursions, \$20 to \$25. By steamship BERMA. From Toronto to Bermuda.

AMERICAN LINE. Toronto, Southampton, Cherbourg, Southampton. Oct. 1, 1909.

YORK TRANSPORT LINE. Toronto, Liverpool, London. Oct. 1, 1909.

STAR-DOMINION LINE. Toronto, Liverpool, London. Oct. 1, 1909.

White Star Line's "ARABIC". From Toronto to Liverpool. Oct. 1, 1909.

LAN LINE MAIL STEAMERS. From Toronto to Liverpool. Oct. 1, 1909.

KOONS REMOVAL NOTICE. J. G. RAMSEY & CO., Limited. Have moved to their new premises at 66 King Street West.

AT THE THEATRES. Royal Alexandra. The Bachelor. Out of a cynical bachelor who wears his heart on his sleeve...

last night, there is not the slightest doubt but that it will play to capacity houses all week. It was the first drama to show the season at the Grand and, to regular theatregoers, it was a welcome change and an appropriate time.

This thread of story garnished with various amusing interludes and many scenes and witty sayings, Miss Lane and her partners constitute the play. It depends largely for its effect on artistic interpretation and certainly nothing better in that line has been seen in Toronto.

At the Princess. Elsie Janis. "A sight to make an old man young," like the "Gardener's Daughter," is queen of the boards at the Princess this week in that bright and gayest of spectacles, George Ade's "The Fair Co-Ed."

Grand. "Wildfire." The popular racing play, has caught on like wildfire in the city, and judging from the hearty manner in which it is received at the Grand

PHYSICIANS PRESCRIBE Dr. Martel's Female Pills. FOR WOMEN'S AFFLICTIONS. A remedy for medical purposes obtained only at first-class drug stores.

singer and impersonator, and the Yalto Duo, novelty dancers. Gayety. Arnold's Serenaders.

Arnold's Serenaders provide the attraction at the Gayety Theatre this week. They brought out large audience last afternoon and evening yesterday.

The first half of the show is made up of a laughable skit called "A Day Clerk," in which Bob Van Ooten, which Annie Hart provide a lot of fun as Sappy, a hotel clerk, and Nora O'Flaherty, the keeper. During the olio a number of clever "humorous" songs, Tim Lyons and Ivola Crane, Alasco and Lorraine and Annie Hart do specialties that were well received.

Many musical comedies playing the big houses get away with less elaborate and costly scenery and costumes than are lavished on "Town Talk," the burlesque offering at the Star this week. Barney Girard, who wrote the show and saw its staging, certainly has gone one ahead of the line in this show, which is the biggest and best ever. The one thing which stands out of the would-be funny atrocities that go for comedy with the average burlesque show.

Comedy and novelty acts that were bright and up-to-date pleased crowded houses at Griffin's Agnes-street Five and Ten-Cent Theatre yesterday. The bill is an unusually strong one. Seaboard and Bellorini, the masters of the musical act, which is original and sensational in the extreme. The Rio, Scarlett and company presented their own act, "The Society Masquerade."

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The Bell Autonola. If you will come here and examine the Bell Autonola for yourself, we think you will conclude to purchase one. This wondrous instrument makes playing possible for every non-player, and every player can also be played by hand in the usual way. It is TWO PIANOS IN ONE.

Bell Piano Warerooms. 146 Yonge St. Pianos Rented.

"An Aristocrat Among Pianos." Showing design "Corinthian" in the Heintzman & Co. Art Series of Pianos.



Through a period of more than a century there has been a patient striving to reach the best things in the construction of the piano.

PIANO SALON - 115-117 KING ST. W. TORONTO, CANADA. Possesses unique musical characteristics that give it a distinct place among the great pianos of the world.

Advertising Agency Notes Column. (Reprinted from New York Commercial.) This column has a distinct educational value to businessmen, because it gives them ideas on advertising that they can utilize.

Mr. C. O. Sacks, president of the Rowland Advertising Agency, says: "To my mind, the development of the small advertising agency is one of the most interesting tasks that fall to the lot of the advertising agent."

A True Campaign Story. "Not long ago an advertising agent met a solicitor who was connected with one of the large advertising agencies."

Liquor & Tobacco Habits. A. McTAGGART, M.D., C.M. 75 Yonge St., Toronto, Canada. References as to Dr. McTaggart's professional standing and personal integrity permitted by Sir W. R. Meredith, Chief Justice.

R. S. WILLIAMS & SONS CO. LIMITED. MISSING LETTER CONTEST PRIZE WINNERS. In our Missing Letter Contest which closed Saturday Night, September 25th, the first and second prizes were awarded as follows: 1st—John J. Taylor, 36 Hertel Ave., Dovercourt. 2nd—Arthur J. Algate, 626 Shaw Street.

MISSING LETTER PARAGRAPH. The R. S. Williams & Sons Co., Limited, P. O. Box 1111, Toronto, Ontario, Department, following up the great success of the Contest method of advertising the piano of the hour and Player I.

THE CORRECT PARAGRAPH. The R. S. Williams & Sons Co., Limited, Publicity Department, following up the great success of the Contest method of advertising the piano of the hour and player instruments.

REPORT OF THE JUDGES. We, the undersigned, having acted as Judges in the Missing Letter Contest of the R. S. Williams & Sons Co., Limited, beg to inform the public that the contest was conducted in an absolutely fair and impartial manner.

R. S. WILLIAMS & SONS CO. LIMITED. 143 Yonge Street.

C. J. TOWNSEND, 68 King St. East. Antique Mahogany Furniture. Recently Arrived from England. Comprising Dining Tables, Card Tables, Tea Tables, Snap Tables, Loo Tables, Sofa Tables, Teapots, Buffets, Bureaus, Dressers, Highboys, Wardrobes, Cheffonières, Empire Couches, Venetian, Sheraton, Hipplewhite, Chippendale and Adams Chairs, Inlaid Tea Tables, Trays, Wine Tables, Pie Crust Tables, Canopy Bedsteads, Sheffield Tea Sets, Trays, Brass Trivets, some 25 BEAUTIFUL SIDEBOARDS.

MURPHY GRUFF TO BERNIER. So Dr. Cook Says, in Explaining Recent Telegram. "The agent became enthusiastic when he saw the possibilities that lay before him. He went into every detail of the business. Instead of a few minutes, the visit lasted two hours, and, best of all, the agent found Mr. Jones—of course that isn't his name, but it will do—to be an energetic, aggressive man, with courage and confidence in the value of good advertising."

We Offer You the choicest brew that one of America's most modern breweries has produced—pure, nourishing, sparkling. Cream of Michigan. A beer of surpassing flavor. Skillfully brewed from the choicest malt and hops that money can buy. Properly ripened by age, healthful, strengthening, invigorating. AT ALL FIRST-CLASS BARS.