WINNERS

FARE

Improved

ormation at City Ticket ag and Yonge Streets or Thompson, District Pas-ent, Toronto.



Lake Champlain mpress of Britain Lake Erie moress of Ireland Lake Manitoba press of Britain Lake Champlain ers are equipped with w or for further informatic arest C.P.R.' agent or to 1 Yonge-street, Toronto.

### Steamship Co. LIMITED

eal and New York and favorably known SS. 2600 tons, with highest modation and high speed, is sail from Montreal at 1 Quebec, Gaspe, Man Ray, and River, Charlottetown,

Halifax. ontreal to New York, \$48 and \$53. Bermuda

excursions, \$30 to \$55, by screw steamship BERMI Screw steamship HERITAL TOM NOW September at 11 a.m., and AD, 2600 tons, with September a.m., and every temperature booled by the season for comfort

comfort.
particulars apply of Pooling and Pooling and Pooling and Pooling and Pooling Co., corner King and Pooling Co., corner King and Pooling arthuretary, Quebec, 246 MERICAN LINE

Oct. 2 | New York. Oc Oct. 9 | St. Louis... Oc C TRANSPORT LINE Oct. 2 Minneapolis.Oct. 16 Oct. 9 Minnetonka..Oct. 2 EYLAND LINE ED STAR LINE

York—Dover—Antwerp .. Oct. 2 | Vaderland .. Oct. w)Oct. 9 | Zeeland .... Oct ITE STAR LINE Oct. 2 | Arabic ..... Oct.

" ITALY & EGYPT Madeira and Gibraltar 2, Nov. 13, Dec. 18, Feb. 1 23, D. C. 1, Jan. 15, Feb. 2 035 (ons)Nov.25, Jan.5, Feb. 04 tons) .... Feb. 2. Mar. camers to the Mediterranear

ey. Passenger Agent for the King St. East. Toronto Mice, 28 Wellington Bast.

ite Star Lines Tribe "ARABIC" Jan. 20, 1910-78 Days erything included. Visiting Mediterranean, Palestine

an has made the fastest packed to between Liverpool 4-6 days 15 hours 3 minutes 15 hours 10 Liverpool 1 Oct. TREAL TO GLASG' V.

REAL TO GLASS OCT. OCT. 1 NO. OCT. 25, NO.

Allan Line NGE STREET, TORONTO.

# KODAKS

TUESDAY MORNING

REMOVAL NOTICE J. G. RAMSEY & CO., Limited

Have moved to their new premises at 66 King Street West (a few doors west of the "Mail & Empire"). We will be pleased to see all Clerk," in which Bob Van Osten and our old patrons at our new store.

# AT THE THEATRES

### Royal Alexandra

The Bachelor. Out of a cynical bachelor who wears hos heart on his sleeve, a charming welcome change and at an appropriate tenographer of good birth and anxious to help a young brother in his show a careful arrangement, and the college course, the young brother with an infinite capacity of putting his sister in a false position, their attractive mother, a benedict friend, who sees how matters are moving, an original office boy and an oddity of a servant girl, the late Clyde Fitch constructed a bright and amusing comedy. "The Bachelor" produced by the Shuberts at the Royal Alexandra last night is a stirch and the "sport of kings," all theatregoers take kindly to a drama constructed on these lines and success is assured. slight affair, but in the hands of the skillful playwright, is also an excelskillful playwright, is altered attention was given to the player places for perfect pictures the accessories for perfect pictures the accessories for perfect pictures the accessories and the play ran were in their places, and the play ran were in their places, and the play ran were in their places. simple, is cleverly sustained, its evolution is natural and the crisp and epigrammatic dialog carries it off to the accompaniment of a ripple of genuine sent during the whole of the play. On-

partner being the bachelor, whose unrecognized love affair forms the motive of the play. To him enters Edward Kirby, the benedict with the keen eye, whose banter begins the process of education thru which the bachelor passes before he completely realizes of the process of the process of the completely realizes of the process of passes before he completely realizes comedian, who has evidently made a his really hopeless condition. Then study of the character he so ably. comes "Jenny," herself very much in portrays. Slangy, but lovable, "Bud" love and led by her brother into con-makes friends. True to the stable, he feesing it. He pledged not to give his watches Wildfire like a child, and to Man Who Built the Fence," who, in sister away, blunders beautifully in Mrs. Barrington, thee owner of Wild the somewhat modern fable, plays the his effort to smooth her path, but so fire, hee shows great attachment. In Dr. Cook to Adam's Peary. He's the places Goodele that he proposes with the character of "Rud" is the great fellow that constructed the structure

sister away, blunders seemed to smooth her path, but so places Goodale that he proposes with the character of "Bud" is the great personal places of the great places of the truth and woman-like, deemed the truth and woman-like, deemed the truth and woman-like deemed to the word to devert and truth and the truth and woman-like deemed to the word to devert the truth and woman-like deemed to the word to devert the truth and woman-like deemed to the word to devert the truth and woman-like deemed to the word to devert the truth and woman-like deemed to the word to devert the truth and woman-like deemed to the word to devert the truth and woman-like deemed to the word to devert the truth and woman-like deemed to the word to devert the truth and woman-like deemed to the word to devert the truth and woman-like deemed to the word to devert the word to devert the truth and woman-like deemed to the word to devert the truth and woman-like deemed to the word to devert the tread to the word to devert the truth and woman-like deemed to the nie Buckley was sufficiently humorous homely philosophy by the way, and, in the part of Hilda Flint. Ralph like every good holidays, it leaves a Morgan, who played Bill Rendell, gave a really good interpretation of the role of the well-meaning but tactless brother. Percy Lyndad was excellent as the wise guy, headliness at for any the wise guy, headliness at for any the wise guy, headliners at for any believe the suitable interpreter in the comedy was attractly staged and was received with every manner of appreciation by the large audience. "The Bachelor" provides an enjoyable every man and every manner of appreciation by the large audience. "The Bachelor" provides an enjoyable every man and every man and every man and every man and every few or man, to the little old home town that most city folks come from or have lived in at times. The whole thing is as vides an enjoyable evening's enter-talment and ought to be promised in at times. The whole thing is as like as a photograph, with all the attainment and ought to be popular in

## At the Princess.

Elsie Janis. 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- a lifetime. est and gayest of sparklers, George Adels "The Fair Co-Ed."

"I just want to thank you so much," said Miss Janis last night after halfyou how glad we are to be back in Toronto. We were afraid you might say O there's that old affair, the Co-Ed, again,' and stay away. I you knew how much it means to us and how happy it makes us when you are so kind and appreciative," and she kissed both hands in rapturous acknowledgment to the crowded and gratified playgoers.

For the minority who have not seen "The Fair Co-Ed" let it be known that it is built upon the two theses, "What do the soulty know about run-

"What do the socilty know about run-ring a college?" and "A little woman her topsy-turvy tribe of Arabs and is a dangerous thing."

Charming scenery, bright dialog, graceful and vivacious dancing, lovely costumes, clever singing and a cyclone man has a pleasing program of m spirle of mirth, inspiring a first-class company, make the piece irresistible. Else Janis herself, they say, comes from Milwaukee, and the Cream City should put up a monument to her as a native born genius. In her impersonations, to mention one aming a dozen things those of Eddie Foy and Harry The dance opening, Act II., was de- estimated in the press notices he lightfully novel, and Bena Hoffman and Larry Beck, won honor by their done, the tenors with James Reaney

> Grand. " Wildfire "

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

PHYSICIANS PRESCRIBE Dr. Martel's Female Pills

FOR WOMEN'S AILMENTS. remedy for medical purposes obtained only at first-class drug stores.

the first act was probably the hit of the entertainment. The "People's Choice," a somewhat rambling bit of last night, there is not the slightest doubt but that it will play to capacity houses all week. It was the first dra-matic show of the season at the Grand part, it serves to bring out a collec-tion of pretty girls gaily costumed. and, to regular theatregoers, it was a The snake dance, which was one of the features of the afternoon performtime. The bookings of the Grand

Duo, novelty dancers.

Gayety.

Arnold's Serenaders.

Arnold's Serenaders provide the at-

traction at the Gayety Theatre this

week. They brought oue large aud-

iences both afternoon and evening yes

Annie Hart provide a lot of fun as Sappy, a hotel clerk, and Nora O'Fla-

herty, the keeper. During the olio a number of clever numbers are seen

Tim Lyons and iVola Crane, Alsace and Lorraine and Annie Hart do spe-cialties that were well received. The telephone song of Lyons and Crane in

onsense, makes up the second hal

and while there is not much to this

ance, was changed to a toe dance in

Taken in all, the Serenaders have the

effect of driving away all care for the time being, and will no doubt draw

large audiences for the balance of the

Star.

Something New and Cleaner in Bur-

lesque.

Many many musical comedies play-

ing the big houses get away with less

elaborate and costly scenery and cos-

tumes than are lavished on "Town

Talk," the burlesque offering at the

Star this week. Barney Girard, who

wrote the show and saw to 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 all over it is the cutting out of the would-be funny atfocities

that go for comedy with the average

buriesque show. The whole thing has more of the air of the musical comedy

than intelligent folks go to hear and

The mainstay of the show is "The

teresting this week.

na's bookings.

**Bêll Autonola** 

If you will come here and examine the Bell Au-

tonole for yourself, we think you will conclude to purchase one. This was derful instrument makes

playing possible for every

non-player, and opens up the whole field of music

to the planist without the

can actually be played with the aid of music roll and treadles by any non-

player, and can also be

played by hand in the usual

WAY. It is TWO PIANOS

Let us take your pre-sent piano in part pay-ment. We can arrange to

receive the balance in small sums month by

We mail catalogues to

drudgery of practice.

the evening.

public are not given too much of one class of entertainment. "Wildfire" is one of the funniest and most interesting of plays dealing with the races, and as there is a fascination in stories dealing with the turf and the "sport of kings," all theatre-

In the production last night careful attention was given to the staging. All ers, trainers, bookmakers, reformers, The comedy opens in the private of-fice of Goodale & Holmes, the senior in their true colors, and the story is

mosphere of a painting. It is easy to laugh and it is not hard to cry if you see this sketch right.

Ce-Dora comes from the New York
Hippodrome and does a mighty risky
ride on a motor cycle about the interior of a big gilded globe-shaped cage. If you want to be thrilled this act is it. Ce-Dora takes enough chances in ten minutes to last the ordinary individual

"A Legitimate Hold-up" is just straight farce, in which William H. Macart and Ethlynne Bradford kept two large audiences in convulsions yes-The lady with the fancy front

Emma Francis is right there with provides much fun, while the Gartelle Bros. give lovers of roller skating a moving pictures are new and Gus Nauman has a pleasing program of music to carry off a mighty fine show.

## Majestic Music Hall

Consul Almost Man.

"Consul," the world famous chimpanthe piece. The audience could not be satisfied and kept on demanding more.

Zee, appearing at the Majestic Music Hall this week, has not been overreceived. His intelligence and cunning is so almost human that it seems shame, that he cannot carry his imi-tations of man to the limit of active whiriwind waltzing. The choperon song by Harry Depp was one of the solo hits. In the concerted singing the college glees in Act I. were capically done the tenors with James Reaney human human that would do credit to done, the tenors with James Reaney taking a lon glead. The football song taking a lon glead. The football song a trained comedian. He's as natural as life. His native demeanor and his physique are the only burlesque feathleting combination of 60 clever peoting of the can hardly be expected during the stunt includes an acrobatic whirl on stunt includes an acrobatic whirl roller skates, and there is no mistaking he can handle himself. He can cut figures and climb states carrying a glass of water without spilling it.
Billy Dillon, "the man with 1000
songs," is a whole performance in him-

"The Girl With the Angel Voice" surely merits the name. Her songs, "Eternity" and Tosti's "Good-Bye" were acceptably rendered. An amusing diversion was furnished by the playlet, "Ella's All Right,"

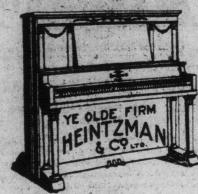
Bell Plano Warerooms which is replete with mirth-provoking situations that should hit home to ali

but a small few. It is played by Paul Nicholson and Miss Norton, an ex-ceptionally well-mated team.

146 Yonge St. Pianos Rented Complimentary mention should be made of Miss Ina Clare, a brilliant

any address on request.

singer and impersonator, and the Yalto "An Aristocrat Among Pianos."



Showing design "Corin-thiano" in the Heintzman & Co. Art Series of Pianos.

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

## Heintzman & Co. Piano

The result is that this great Canadian-made piano-thinking always of the genuine and original Heintzman & Co .stands to-day on the supreme pinnacle of piano excellence.

-"Possesses unique musical characteristics that give it a distinctive place among the great planes of the world."— Burmeister.

PIANO SALON : 115-117 KING ST. W. TORONTO, CANADA.

# Advertising Agency Notes Column.

(Reprinted from New York Commercial.)

houses at Griffin's Agnes-street Five and Ten-Cent Theatre yesterday. The bill is an unusually strong one. Senda and Bellorora, the masters of everything musical, present a novelty musical act, which is original and sensational in the extreme. Le Rio, Scarlett and company presented their one act playlet, "The Society Masquerade." There is plenty of comedy and a touch of real pathos in this turn that appeals to everybody. Other turns on houses at Griffin's Agnes-street Five and success is, without doubt, a happy peals to everybody. Other turns on the bill that are entertaining romprise Jean Beangere, impersonator; Glenbrook and Ellicone, bag punchers; Wood and Bell comediates. Wood and Bell, comedians, and Mollie Granger, "The Cheeriest Comediane."
The moving pictures are unusually interesting that it is possible a large business.

The moving pictures are unusually interesting that it is possible a large business. for the man with a small appropriation to achieve immediate results thru effi-Miss Jessie Maclachlan, who will ap- cacious advertising.

pear at the forthcoming concert of the A True Campaign Story. Sons of Scotland at Massey Hall, Nov. 4, has arrived in Toronto. Miss Mac-"Not long ago an advertising agent met a solicitor who was connected with lachlan wishes it to be understood that one of the large advertising agencies she is not associated with any of the After a casual conversation, the solicishe is not associated with any of the other Scottish vocalists who are announced to tour Canada, as might be inferred from some of the notices that have appeared in the public press.

William Campbell, secretary of the Caledonian Society and manager of Caledonian Society and manager of the Caledon

artistic, well-constructed articles—but he wasn't selling them for the reason that the buying public, the peeople he wanted to reach, had not been told about the excellent values he had to offer.

"The agent became enthusiastic when he saw the possibilities that lay before him. He went into every detail of the town. business. Instead of a few minutes, the visit lested two hours, and, best of all, the agent found Mr. Jones-of course that isn't his name, but it will for a visit to Chicago.

do—to be an energetic, a gressive man, Mrs. Charles Holden of St. John, who To Autonola do-to be an energetic, e gressive man, with courage and confidence in the value of good advertising.

Had \$300 to Start With. "I have \$300 to start a campaign anything for me with so small a sum " "The agent told him he could. In

References as to Dr. McTaggart's pro-essional standing and personal integrity emitted by:

guarantee immediate results-advertising pais tath equals a quantity of op-

1.0

"The question then confronting the agent was the selection of mediums. The metropolitan dailies were chosen. The first conversation with Mr. Jones was on Wednesday. On the following Saturday, an advertisement of his appeared in The Evening Mail. On Sunday, The Herald, Times and Sun carried the same advertisement. By Tuesday evening . Mr. Jones had received nearly 300 replies.
"On the Wednesday following, one

\$500 article, one smaller one for \$260 and still another had been sold, and there were many good prospects in view. The agent still had some of the \$3.0 left, and the next Sunday the sdvertisement (copy changed) appeared in The Herald and The Times—with a repetition of results. By the end of that week Mr. Jones' plant was working overtime, he had added to his office and factory force and was behind on de

"Then larger space was used in The New York Commercial, The Mail and The Globe.
"Instead of \$300, Mr. Jones has spent

nearly six times that amount since April He has been working in the capacity of his plant. He is going out in the country next year, where he will have plenty of room for a large factory on a spur from some railroad. How His Business Grew.

"Mr. Jones sold only four articles before he started to advertise. Now he is figuring on municipal and government contracts. You have to give him a week's notice if you want to get delivery. He wears a perpetual smilehe is a staunch advocate of advertising, and is a splendid example of the man with a small business who has a good product, faith in himself, faith in advertising, and the determination to

succeed. "Then, of course, there is the adverse side to the subject, where the man who has been successful, thru advertising ceases to give publicity to his product.
"About four years ago an advertiser, whom we will call Mr. Smith, was spending approximately \$40,000 a year for advertising. His business was so large that he simply could not handle it. So he built a large factory in the suburbs of New York and increased his manufacturing and office facilities in order to take care of the large demand for his product, primarily brought about by efficacious adventising. The goods he manufactured were without doubt the best on the market and at that time he controlled fully 80 per cent. of the entire business in his parti-

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

continued his early policy of large and consistent advertising. The brief spell of quietness on the part of Mr. Smith "Perhaps I can best explain just what gave them an opening which they were

"Of course the moral is self-evident, yet it is a problem which those in the agency business meet every day. There is a tendency upon the part of many business men to stop or to limit their advertising when they are doing a big business or else when they are doing a small business. There seems to be no in-"The agent wanted the account, even if the appropriation was but \$300; so he thanked the solicitor for his information, and 15 minutes later met the manager of the concern mentioned. The manager listened courteously, grew interested and took the agent thru his little plant. The agent saw enough to convince him that the business man had an excellent proposition. His manufacturing facilities were limited, his business small. He was making artistle, well-constructed artistle. Well-constructed artistle constructed artistle. Well-constructed artistle constructed artistle. Well-constructed artistle. The agent saw making artistle, well-constructed artistle. The agent saw making artistle, well-constructed artistle constructed artistle constructed artistle. The agent saw making artistle, well-constructed artistle constructed artistle constructed

## in Society.

Dr. and Mrs. J. N. E. Brown are at the Chalfonte, Atlantic City, Mr. A. S. Cameron and Miss folet Cameron have returned from a tuur the Pacific coast. Mrs. J. J. Jackson of Winnipeg is in

Miss Ethel Brown has returned from California.
Mrs. Carey, Huron-street, has left has been the guest of Mrs. Carey in

Huron-street, has returned home.

Col. Sir Henry and Lady Pellatt are leaving to-day for Winnipeg.

Miss Muriel Acton Burrows has left said Mr. Jones. "Can you do for Paris, where she will be the guest of Mr. and Mrs. C. E. M. Hodge. Mrs. Robert Snarr, 33 Dundonaldfact, he went so far as to practically street, announces the engagement of her daughter, Unda Olive Snarr, to Mr. Liquor Tobacco Habits

A. McTaggart, M.D., C.M.

To Yenge St. Terente, Canada.

References as to Dr. McTaggart's pro
Tessional standing and personal integrity

The standand and personal integrit

A Trip to the Thousand Islands Sir W. R. Meredith, Chief Justice.

Hon. G. W. Rois, ex-Premier of Ontario.

Rev. N. Burwash, D.D., President Vkoria College.

Rev. Father Teefy, President of St. Michthe time to see the beautiful islands. the time to see the beautiful islands 

## MISSING LETTER CONTEST PRIZE

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 -1500 New Scale Williams Piano 2nd—Arthur J. Algate, 626 Shaw Street

-\$350 Ennis & Co. Piano Owing to the large amount of work in going over the replies, the other successful contestants will be notified by mail.

### MISSING LETTER PARAGRAPH

The R. S. Williams & Sons Co., Limited, P — bl — — — y Department, following up the great s — c — — s of the Contest method of advertising their famous p — d — t (the "New Scale Williams," the plano of the hour and Player l — — — t liberal — s) has i — — — — — d the p — — — t liberal p — p — p — n, p — — y as further means of d — — — t advertising, believing that the "New Scale Williams" Planos in the homes of s — — — — d purchasers is the most lasting and s — — — — 1 kind of advertising. A large p — — — — n of the f — d usually spent in newspapers, periodicals, magazines, etc., has been d — — — — d to this new c — — — — 1 of direct advertising, the b — e — — s of which go to the many purchasers instead of the few publishers,

### THE CORRECT PARAGRAPH

The R. S. Williams & Sons Co., Limited, Publicity Department, following up the great success of the Contest method of advertising their famous product (the "New Scale Williams," the plane of the hour their famous product (the "New Scale Williams," the plane of the hour-and player instruments), has inaugurated the present liberal proposi-tion, purely as a further means of direct advertising, believing that the "New Scale Williams" pianos in the homes of "satisfied" purchasers is the most lasting and substantial kind of advertising. A large por-tion of the fund usually spent in newspapers, periodicals, magazines, etc., has been diverted to this new channel of direct advertising, the benefits of which go to the many purchasers instead of the few pub-lishers. lishers.

### REPORT OF THE JUDGES

We, the undersigned having acted as judges in the Missing Letter Competition of The R. S. Williams & Sons Co., Limited, beg to inform the public that the contest was conducted in an absolutely fair and im-

A. G. DONALDSON, Daily Star,

fets, Bureaus, Dressers, Highboys, Wardrobes, Cheffoniers, Empire Couches, Venetian, Sheraton, Hipplewhite, Chippendale and Adams Chairs. Inlaid Tea Tables, Travs, Wine Tables, Pie Crust Tables, Canopy Bedsteads, Sheffield Tea Sets, Trays, Brass Trivets,

25 BEAUTIFUL SIDEBOARDS

The whole forming a Very Attractive Display to be Sold by Private Sale at Prices Lowest in the Trade, all marked in plain figures.

NOW ON VIEW C. J. TOWNSEND, 68 KING STREET EAST

### MURPHY GRUFF TO BERNIER So Dr. Cook Says, in Explaining Re-

cent Telegram: OTTAWA, Sept. 27 .- Asked for a statement as to his reasons for his re-William Campbell, secretary of the Caledonian Society and manager of the Canadian Musical Bureau, Toronto, is attending to the Scottish prima don
The agent wanted the account.

The agent wanted the account, even

Harbor, Labrador. (Signed) Frederick Murphy was Peary's boatswain, who

Death From Lockjaw. ST. CATHARINES, Sept. 27.-Mrs. Lloyd, widow of the late Arthur Lloyd, hardware merchant, a prominent lady



AT ALL FIRST-GLASS BARS