Hall, Sept. 27 CHMANN ANIST

Sat., 25c to \$1.0 "The Earl of Pawtucket"

Aborn English Grand Opera Co.

UE & VAUDEVILL BOB VAN OST DMEDY ANIMAL GIRGU "THE MERRY WHIRE

sior Rink THIS WEEK ies Free

prices for Gentlemen

A'S THEATR Daily, 25e: Eve Week of Sept. 25. Bell Family, Harry

Nelly Nichols, Al La ph. Joe Welch. MATS. Wed. 250 &58

THE New Book P COOSE CIRI

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LIOTT Catalogues Free.

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EXTRACT OF MALT. invigorating prepara e invalid or the athlete.

TEACTURED BY 246 dt Salvader Brewery, ited, Toronto.

E, Chemist, Toronto, nadian Agent.

R CROWN ATTORNEY next county crown atreer is president of Ward tive Association.

Her Hocken's Fad. ocken is the proud I some excellent sp nuts at the city hall yes ther or not he will go in stry along with his edicic duties, he has not de-

can Crooks Caged. LE. Sept. 25.—William LE. Sept. 25.—William arles Cranston, two Amaries Cranston, two Amaries, who pleaded guilty to the homes of Henry Hold, J. Lee at Addison, were need by Judge McDomali.

nd thirty-six days in the t Botanist Coming.

k W. Moore, M.A., the
Irish botanist, is visiting

while in Toronto ounding fruit disti mental Farm at Gue oking into the m

maries Quite Safe-elegraph and mail service rrupted, telegrams from d Chengtu, Western Chidethodist Mission Board that the missionaries are i condition of affairs is

will continue so.

TULLDAY MORNING



Fairbanks-Morse Mfg. Co., Ltd., Bloor St. West, Toronto This is Built of Port Credit

The Best Brick for Factory or Warehouse Construction IMMEDIATE DELIVERY IN ANY QUANTITY The Port Credit Brick Co., Limited MCKINNON BUILDING, TORONTO

WILL TREAT LEETH GRATIS Eighty School Children to Have At-

Twenty dentists in the city have agreed to treat eighty children whose teeth are in such condition that delay is dangerous, and who are now attending the public schools, according to a report made by Dr. W. H. Doherty, dental inspector, to Chief Medical Inspector Struthers. The work will be done free of charge by the dentists on account of there being no city dental clinic.

Representatives of Methodism from every part of the world, including many women, will gather at the Metropolitan Church, where they will attend the fourth Ecumenical conference, beginning Oct. 4, and continuing until Oct. 17. It is expected that 500 delegates will attend, 300 of whom will represent clinic.

States, and 200 coming from Great Britain, other colonies and foreign countries.

The representatives of Methodism from every part of the world, including many women, will gather at the Metropolitan Church, where they will attend the fourth Ecumenical conference, beginning Oct. 4, and continuing until Oct. 18. It is expected that 500 delegates will attend, 300 of whom will represent churches in Canada and the United States, and 200 coming from Great Britain, other colonies and foreign countries. tention at Once.

S. Lake's Raven
Donovan & Davis' Black and
White
J. Naurles' Mayflower

night.

The program for the year was discussed, and officers were elected as follows: Hon. president, Dr. H. B. Spotton; hon. vice-president, E. W. Hagarty; hon. patrons, J. S. Carstairs, T. R. Loudon, Prof. A. T. de Lury, Prof. J. W. Bain, Adam Dockray, W. Y. Archibald, R. G. Hunter; hon. page Hagarty; hon. patrons, J. S. Carstairs, T. R. Loudon, Prof. A. T. de Lury, Prof. J. W. Bain, Adam Dockray, W. Y. Archibaid, R. G. Hunter; hon. patronesses, Miss E. M. Balmer, Miss Gertrude Lawier, Miss Blanche Ketcheson; president, A. W. Wright (reselected); first vice-president, Miss Ada Minns; second vice-president, W. R. Purvis; secretary, C. E. Durand, 20½ runs, and the latter taking 4 wickets for 7 runs, and the latter taking 4 wickets for 6 runs; Score:

Committee, Misses Olive Bonnar, Muriel Sparks, Vera Hamilton, Winifred Hogg; Messrs. N. D. Tytler, C. V. Perry, Norman Keefer, Gordon Galloway.

Way.

Vancouver, Seattle, Portland, \$41.05—San Francisco, Los Angeles, San Diego, \$43.00.

Diego, \$43.00.

One-way second-class from Toronto. Tickets good going daily until Oct. 15 via Grand Trunk Railway System. Proportionate rates from all points in Ontario to above and other Pacific Coast points. Secure tickets and full information at Grand Trunk City Ticket Office, northwest corner King Yonge-streets. Phone Main 4209.

Toronto Ad Club. The Toronto Ad Club yesterday in-augurated a series of weekly informal luncheons, held at the English Chop House, which should do much to promote sociability and good feeling among the members and the advertising fraternity in general. Short addresses, limited to twenty minutes, will be given by leading ad men each week, and the ball was set rolling by Adam

ficient Advertising Department.

National League Scores. New York ...... 001000001-211 1 Cincinnati ...... 0000000000-0-11 Batteries-Craudall and Myers; Sugs, F. Smith, advertising manager of the Office Specialty Manufacturing Comromme and McLean. pany, Ltd., in an address on "The Ef At Pittsburg-Brooklyn yesterday for the second time in the present series de-feated Pittsburg 5 to 4. Pittsburg used four pitchers and three pinch-latters dur-ing the game. Rucker pitched the full game for Brooklyn. Several times Pitts-ture led changes to win but each time Chester B. Ames will speak next 

KIDNEY

At the Royal Alexandra.

PUBLIC AMUSEMENTS

"The Earl of Pawtucket."

EMINENT METHODIST COMING

At the Princess

separation of the work will be a separation of the separation of t "The Old Town,"

to live one's own life, to find one's own good. happiness—is typified. In the character in "The Other Mary," is personified the woman who gives her life for others, who forgives the wrongs done her that those she loves may be happy. Mme. Nazimova's impersonation of the opposite character, however, cannot fail to awaken the interest of every

St. Albans Beats Birchcliffe.

McKechile, bowled Greene
Freeland, run out
Brown, bowled Greene
Edwards, not out
Hebert, bowled R. Kent
Millan, bowled Greene
Wagner, bowled R. Kent
Melville, bowled Greene

At Chicago Chicago kept pace with

McKechnie, bowled Greene ....

Total ......

thoughtful woman. Supporting Mme. Nazimova in the production of the play are Brandon Tynan, who has been her leading man for several seasons; Malcolm Williams, Henry Stephenson, Lucia Moore and Grace Reals. The scenes are laid in New York City and its environs at the present day, and the stage settings are remarkably elaborate and picturesque.

At the Grand.

"The Goose Girl." The first thing to be said about "The Goose Girl," which was presented for the first time in the city at the Grand last evening, is the excellent manner in which it is staged. This drama has has been provided with scenic environment, showing possession of highly known publishing house.

artistic taste and lavish disrogard for expense on the part of those responsible for its equipment. When the curtain rose upon the first act, the becuty of the stage setting elicited exclamations of admiration from everyone in the audience, and such commendation was more than once auditable.

THE TORONTO WURLD.

At the Royal Alexandra.

"The Earl of Pawtucket"

Lawrence D'Orsey as "The Earl of Pawtucket' needs no introduction to a Toronto audience. Least might a crowded house at the Royal Alexandra were as interested as ever in the experience of the English nobleman who meets his faite under romantie circumstances as of the English mobileman who meets his is insorant of the fashionable fact that she is a divorce. By an unluck action of the martial of the marti

At Shea's

Hebrew Comedy and Splendid Music.

ter of a woman who is the direct antithesis of Nora in Ibsen's "The Doirs House," one of the celebrated Russian actress' best known and most popular roles. In Nora individualism—the right and the motion pictures are new and

And Now To Business a Granting

As a session of the new Canadian parliament will be held forthwith, every citizen of this great country will be intensely interested in the proceedings. You can best keep in touch with the political happenings by being a regular reader of The Toronto Morning World-delivered or mailed for Twenty-Five Cents. per month. At Chicago—Chicago kept pace with New York yesterday n the pennant race by defeating Boston 6 to 5. Richie started for Chicago, but his wildness resulted in two runs, one forced. Cole succeede: Richie and gave the visitors two more runs and Brown was called. Cy Young, the veteran pitcher, worked for Boston, pitching his first game on the west side grounds and was given a warm reception by the small crowd. Two games were scheduled for vesterday, but the first was called off on account of wet grounds. Score:

Clicago 300100011-680
Boston 10102001-5121
Batteries—Richie, Cole, Brown and Archer; Young and Rariden.

Fill in the following Coupen and send to The World, Toronto:

Deliver or mail to the following address The Toronto Daily

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.

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.

advertising finances itself. Nation - wide distribution and a

And a pretty large part of modern-day

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 intrenched, 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.

Entire-

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

At the Star.

"New Century Girls."

Patrons of the Star Theatre yester-day were unanimous in their praises of the "New Century Girls," the latest

Morris Walnstock production. Entire ly free from vulgarity, but checkful of

bright and sparkling music, origina and funny librettos, brilliant scenic and

132 North Wabash Avenue, CHICAGO

COAL AND WOOD

Head Office and Yard:

Bathurst and Rich-229 Wallage Ave. mond Sts. Phone Adel 630-631

and funny librettos, brilliant scenic and light effects, pretty girls with pretty voices, and real comedians, it was a performance that could not but please, and the large audiences showed their appreciation of the effort made to satisfy them.

The program, as presented, included a bright two-act mustical comedy entitled 'The Two Pikers,' in which Miss Lydia Lorsy and Miss Makel Lesle him for the first time); also the entire who have been counting on the possi-

W. McGILL & CO. Branch Yard:

Branch Yard: 1143 Yonge St. Phone North 1133-1133

the titled The Two Pikers," in which Miss Lydia Jopsy and Miss Mabel Leslie completely win their audience by their clever work and splendid costumes. The entertainment is in two acts, the first of which presents the exterior of the Brighton Beach Race Track during the action of which many funny scenes and pretty musical numbers are witnessed. The second act is the ball-room of the Jockey Club, and introduces pienty of comedy music.

And both Eastern and Western Canada (the latter section being visited by the latter section being visited by him for the first time); also the entire completely win their audience by their clever work and splendid costumes. The content and Portland on the toria, Seattle and Portland on the consult in Canada this winter, when the duke, her father, takes up his on the south. The tour is under the duke, her father, takes up his on the south. The tour open are doomed to disappointment. The princess has decided not to go with her father, preferring instead to visit her sister, the Crown Princess of Sweden, and enjoy the winter sports of Sweden, and enjoy the winter spor



IF YOU ARE CURIOUS --- HERE'S AN OPPORTUNIT

Perhaps you are curious to see how an electric iron really does its work. We could tell you, but we would rather have you see for yourself. So we are allowing the free use of an electric iron for thirty days without the slightest obligation on your part. Just give your name and address to the Comfort Number, Main 3975.

THE TORONTO ELECTRIC LIGHT COMPANY, LIMITED 12 ADELAIDE STREET EAST

