

ESS MATINEE WEDNESDAY... GOMERY... THE OLD TOWN...

FRIDAY EVENING... ZIMOVA... THE MARY... BEAUTY SPOT...

DAILY MATINEE... CRYSTAL FAIR... BOB VAN OSTEN... THE HERRY WHIRL...

TOBACCO... THE BELL FAMILY... CENTURY GIRLS... A'S THEATRE...

STUDENTS OF THE... F. BRAU... EXTRACT OF MALT...

W. KENT... NATIONAL LEAGUE SCORES... TORONTO AD CLUB...

PITTSBURGH... CHICAGO... TORONTO... NATIONAL LEAGUE SCORES...

DR. W. MOORE... BOTANIST COMING... TORONTO AD CLUB... NATIONAL LEAGUE SCORES...

At the Royal Alexandra... The Earl of Pawtucket... Lawrence D'Orsay as 'The Earl of Pawtucket'...

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

WILL TREAT TEETH GRATIS... EMINENT METHODIST COMING... Representatives of Methodism from every part of the world...

Maple Leaf Pigeon Race... Wilton Brock, Party Leader... The Maple Leaf Homing Pigeon Race Association...

HARBOLD WILL CELEBRATE... Twentieth Anniversary to Be Commemorated—Officers Elected... Harbor Collegiate will hold a big celebration...

ST. ALBANS BEATS BIRCHCLIFF... At Birch Cliff on Saturday the home team were beaten by St. Albans (9 wickets) to 13...

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TORONTO AD CLUB... The Toronto Ad Club yesterday inaugurated a series of weekly informal luncheons...

DODD'S KIDNEY PILLS... CORRETS KIDNEY DISEASE... DODD'S KIDNEY PILLS... CORRETS KIDNEY DISEASE...

PUBLIC AMUSEMENTS

At the Royal Alexandra... 'The Earl of Pawtucket'... At the Star... 'New Century Girls'...

At Shea's... Hebrew Comedy and Splendid Music... Nellie Niche and Joe Welch are two of the three best bits at Shea's...

At the Gayety... 'Vanity Fair' Company... Suffering Suffragettes... This is not a nice ejaculation—it is the title of the clever burlesque farce...

At the Grand... 'The Goose Girl'... The first thing to be said about 'The Goose Girl'...

And Now To Business... As a session of the new Canadian parliament will be held forthwith, every citizen of this great country...

Strategy In Advertising The Climax of Salesmanship-in-Print... The battles of advertising are not won today by men with the largest forces...

The well-advised advertiser of 1911 ventures nothing on guesswork and theory... Selling methods today are based on others' experiences...

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...

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

COAL AND WOOD W. McGILL & CO. Head Office and Yard: Bathurst and Richmond Sts. Phone Adl. 820-821

At the Star... 'New Century Girls'... Patrons of the Star Theatre yesterday were unanimous in their praise of the 'New Century Girls'...

Kubelk's Last Appearance... Tomorrow, Sept. 27, Jan Kubelk, the well-known violinist...



IF YOU ARE CURIOUS---HERE'S AN OPPORTUNITY... 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...