

CEETEE

PURE WOOL
UNSHRINKABLE
UNDERWEAR

LOOK FOR THE SHEEP



ON EVERY GARMENT

Worn
by the
Best
People
Sold
by the
Best
Dealers

Many people have remarked on the peculiar name given to this Underwear, which has earned the reputation of being the best pure wool underwear made.

It might be interesting to some to explain the origin of the word.

"CEETEE" Underwear is manufactured by The C. Turnbull Co. of Galt, Limited, a firm founded a little over fifty years ago. The present Manager, Mr. C. Turnbull, adopted the idea of practically attaching his signature to every high-class pure wool garment turned out on their special machines for full-fashioned underwear. He, therefore, used his initials by putting them into words CEE (C) TEE (T), and surrounding the words with a drawing of an Australian Merino Sheep, from the wool of which every garment of "CEETEE" is made.

To-day the word "CEETEE" on any garment is practically Mr. Turnbull's personal signature. It means that it is guaranteed absolutely unshrinkable and made from nothing but the finest pure Australian Merino wool.

THE C. TURNBULL CO. OF GALT, LIMITED, - GALT, ONT.

ESTABLISHED 1859

Also manufacturers of Turnbull's high-class ribbed underwear for ladies and children, Turnbull's "M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats.

Made in all
Sizes and
Weights
for Men
Women
and
Children

NEXT WEEK AT THE THEATRES

Great Musical Festival.

The most sanguine hopes of those who have in charge the great musical festival which is to signalize the opening of the Arena, have been surpassed by the great seat sale this week. It is unusual to open a plan three weeks ahead, but this was rendered necessary by the vast number of locations to be disposed of and by the persistent demands of the public eager to secure their seats at once. That the festival will be a provincial, rather than a local event, has been demonstrated by the great number of orders from outside cities like Hamilton, Guelph, Brantford, and Peterboro. It is quite evident that the extent and generosity of the scheme has taken the Canadian public by storm. The opportunities for music lovers are quite unprecedented in the history of this country. To hear within one week, such singers as Galski, Sembrich, Fremstad, Felice Lynne, Yvonne de Treville, Alice Nielsen, Charlotte Maconda, Rosa Olitzka, Orville Harrold, Giuseppe Campanari, Rudolfo Fornari, supported by an orchestra of sixty picked performers from the New York Philharmonic and Metropolitan Opera House Orchestras, under the direction of Nahum Franklin, is an opportunity that comes but seldom to any city of the civilized world. How is it possible to do it at the prices that have been the question on many people's lips. The answer is that Mr. Lawrence Solman, the manager of the Arena, and Mr. J. H. Dalton, of New York, who is promoting the festival, have calculated that the great seating capacity of the Arena makes the festival possible, even at lower prices than those charged for an ordinary theatrical attraction of the first class. The number of locations available for each of the eight concerts is so great that the necessary revenue to pay the great artists to be heard at each concert will be forthcoming. The fact that the acoustics of the Arena are admirable, and that every concert goer will have an unobstructed view of the stage, assures the popularity of the event, which it now seems certain will become an annual affair.

"Buntz Pulls the Strings," that refreshing and wholesome comedy that charmed Toronto on two former visits,



Mollie Pearson, the original "Buntz," Alexandra, next week.

Light and Sales

If you wished to purchase, say an Oriental rug, and there are two places where you can obtain the desired goods: one of them is brightly illuminated so that the rug can be properly examined; the other is poorly lighted, where color and design cannot be determined. Where would you go?

To the well-lighted place, of course!

Now how about your store? Are people coming in any time during business hours with the absolute knowledge that they can make selections as well by artificial light as by daylight?

Let us send out our representatives to explain how this can be done. It will interest you.

The Consumers' Gas Company

12-14 Adelaide St. W. Phone M. 1933

bert and William A. Brady are sending the original New York Company that has just closed a most remarkable engagement at the Comedy Theatre, New York. Buntz has during its run of a year played more extra performances than any play ever produced in New York. The comedy is from the pen of Graham Moffat, a Scotch actor and author. It is out of the ordinary, happily constructed, witty and epigrammatic, and brings on a little lesson without being preachy. It is easily followed by the most untrained theatregoer. The last curtain speech reflects the whole play. It is in the words of the fiancée Weelum: "I didn't care if I'm the most henpecked man in Scotland, I'll just glory in my shame." The company includes Miss Molly Pearson, Mr. Edmund Beresford, Miss Fane, Mr. Ethelbert Hales, Mr. Sanderson Moffat, Miss Amy Singleton, Miss Margaret Nybble, Mr. J. E. MacGregor, Miss Marjorie Davidson, Mr. Leonard Booker and others.

"The Siren" at the Princess. The Siren, with Donald Brian as the star, under the management of Charles Frohman, will come to the Princess Theatre next week. "The Siren" is in three acts, and Mr. Brian has the role of a young marquis who is



Donald Brian, in "The Siren," at the Princess, next week.

suspected of having written letters derogatory to the emperor as well as some seditious verses. The minister of police, desiring to secure a sample of "his handwriting" for the purpose of verifying the crime of which he is suspected, employs a score of the most beautiful women of society to coax from him some written words, but their wiles are powerless. At last, however, he falls a victim to the innocent plot of a little country girl, Lolotte, who does not comprehend the gravity of the task that has been set her. After many complications and many sorrows for the young lovers, there is a happy ending brought about thru the forgiveness of the emperor.

Of course the announcement of Donald Brian in the star role means that

there is plenty of dancing as well as singing and fun in this musical comedy. The charming young man who has become the wife of a man different from the one she anticipated. This furnishes a serious thread of the play, which, however, carries an amusing vein of comedy. The same cast as is now appearing in the play at the Playhouse will be seen here.

The Bell Family at Shea's Next Week. Manager Shea has another great show to offer his patrons at Shea's Theatre next week. Altho the change of the weather has affected the indoor amusement in nearly every place in the city, capacity business still holds the rule at Shea's. The headline feature of next week is the great Bell Family, a musical combination of nine rare artists, in a medley of songs, dances and musical surprises called "Fiestas of the Montezumas," introducing beautiful scenic effects and costumes of old Mexico. The great combination was seen here once before, and since that time has claimed the plaudits of the audiences. They were a sensation throughout Europe. Rosalind Coghlan, with her company, is making her first vaudeville appearance here, in a playlet by Edgar Allan Wolf, called "The Obscure Miss Grange." The offering is spoken of with favor, and Miss Coghlan needs no introduction to theatre-going people. She is the daughter of a house of great actors, and she has already won distinction for herself. William Mack and Nella Walker are here for their annual visit, and they are sure to be a success. They have a new version of

"The Fortune Hunter." Banker Lockwood, father of the village heiress, whom Nat Duncan has designs on in "The Fortune Hunter." This is a play of the most interesting kind, and it is a play that looks like a wink. Entering old Sam Graham's drug store one day the banker becomes interested in Nat's "try-out" as a drug clerk. "It's pretty warm," he says, "think I'll take a glass of soda." The old man's every observation is punctuated by the invariable twitch. To Nat it is a wink, and a wink in a drug store means just one thing—whiskey. Nat is astonished. "Have you stage," he asks tentatively, "just plain soda?" comes the reply. Another twitch. "Got you," says Nat Duncan. Out comes a dark bottle, and the banker quaffs his "soda" with satisfaction. "I don't know why anyone should want intoxicating liquors," he sighs, "when they



Will Deming, as Nat Duncan, the Fortune Hunter, Grand Opera House, next week.

can get a refreshing drink like that." This is merely one of the innumerable little touches of kindly humor that makes "The Fortune Hunter," which will be presented here at the Grand next week.

"Julius Caesar."

In his all-star revival of "Julius Caesar," which is the attraction at the Royal Alexandra Theatre week of Oct. 7, William Faversham presents one of the clearest and most realistic battle scenes that our stage has known in many seasons. For these scenes the ranks of the regular company are augmented by the services of one hundred and fifty specially trained supernumeraries.

"Bought and Paid For."

The real dramatic success of the past and present theatrical season comes to the Royal Alexandra Theatre week of Sept. 20, when William A. Brady offers for the first time in this city George H. Broadhurst's compelling play, "Bought and Paid For." It has just passed its four hundred performances at the Playhouse, in New York City, and comes here direct. In fact, Toronto will be the first outside city to

see the play that has eclipsed all records held by a dramatic attraction for the past ten years in that city. "Bought and Paid For" tells a true story of an American married life, and shows to the auditor a phase of the marriage problem, and the dilemma of a girl who has become the wife of a man different from the one she anticipated. This furnishes a serious thread of the play, which, however, carries an amusing vein of comedy. The same cast as is now appearing in the play at the Playhouse will be seen here.

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their "Musical Flirtation," and as clever young people are always up-to-date, their offering promises to be better than ever. It is always well worth the price of admission just to look at this perfectly groomed couple. Williams, Thompson and Copeland are newcomers, and their success elsewhere promises a welcome for them from the Sheagoers. The Woods and Woods Trio are little less than a sensation with their original comedy pantomime, "An Elopement by Wire." Miss Ollie Woods is a feature of the act, and the wire work of the trio is marvellous. McIntyre and Groves are newcomers, and have a howling comedy sketch in "On Father's Train." Andrew F. Kelly, the Irish story-teller, makes his first appearance here. He is genuine, and his stories are original. Archie O'Neil, the original juggling genius, is assisted by Miss Dolly in a novelty comedy juggling act. The kinograph closes the bill with new pictures.

Beautiful Kitty Gordon. One of the most important theatrical announcements of the season is the coming of beautiful Kitty Gordon in Victor Herbert's latest comic opera, "The Enchantress," which equals, if not surpasses, his other famous successes such as "Mlle. Modiste," "The Serenade," and "Babes in Toyland." The charming prima donna will make her appearance at the Princess Theatre the week of September 30.

Joseph M. Gatten will present identically the same production with the New York critics have declared to be the most brilliant and colorful spectacle of many seasons. Supporting Joseph Gordon will be the original company which was seen in the five months' engagement at the New York

Theatre. In includes Nellie McCoy, the famous dancer; Ralph Riggs, Hattie Arnold, Venita Fitz-Hugh and the famous Beauty Singing Chorus.

Clark's Runaway Girls.

Manager Henry of the Gayety Theatre, will inaugurate a season of fun on Monday afternoon with Clark's Runaway Girls Company. The reputation of this company made the past season is too well-known to need much comment. Manager Clark has spared neither pains nor expense in making this one of the best companies in the eastern wheel. The musical comedy is entitled "The Maid of Montezuma," introducing fifty people in the cast, with beautiful scenery, electrical and mechanical effects the equal seldom if ever seen here this season.

"Oriental Burlesquers."

A good big show, all new but the title, opens at the Star Theatre next week. The show is the "Oriental Burlesquers." Even the manager and producer of the burlesque, and songs of the "Oriental Burlesquers" is new. The performance is bristling with features, running over with comedy, songs, music and vaudeville novelties. The cast is a very strong one, and made up of the leading stars of the vaudeville and burlesque field. Most prominent may be mentioned, John Williams and Harvey Brooks, singing and talking comedians; Lena Bruce and Clara Dagnau, the smart little sister team; Bill Swan and Frank Bamford, America's foremost knockout comedians, who return to burlesque after a triumphant tour of the United States vaudeville circuit; Collins and Hawley, eccentric dancers; Lizzette Howe, the well-known leading lady, and Pat-

Concograph at Massey Hall. The attraction at the Concograph entertainment in Massey Hall this afternoon and evening promises to establish a new record for large motion picture bills. The program is headed by the two well known singers, Howard Russell and Harvey Bennett. The latter will sing Scotch songs in costume, while the former will render a number of popular songs, which will be beautifully illustrated in colors by lantern views. The photo plays will include a number of subjects showing comedy, tragedy and travel scenes. One of the chief films will be the Relief of Lucknow, in which are vividly depicted the suffering of the beleaguered English garrison and residents; and the obstacles that the English army had to undergo before they could raise the siege.

SIR RICHARD RECOVERING.

KINGSTON, Sept. 20.—(Special.)—Sir Richard Carrivright's condition is reported by attending doctors to be most satisfactory. Everything points to his rapid recovery from the operation.

TAKE IT HOME BY THE BOX!

Improve Teeth, Breath, Appetite, Digestion—Piece by Piece!

Millions of children's teeth and digestions are kept perfect by this helpful habit. Millions of smokers have their breath purified—heartburn prevented—by the refreshing mint juice.

Buy a box tonight. Chew it on your way home and after meals—put an edge on appetite—and pass the time away.



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