

Tenpin Tarts

Roll Record Score Likely to Last Some Time.

Table with 2 columns: Name, Score. Rows include: 1. 237 237-474, 2. 237 237-474, 3. 237 237-474, 4. 237 237-474, 5. 237 237-474, 6. 237 237-474, 7. 237 237-474, 8. 237 237-474, 9. 237 237-474, 10. 237 237-474.

Novice League. The Central Novice League was held on Saturday night. Hon. President and Hon. Vice-President...

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Continues Monday With Tennis Handicap. The lawn tennis tournament at yesterday with the following results...

Days Program. Preliminary round handicap. First round. Second round. Third round. Fourth round. Fifth round. Sixth round. Seventh round. Eighth round. Ninth round. Tenth round.

Suits and Coats. The only place in the city where you can get a suit or coat made to order at a price that is right. Call on Mr. J. E. Hetherington...

ODDISEASES. The only place in the city where you can get a cure for all kinds of diseases. Call on Dr. J. E. Hetherington...

Winning Women's Golf Championship At Philadelphia

In winning the women's national golf title on Saturday it is not too much to say that Miss Dorothy Campbell of Scotland, likewise champion of Great Britain, has worked a benefit rather than a harm to the game in this country...

On the other side Miss Campbell and the credit of the other leading exponents of the game in her land play nearly all the time. They practice with the definite object of working up their game and strengthening the weak points. They do not try to drive the ball a mile, Miss Campbell in particular paying a deal more attention to direction than distance...

Central Bowling League Schedules. The Central Bowling League opened last night, with Brunswick and G. Co. Royal Grenadiers. This league is strictly a novice league and the scores will be published daily. Watch the scores daily to see how the players blossom out to full blown Jimmy Smiths...

City Bowling Association. In the Toronto City Bowling Association Class B. teams will open their season on Thursday, Oct. 14, at 8 p.m., playing at the following: Aldershot, St. Albans, B. Gladstone B. at Royal Riverdale, Royal Colts at Dominion B. at Royal Nationals at Brunswick B.

Croquet Championship Tournament. An open tournament will be played at the Woodbine lawns on Monday, the 26th inst., commencing at 9.30 a.m. The championship contests will be for senior singles and junior singles. There will also be a separate contest for ladies' singles. The play will be according to the English Club. Complete schedules for points, copies of which can be had from Harold Wilson & Co., Limited.

Krausman's Imported German Beers on draught at corner Church and King Streets. The hounds will meet at the Pines to-day at 2.30 p.m.

Domineer Heather Quelling Club. The Domineer Heather Quelling Club met last night in Dominion Hall, Queen and Bimac-streets. All members are asked to attend for important business.

Meet of Hounds. The hounds will meet at the Pines to-day at 2.30 p.m.

HOW THE ADVERTISING AGENCY CAN HELP THE MANUFACTURER.

This column has a distinct educational value in that it gives them ideas on advertising that they can utilize. Our business readers, as well as advertising agencies, are invited to express their views on the merit, value, growth and future of advertising. By such interchange of views great good, it is felt, will come to all participants.

By E. S. Horn. President, Horn-Baker Advertising Company, Kansas City, Mo. In marketing his product the manufacturer must avail himself of one or both of two methods. Of these the more primitive is that of personal solicitation; but the modern system, now accepted almost everywhere, is that of newspaper and magazine advertising.

Trusts Corporation Field Day. The third annual field day of the Toronto General Trusts Corporation was held Saturday afternoon on Aura Lee Athletic Field, and although the weather was broken, all the events were keenly contested. The all-round championship was won by James Lang, with 15 points to his credit. The results of the various events are as follows:

Varsity Inter-Faculty Meet. The annual inter-faculty meet of the University of Toronto will be held at the University of Toronto on Friday, Oct. 15, at 2.30 p.m. The facilities will be well represented in the different faculties. The competition will be exceedingly hot. Lou Sebert, Canada's champion quarter-miler, will be hard pushed by Frank Halbas, who will endeavor to turn the tables, as exhibited at the Ward games on Saturday last. Halbas was very small margin, and this meet will be more decisive, since both men are in the Varsity oval.

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DOMINION AMMUNITION

A black brant or a black bear, either is not so hard to bag if you load your gun with Dominion Ammunition. The wonderful new Dominion System of loading positively proves every single cartridge or shot shell. Each box is Guaranteed True. Dominion Cartridge Co., Ltd., Montreal.

PIGRIMS STILL UNDEFEATED. Beat Scottish Americans at Newark 5 to 0, Raising Total Goals to 47. NEW YORK, Oct. 11.—With a win by a score of 5 goals to 0 against the Scottish Americans of Newark at the Newark baseball grounds yesterday afternoon the Pilgrims of England added still another to their list of soccer victories, the fifth in succession since landing in this country. The game gave them a grand total of 47 goals, and not once has an opponent scored against them. Thus New York, with a defeat of 4 to 0 in the opening match, has the best record against the visitors to date.

Enter.—The Advertising Agency. The advertising agency man who prepares the copy and selects the mediums for the conduct of a great national advertising campaign—must possess to a marked degree precisely those qualifications that go to the making of a successful personal representative out on the road for the manufactured product.

He Knows His Public. Almost any salesman understands the art of attracting momentary attention to himself and to his goods. But the next succeeding step must be taken toward effecting the sale; and this step involves an intimate, first-hand acquaintance with the needs and wishes of the great buying public.

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JAMAICA AND WINDSOR OPEN THEIR GATES TO-DAY

Fauntleroy at 4 to 1 Wins Champagne Stakes on Closing Day at Belmont Park. BELMONT PARK, Oct. 11.—Fauntleroy, at 4 to 1, easily won the Champagne Stakes, 1 1/2 miles, on Saturday afternoon. The favorite carried 122 pounds and ran the distance in the last time of 1:23 3/4, which is 2 of a second lower than the track record, made by Colin two years ago.

Windsor's Opening Card. WINDSOR, Oct. 11.—Entries for opening day Tuesday. FIRST RACE—All ages, 5 1/2 furlongs: Dr. Downe, 107; Lord Kenmore, 101; Star Thistle, 102; Lady Irma, 105; Simcoe, 107; Jack Parker, 105; Sewell, 109; Theo. Cook, 110.

Results at Toronto. CINCINNATI, Oct. 11.—The races at the C. & O. track resulted as follows: FIRST RACE, 6 furlongs: 1. Gypsy King, 102 (Kennedy), 4 to 5. 2. Star Thistle, 102 (Truett), 2 to 1. 3. T. M. Green, 97 (Jackson), 4 to 1. 4. Time 1:17. Dainty Dame and Mrs. McCombs, both ex-Spartan.

Woodstock Holiday Games. WOODSTOCK, Oct. 11.—The Oxford Marathon sports to be held in Woodstock on Thanksgiving Day, judging from the number of competitors who have entered, will be the best ever held in Canada. Bobby Kerr, Emily Lough of Italy, H. A. Wright of England, George Goulding and others are entered. The events are: 100 yards race, 200 yards race, 120 yards hurdle, half-mile run, one mile run, two mile walk, one mile relay (four men), quarter mile bicycle race, one mile bicycle race, running high jump.

Surfing Sent to Jail. NEWCASTLE, Eng., Oct. 11.—Lady Constance Lytton and Mrs. H. N. Brailsford, wife of a former lord, were sentenced to three months in prison for their part in the suffragette demonstration against David Lloyd-George, were to-day sentenced to a month's imprisonment.

Fit—Finish—Style in the BOULEVARD CASTLE BRAND—3 for 50c.

Lost in Canadian Wilds. NEW YORK, Oct. 11.—A Madison, Wis., Despatch to The Times says that Professor C. K. Leith of the department of geology and mines in the University of Wisconsin, who is at the head of a party investigating rock formations near Hudson Bay, is believed to be lost in the Canadian wilds.

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The World's Selections BY CENTAUR

Windsor. FIRST RACE—Theo. Cook, Simcoe, Lady Irma. SECOND RACE—Ashwell, Miss Mapleton, Jolika. THIRD RACE—Fort Johnson, Great Heavens, Martin Doyle. FOURTH RACE—Dixie Knight, Mermaid, Autumn Girl. FIFTH RACE—Edgely, C. W. Burt, Osorine. SIXTH RACE—Desperado, Rifleman, Stromeland.

Belmont Park. FIRST RACE—Blackford, Nethermost, Bonnie Kelo. SECOND RACE—Woodcraft, Black Mink, Jolika. THIRD RACE—Pretend, Sir Ashton, German Silver. FOURTH RACE—Fitzherbert, Maskette, Jack Atkin. FIFTH RACE—Jeanne d'Arc, Black Mink, St. John. SIXTH RACE—Calypso, Bang, Inspired.

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JACK LONG

Room 34, James Building PHONE M. 5017. 75 YONGE ST. SATURDAY Delestrome, Long Sp. 6-1, WON Cave Adsum, Ex. Sp. 6-5, 2ND TO-DAY 15 TO 1

A mud running bear will be cut loose at Windsor to-day, boys, will clean up good. My guaranteed special is the real goods at about 5 to 1. They are ready money, come and get them. Guaranteed special \$2 per winner; 2-horse wire \$1 per day.

C. R. James & Co. Room 4, 21 Leader Lane 10 to 1 BIG KILLING

To-Day's Entries Windsor's Opening Card. WINDSOR, Oct. 11.—Entries for opening day Tuesday. FIRST RACE—All ages, 5 1/2 furlongs: Dr. Downe, 107; Lord Kenmore, 101; Star Thistle, 102; Lady Irma, 105; Simcoe, 107; Jack Parker, 105; Sewell, 109; Theo. Cook, 110.

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LINDON

11 Richmond St. W., Room 3 PHONE M. 670 YESTERDAY Best Bet Second TO-DAY

my advertised Special goes in the first race at WINDSOR. Read Monday's World and you will see where I told you all about this horse. Remember, I never speak like this unless I know something extra. I will repeat Monday's words: If you knew as much as DAVY about this you would never stop betting.

LISTEN Others come and go like April showers, but DAVY'S REPUTATION is still undeniable as being the most consistent, reliable turf adviser that ever stood in Toronto.

FOR HAMILTON RESULTS read Monday's World. All those horses were filed with C.P.R., G.N.W., and The World office.

START TO-DAY and get the whole meeting. TWO HORSES A DAY ONLY. \$2.00 DAILY, \$5.00 WEEKLY, \$8.00 THE WHOLE MEET.

REYNOLDS & CO. Now located at 4 Ouellette St. Windsor, Ont. TERMS—\$1 DAILY, \$5 WEEKLY, OR \$7 FOR THE ENTIRE WINDSOR MEETING. (No Toronto agency) 123

SPECIAL NOTICE Boys, we have word on a horse to-day that we will guarantee to win at average odds of 2 to 1 or better or refund your money. Our charge is only \$2. Information ready at 11.30.

The Reliable Information 129 Victoria St., Toronto. Phone Main 7154.

STANDARD TURF GUIDE TO-DAY'S SPECIAL August, Apple, 15, 45, 37, 18, 58, 17, 43, 36, 45, 57. TORONTO AGENCY, 81 QUEEN ST. W.

TORONTO LAGS BEHIND Committee Will Ask for \$750,000 for New Technical School. Three-quarters of a million dollars for an up-to-date technical school is the recommendation which will be made to the board of education at their first meeting by the sub-committee which has just returned from a two weeks' inspection of technical schools in the United States, Boston, Newton, New York, Philadelphia, Pittsburgh and Cleveland were visited and the general view of the deputation is that Toronto will have to wake up and spend some money if she wants to keep up with the procession.