

CINE

re

She suf-  
ferent.

th, 1909.  
n and the pata  
was treated  
served no bene-  
suffered from

The Telegram  
had taken one  
ach less, and I  
peas. When I  
at I could use  
ally gone, and  
ely well again  
n just as well

er was indeed  
to even relieve

ffer from this  
arly give you

BAXTER.  
that "Fruit-  
ally cure Rheu-  
if-a-lives" is  
sine, obtained  
action on the  
prevents the  
prime cause of  
lean, the liver  
strong and the  
have Rheuma-  
tism in the  
ans and cures  
the same" as  
"Fruit-a-lives."  
tation. At all  
lives. Limited,  
published by  
ntario.

FALLS

Have to Lay  
e Lines.

Ont, April 29.-  
e thousand and  
ave been laid off  
line of the Or-  
to-day on ac-  
m was very se-  
ches filled with

the new fifty  
y will be laid  
on both sides  
he first annual  
"day. Cans-  
ations will be  
celebration.

her year-old  
l their burning  
t Queen-street,  
by the fire-  
aken by the  
the pressing  
cause, and had  
men. The dam-  
ding and \$500  
as insured.

Baths.  
e baths on St.  
to open daily,  
to 10 p.m.

ns

ns

s

# "BLUFFING THE PUBLIC"



The bold bluff of the Evening Newspaper Bogie man called!

For years the advertising solicitors of the evening newspapers of Toronto have declared:

That this is not a morning newspaper town.

That the Toronto reading public do not read the morning papers.

That only men read the morning papers.

That women do not read the morning papers.

That the morning papers are not home papers.

But don't be frightened by the Evening Newspaper Bogie Man.

Because:

- I. The morning papers of Toronto are the real home papers.
- II. The morning papers are read by the whole family.
- III. The morning papers, by reason of their early delivery, give ample time to the maid, the master and the mistress of the house to read them through.
- IV. The morning papers are the best advertising medium, because they reach the public before the worries of the day engross.
- V. The reader of the morning paper gets his first impression for the day while reading his morning paper. First impressions are most lasting.

Hence, see that your advertisements reach possible purchasers thru the morning papers.

To this end, watch for The Toronto World's exposure of the evening newspaper Bogie Man.

## EARL GREY'S PRESENCE ENLIVEN'S HORSE SHOW

In Spite of Wet Weather the At-  
tendances Are Large and Ladies  
are Gaily Dressed as Ever.

The horse show of 1910 is now drawing to a close, and without undue enthusiasm may be dubbed the most successful of the long series held in Toronto. No other building approach-  
ing the armories in popularity for loca-  
tion, and no doubt its association with  
military men and matters is a large  
factor in that respect.

Each succeeding night of the week  
has drawn larger crowds than the pre-  
ceding one. The secretary, W. J.  
Black, has proved himself the right  
man in the right place, his unflinching  
tact and good temper straightened out  
tangles and smoothed rough places in  
an effective manner, and he will not  
soon be forgotten by the women, at  
all events, who put in a very strenu-  
ous week of labor in aid of the funds  
of the Humane Society. The patron-  
esses to-day of the tea room will be  
Miss Mulock, Mrs. John Caythara,  
Mrs. Duncan Coulson, Mrs. E. W. Cox,  
Mrs. J. B. Miller, Mrs. Arthur Pay-  
ton, Mrs. H. H. Snydman. The girls  
swailing include Misses Jessie Thomp-  
son, Edwards, Caulfield, Chalcraft,  
Stanley, Millman, Machray, Reynolds,  
Rodigan, Crawford, Moulton and  
MacLaurin.

Yesterday afternoon his excellency  
coupled the lieutenant-governor's box with  
his Honor and Mrs. Gibson, all in  
black, and the A.D.C.'s in attendance.  
The horrible weather kept many peo-  
ple away who, like the butterflies, had  
been sporting in gorgeous raiment in  
the brilliant sunshine of the earlier  
part of the week. A great many of the  
boxes were occupied by friends of the  
soldiers, but most of the well-known  
faces were moving about in the tea  
rooms, which were thronged at four  
o'clock.

Mrs. Macklean looked well in black,  
with chain and black hat, with ma-  
trons and coral colored flowers;  
with her was Mrs. White Spratt (Ham-  
ilton) in dark grey coat and skirt and  
black toque with white spray in front.  
Mrs. Cavithra Mulock was in dull  
purple hat bent down at the sides and  
flowers arranged flatly on the crown.  
Mrs. Adam Beck had such a pretty  
dressed grey satin toque with white  
dots the same tone as her frock. Mrs.  
Munford Sifton was handsome in king's  
blue, with ostrich feathers falling on

### Men Swear—Women Complain

Just because their corns ache—easy  
to cure them with Putnam's Corn Ex-  
tractor; it acts painlessly in twenty-  
four hours. For corns, warts and cal-  
luses the only thing is "Putnam's"  
try it.

the hair at the back of her hat.  
In the evening light and color pre-  
vailed, shutting out the gloom and  
musk prevailing outside, and the scene  
surpassed, if possible, the preceding  
nights of the show. His excellency  
came on from the dinner at govern-  
ment house and occupied his honor's  
box. Miss Gibson wore a light shade  
of wrap with darker brown hands and  
hat to correspond; Miss Meta Gibson  
looked well in pink; Mrs. H. C. Cox  
wore white, with large white hat and  
blue cloak; Mrs. Northey wore black  
satin cloth, ermine and hat swathed in  
steel spotted tulle; Mrs. E. F. B. John-  
ston wore sapphire blue, osprey form-  
ing the crown of a black hat, and coat  
that matched in color, hanging in  
graceful folds from a pointed yoke;  
Mrs. Melvin Jones was in black with  
flat and broad black hat; Mrs. George  
Cassels wore black and cream, with  
ermine stole and black hat and feath-  
ers.

The air being decidedly chilly, cloaks  
were more in evidence than the hand-  
some frocks they covered, of which one  
caught but occasional glimpses, so  
that when only my lady's wrap and  
hat are mentioned, the necessary gown  
is to be taken for granted. Mrs. Hume  
Bell's costume was of sand color with  
lace dress to match, black hat and  
feathers. A green satin coat was noted  
worn with a hat adorned with beau-  
tiful black and white feathers. Mrs.  
McVoy wore black with mauve hat and  
orchids in the front of her coat; Mrs.  
Walker Bell wore black with pink  
feathers in a black hat; Mrs. Wright  
wore black and white striped gauze,  
ashes of violet, cloak and roses or a  
brighter shade in a black lace hat.  
She brought Miss Phyllis Moffatt in  
white cloth and black hat with roses;  
Mrs. W. R. Riddell wore callot blue  
gown and beautiful hat and feathers  
of the same shade; Mrs. Crossen wore  
pink with dark cloak, exquisite feathers  
in a hat turned up with black velvet.

Lady Clark came in rather late,  
looking very handsome in a cream  
gown with beautiful lace black velvet  
and jet cloak, and pale blue velvet  
toque, with cream roses; Miss Clark  
was in white with blue cloak, and  
white ostrich bow. They were in Mr.  
Beardmore's box. Miss Beardmore was  
in cream with black hat and red roses  
tucked in the front of her dress. Mrs.  
Jas. Scott was all in black and brought  
her sister, Miss Guthrie, also in black;  
Miss Josephine Brouse wore a pale  
blue gown, rose-colored wrap and leop-  
ard hat turned up with black velvet.  
Miss Marjorie Brouse, cream colored  
wrap, pink mink stole, black hat,  
mauve and pink roses in her hat. Mrs.  
Jas. Scott was all in black and brought  
her sister, Miss Guthrie, also in black;  
Miss Josephine Brouse wore a pale  
blue gown, rose-colored wrap and leop-  
ard hat turned up with black velvet.  
Miss Marjorie Brouse, cream colored  
wrap, pink mink stole, black hat,  
mauve and pink roses in her hat.

R. A. Smith wore black and white  
roses in her hat and ermine stole.  
Mrs. H. C. Tomlin wore a black dress,  
dark grey embroidered cloak and  
small toque with grey and white  
wings. Mrs. Gooderham Mitchell was  
very picturesque in black velvet ver-  
mine. Mrs. Van Straubenzon wore rose  
colored jause and a very quiet leg-  
horn hat with roses round the crown  
and feathers of the same color at the  
back. Mrs. Cavithra Mulock looked  
very charming all in black with cor-  
sage bouquet of orchids. Mrs. Dou-  
glas Young was in grey. Mrs. Freder-  
ick Hammond wore white lace with  
bouquet of pink sweet peas. Mrs.  
Hood wore cream colored, cream  
wrap, with rose facings and hat of  
silver spotted tulle. Mrs. Victor Wil-  
liams had a very pretty hat with  
blue satin and pink roses, champagne  
satin wrap. Mrs. Scott Griffin black  
and white chip hat with black para-  
disa plume, cream dress. Mrs. Willie  
flat and broad black hat; Mrs. George  
Cassels wore black and cream, with  
ermine stole and black hat and feath-  
ers.

The air being decidedly chilly, cloaks  
were more in evidence than the hand-  
some frocks they covered, of which one  
caught but occasional glimpses, so  
that when only my lady's wrap and  
hat are mentioned, the necessary gown  
is to be taken for granted. Mrs. Hume  
Bell's costume was of sand color with  
lace dress to match, black hat and  
feathers. A green satin coat was noted  
worn with a hat adorned with beau-  
tiful black and white feathers. Mrs.  
McVoy wore black with mauve hat and  
orchids in the front of her coat; Mrs.  
Walker Bell wore black with pink  
feathers in a black hat; Mrs. Wright  
wore black and white striped gauze,  
ashes of violet, cloak and roses or a  
brighter shade in a black lace hat.  
She brought Miss Phyllis Moffatt in  
white cloth and black hat with roses;  
Mrs. W. R. Riddell wore callot blue  
gown and beautiful hat and feathers  
of the same shade; Mrs. Crossen wore  
pink with dark cloak, exquisite feathers  
in a hat turned up with black velvet.

Lady Clark came in rather late,  
looking very handsome in a cream  
gown with beautiful lace black velvet  
and jet cloak, and pale blue velvet  
toque, with cream roses; Miss Clark  
was in white with blue cloak, and  
white ostrich bow. They were in Mr.  
Beardmore's box. Miss Beardmore was  
in cream with black hat and red roses  
tucked in the front of her dress. Mrs.  
Jas. Scott was all in black and brought  
her sister, Miss Guthrie, also in black;  
Miss Josephine Brouse wore a pale  
blue gown, rose-colored wrap and leop-  
ard hat turned up with black velvet.  
Miss Marjorie Brouse, cream colored  
wrap, pink mink stole, black hat,  
mauve and pink roses in her hat.

more, H. C. Osborne, J. K. Osborne,  
Ewart Osborne, Colonel Stinson, Col.  
Robertson, Capt. Douglas Young, Mr.  
H. Strathairn, Mr. Goswami, Col. Chad-  
wick, Captain Laghorne, Wm. Walker  
Bell, Mr. L. Case, Sir Aemilius Ir-  
ving, Mr. G. A. Case, Mr. Gridewill,  
(Montreal), Mr. Battley (Montreal),  
Mr. Walter Kingsmill, Mr. Burton  
Holand, Mr. E. Cox, Mr. H. C. Cox,  
Mr. Brouse, Mr. Percy Manning, Mr.  
D. D. Mann, Mr. Stanley Kerr, Gen.  
Cotton, Mr. Snydman, Mr. Fellows,  
Mr. J. E. Neale, Col. Gooderham,  
Mr. Joseph Miller, Mr. Alfred Hawes,  
Mr. Arnold, Mr. Pierce, Mr. Evans,  
Mr. Sandford Smith, Mr. Frank Mac-  
donald, Mr. Fraser Macdonald, Mr.  
H. C. Tomlin, Mr. Cartwright, Mr.  
Justice Riddell, Mr. Elmet, Mr. Good-  
erham Mitchell, Mr. Braithwaite, the  
Messrs. Cronyn, Dr. King Smith, Rev.  
Crawford Brown, Dr. Andrew Smith,  
Col. Victor Williams, Mr. A. P. Burritt,  
Dr. Young, Mr. George Cassels, Mr. W.  
R. Fraser, Mr. Boyd, Mr. Green, Mr.  
Douglas Warren, Mr. Fitzgerald, Mr.  
Moss, Mr. Gilman, Mr. Frederick  
Hammond, Mr. Gerald Muntz, Hon.  
Clifford Sifton, Hon. J. B. Hanna,  
Mr. Wily Grier, Beverly Robinson,  
Major Boulton, Mr. Austin Smith.

STAMPS RARE AND DEAR  
Many of the Prized Specimens Are  
Worth Thousands of Dollars.

It is but 69 years since the adop-  
tion of the adhesive postage stamp, yet  
says The London Chronicle, and the  
hobby of stamp collecting has  
already assumed such proportions  
that in the words of Fred J. Melville,  
president of the Junior Philatelic So-  
ciety, its votaries are "more numer-  
ous than the heroes of Agamemnon's  
army and more scattered on the face  
of the earth than the 12 tribes of  
Judah." During this period over 17-  
500 different and distinctive postage  
stamps have been issued by the vari-  
ous governments of the world, and  
the discovery by philatelists of many  
different varieties of each issue, pecu-  
liarities of printing, depth of color,  
changes of perforation and of the  
distinguishing features, has resulted  
in the growth of a science. Almost  
as soon as stamps were first issued  
in Great Britain they began to be col-  
lected. Within two years it is said  
that a certain community of nuts  
were offered a large donation to their  
charity by a philanthropist if they  
would collect 1,000,000 postage  
stamps within a certain time. Be the  
story true or not, it is probable in  
this that the idea had its origin  
by collecting 1,000,000 postage  
stamps one can insure for an orphan  
or a cripple admission into a home.  
Among collectors rare stamps have  
acquired values quite apart from the  
intrinsic sums they represent, and it  
is on record that His Royal Highness  
the Prince of Wales paid £1450 for a  
single stamp. Within the last 12  
years an important collection has  
been gradually dispersed, yielding the

enormous aggregate of 145,000.  
But recently there has taken place  
one of the most notable sales in the  
history of stamp collecting. W. H.  
Peckitt, a Strand stamp dealer, hav-  
ing purchased outright from the ex-  
ecutors of the late Sir William Avery  
of the Birmingham Weighing Machine  
Making Co. his famous collection for  
the record single payment of £24,500.  
This collection is considered to be  
the largest ever formed by a private  
individual, and in the eyes of the  
philatelists, it ranks next to that in  
the British museum. The number of  
stamps is computed to be close upon  
100,000, which represents as nearly  
as possible every variety of stamp is-  
sued by the postal authorities thru-  
out the world. The late Sir William  
Avery began collecting at the age of  
9, and by the time he had reached  
17 years he had acquired a collection  
of 1500 to 1600 specimens.

The Prince of Wales, than whom  
no one takes a greater interest in the  
hobby of philately, began to collect  
when he was quite a youth, and it is

much as £100; but Sir William Av-  
ery's collection includes a beautiful  
unused pair together, which are worth  
£250. In the case of a block of four  
three-cornered 1d brick-red Cape of  
Good Hope stamps, the particular  
shade of color is excessively scarce,  
and, while ordinary copies can be  
bought for 10 a piece, this set is  
worth £60 to £80. Only three com-  
plete sheets of the British Guinea 4-  
cent black-on-blue stamp of 1862 are  
known; and it is putting a moderate  
estimate on Sir William Avery's ex-  
ample to say that it is worth £350.  
Of the other two, one is in a semi-  
public collection in France and the  
other is in the British Museum.

Cobalt Beer Over Strength  
Cobalt is still having trouble with  
its local option beer. Some samples  
recently sent by Inspector Morrison  
and tested by the general analyst,  
show a percentage of alcohol as high  
as 7 per cent. It is likely that prosecu-  
tions will follow.

Fire at Gendron Plant  
Fire of unknown origin in the Gen-  
dron Manufacturing Company's works  
at 137 Dufferin-street at 7 o'clock last  
night, did \$175 damage.

Lame Back  
Just the Sort of Case That Proves  
to the World That the Best  
Liniment Ever Made is  
NERVILINE

When it comes to determining the  
real merit of a medicine, no weight of  
evidence is more convincing than the  
straightforward statement of some re-  
liable and well-known person that has  
been cured. For this reason we print  
the verbatim statement of June E.  
Powell, written from his home in Cap-  
town, I am a strong, powerful man,  
six feet tall, and weigh nearly two  
hundred. I have been accustomed all  
my life to lift great  
weight, but one day  
I overdid it, and  
wrenched my back  
badly. Every ven-  
don and muscle  
was sore. To stoop  
or bend was agony.  
I had a whole bot-  
tle of Nerviline rub-  
bed on in one day, and by night I was  
well again. I know of no liniment pos-  
sessed one-half the penetration and  
pain-subduing properties of Nerviline.  
I urge its use strongly as an inval-  
uable liniment and household cure for  
all minor ailments, such as strains,  
sprains, swellings, neuralgia, sciatica,  
lumbago, rheumatism and muscular  
pain.

No better medicine for curing pain  
was ever put in a bottle than Nervil-  
ine—over one million bottles used  
every year—better try it yourself, large  
size bottle 50c, or sample size 25c. At  
all dealers or The Cataract House Com-  
pany, Kingston, Ont.

Letter  
No.  
4769

Another unique feature consists of  
a portion of a sheet of the famous  
"Double Geneva" 10-centimes stamp.  
This stamp is so-called from the fact  
that it was made double so that one-  
half could be detached and used for  
the value of five centimes if required.  
Each double stamp is now worth £75,  
and this sheet of seven and a half is  
valued at £1000. It frequently hap-  
pens that a unique combination of  
rare stamps will increase their in-  
dividual values. Thus, the 12d black  
stamp of Canada is a great rarity  
and a single specimen commands as

much as £100; but Sir William Av-  
ery's collection includes a beautiful  
unused pair together, which are worth  
£250. In the case of a block of four  
three-cornered 1d brick-red Cape of  
Good Hope stamps, the particular  
shade of color is excessively scarce,  
and, while ordinary copies can be  
bought for 10 a piece, this set is  
worth £60 to £80. Only three com-  
plete sheets of the British Guinea 4-  
cent black-on-blue stamp of 1862 are  
known; and it is putting a moderate  
estimate on Sir William Avery's ex-  
ample to say that it is worth £350.  
Of the other two, one is in a semi-  
public collection in France and the  
other is in the British Museum.

Cobalt Beer Over Strength  
Cobalt is still having trouble with  
its local option beer. Some samples  
recently sent by Inspector Morrison  
and tested by the general analyst,  
show a percentage of alcohol as high  
as 7 per cent. It is likely that prosecu-  
tions will follow.

Fire at Gendron Plant  
Fire of unknown origin in the Gen-  
dron Manufacturing Company's works  
at 137 Dufferin-street at 7 o'clock last  
night, did \$175 damage.

Lame Back  
Just the Sort of Case That Proves  
to the World That the Best  
Liniment Ever Made is  
NERVILINE

When it comes to determining the  
real merit of a medicine, no weight of  
evidence is more convincing than the  
straightforward statement of some re-  
liable and well-known person that has  
been cured. For this reason we print  
the verbatim statement of June E.  
Powell, written from his home in Cap-  
town, I am a strong, powerful man,  
six feet tall, and weigh nearly two  
hundred. I have been accustomed all  
my life to lift great  
weight, but one day  
I overdid it, and  
wrenched my back  
badly. Every ven-  
don and muscle  
was sore. To stoop  
or bend was agony.  
I had a whole bot-  
tle of Nerviline rub-  
bed on in one day, and by night I was  
well again. I know of no liniment pos-  
sessed one-half the penetration and  
pain-subduing properties of Nerviline.  
I urge its use strongly as an inval-  
uable liniment and household cure for  
all minor ailments, such as strains,  
sprains, swellings, neuralgia, sciatica,  
lumbago, rheumatism and muscular  
pain.

No better medicine for curing pain  
was ever put in a bottle than Nervil-  
ine—over one million bottles used  
every year—better try it yourself, large  
size bottle 50c, or sample size 25c. At  
all dealers or The Cataract House Com-  
pany, Kingston, Ont.

Letter  
No.  
4769

Another unique feature consists of  
a portion of a sheet of the famous  
"Double Geneva" 10-centimes stamp.  
This stamp is so-called from the fact  
that it was made double so that one-  
half could be detached and used for  
the value of five centimes if required.  
Each double stamp is now worth £75,  
and this sheet of seven and a half is  
valued at £1000. It frequently hap-  
pens that a unique combination of  
rare stamps will increase their in-  
dividual values. Thus, the 12d black  
stamp of Canada is a great rarity  
and a single specimen commands as