SATURDAY MORNING

THE TORONTO WORLD

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 :

The morning papers of Toronto are the real home papers. I.

The morning papers are read by the whole family. II.

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.

The reader of the morning paper gets his first impression for the day while reading V. 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.

enormous aggregate of £45,000.

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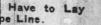
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AXTER. that "Fruit-a-lly cure Rheu-It-a-tives" cine, obtained action on the prevents the rime cause of ean, the live trong and th cine in th

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FALLS

## Ont., April 29 .--thousand and ve been laid off line of the Onto-day on ac-

m was very sethes filled with the new fifty y will be laid

s on both sides he first annual " day. Canations will be lebration.

her year-old their burning t Queen-street, ng by the firekened by the the presents cause, and had nen. The dam-ilding and \$500 as insured.

emen.

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





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MacLaurin. Yesterday afternoon his excellency cupied the lieut.-governor's box with ais Honor and Mrs. Gibson, ail in ack, and the A.D.C.'s in attendance: The horrible weather kept many peo Te away who, like the butterflies, had en sporting in gorgeous raiment in the brilliant sunshine of the earlier part of the week. A great many of the oxes were occupied by friends of the olders, but most of the well-known aces were moving about in the tea noms, which were thronged at four clock Mrs. Mackelcan looked well in black,

EARL GREY'S PRESENCE

ENLIVENS HORSE SHOW

In Spite of Wet Weather the At

tendances Are Large and Ladies

actor in that respect.

as Gaily Dressed as Ever.

bral chain and black hat, with mare bows and coral colored flowers; th her was Mrs. Willie Spratt (Hamton) in dark grey coat and skirt and lack toque with white osprey in front. s. Cawthra Mulock was in dull urple hat bent down at the sides and wers arranged flatly on the crown irs. Adam Beck had such a pretty olded grey satin toque with pots the same tone as her frock. Mrs. Mfford Sifton was handsome in king's

The horse show of 1910 is now draw-Ing to a close, and without undue ensuccessful of the long series held in lovely white ostrich boa and white Toronto. No other building approachis the armories in popularity for loca- satin hat wretaed with black feathers; Miss Elizabeth was in this box, her cloak being of grey satin, with rather tion, and no doubt its association with

the hair at the back of her hat.

military men and matters is a large flat and broad black hat; Mrs. George Cassels wore black and cream, with Each succeeding night of the week ermine stole and black hat and feathhas drawn larger crowds than the prereding one. The secretary, W. J.

Stark, has proved himself the right The air being decidedly chilly, cloaks than in the right place, his unfailing tact and good temper straightened out were more in evidence than the handsome frocks they covered, of which one tangles and smoothed rough places in that when only my lady's wrap and hat are mentioned, the necessary gown is to be taken for granted. Mrs. Hume blue rajah silk coat and skirt, and caught but occasional glimpses, so an effective manner, and he will not scon be forgotten by the women, at cil events, who put in a very stremous week of labor in aid of the funds of the Humane Society. The patron-Blake's costume was of sand color with lace dyed to match, black hat and feathers. A green satin coat was noted sses to-day of the tea room will be worn with a hat adorned with beauti-Lady Mulock, Mrs. John Cawthra, Mrs. Duncan Coulson, Mrs. E. W. Cox, ful black and white feathers. Mrs. McCoy wore black with mauve hat and Mrs. J. B. Miller, Mrs. Arthur Peu orchids in the front of her coat; Mrs. Walker Bell wore black with pink and chen, Mrs. H. H. Suydam. The giris waiting include Misses Jessie Thompwhite in a black hat and an embroidon, Edwards, Caulfield, \_\_Chalcraft, ered wrap; Mrs. Agar Adamson had one of the new Oriental turbans in Sankey, Millman. Machray, Reynolds, rodigan, Crawford, Maulson and jetted black tuile, with brilliant orna-ment in front, holding a small aigrette

and blue wrap; Mrs. Adam Beck had a very pretty light wrap with pink feathers in a black hat; Mrs. Wright wore black and white striped gauze, ashes of violet cloak and roses of a trighter 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

In the sevening light and color pre-vailed, shutting out the gloom and Mrs. H. C. Tomlin wore a black dress, wore white, with large white hat and blue cloak; Mrs. Northey wore black satin cloth, ermine and hat swathed in the provide the providet the provide the provide the providet the provide the providet satin cloth, ermine and hat swathed in steel spotted tulle; Mrs. E. F. B. John-ick Hammond wore white lace with bouquet of pink sweet peas. Mrs. Hood wore cream colored satin, cream wrap, with rose facings and hat of silver spotted tulle. Mrs. Victor Wil-liams had a very pretty hat with 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-dise plume, cream dress. Mrs. Willie Beardmore ha da white hat veiled in fine black lace, grey frock, black wrap, with Chinese embroidery. Miss Arnoldi wore a lace dress, hat of frilled white lace, with lue satin and touch of black velvet. Mrs. Douglas Warren had a cream wrap, black lace hat, with

wreath of small pink roses. Miss blue rajah silk coat and skirt, and hat with wreath of tiny pink roses. Mrs. H. Lockhart Gordon was in blue, hat to match with black velvet. Of the many men present one noted the Messrs. G. and A. and T. Beard-

GOT TO THE ROOT OF HIS TROUBLE

AND DODD'S KIDNEY PILLS CUR-ED W. WRIGHT'S BACKACHE ..

He Had Suffered for Several Years, But the Old Reliable Kidney Remedy Gave Him Quick Relief.

KELVINGTON, Sask., April 29 .- (Special.)-"Yes, Dodd's Kidney Pills cured 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. These are the words of gown with beautiful lace black velvet and jet cloak, and pale blue velvet gown with beautiful lace black velvet here. "I believe I inherited my trou-and jet cloak, and pale blue velvet ble," Mr. Wright continues. "At times 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 boa. They were in Mr. Beardmore's box. Miss Beardmore was in work and was troubled with dizziness in outh and was troubled with dith and was troubled with dizziness in white ostrich boa. They were in Mr. Beardmore's box. Miss Beardmore was in cream with black hat and red ross; Jas. Scott was all in black and brought her sister, Miss Guthrie, also in black: Miss Josephine Brouse wore a pale Miss Josephine Brouse wore a pale Miss Josephine Brouse wore a pale blue gown, rose-colored wrap and leg-horn hat turned up with black velvet. Miss Mise Dod's Kidney Pills. Four boxes cured Mise Dod's rate of the trouble, I determined to try horn hat turned up with black velvet. Mise Dod's Ridney Pills. Four boxes cured Mise Dod Stage Ridney Pills. Four boxes cured Mise Pills Pill

R. A. Smith wore black and white more, H. C. Osborne, J. K. Osborne, Ewart, Osborne, Colonel Stinson, Co Robertson, Capt. Douglas Young, Mr. vailed, shutting out the gloom and murk 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 bands and hat to corespond; Miss Meta Gibson looked well in pink; Mrs. H. C Cox wore white, with large white hat and Cotton, Mr. Suydam, Mr. Fellowes, Mr. J. B. Neale, Col. Gooderham, Mr. Joseph Miller, Mr. Alfred Hawes Mr. Arnoldi, Mr. Pierce, Mr. Evans, Mr. Sandford Smith, Mr. Frank Macdonald, Mr. Frazer Macdonald, Mr. H. C. Tomlin, Mr. Cartwright. Mr. Justice Riddell, Mr. Bisset, 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 Casse's, Mr. W R. Fraser. Mr. Boyd, Mr. Greev, Mr. Douglas Warren, Mr. Fitzgerald, Mr. Moss, Mr. Gilman, Mr. Frederick Hammond. Mr. Gerald Muntz, Hon. Clifford Sifton, Hon. J. B. Hanna,

Mr. Wvly Grier, Beverley Rohinson 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 adoption of the adhesive postage stamps, ALMOST DRIVEN TO DESPAIR says The London Chronicle, and yet

the hobby of stamp collecting has already assumed such proportions Dr. Chase's Nerve Food that in the words of Fred J. Melville,

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 of the earth than the 12 tribes of Judah." During this period over 17,- | wreck.

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-sected. Within two years it is said

history of stamp collecting. W. H. Peckitt, a Strand stamp dealer, hav-ing purchased outright from the exe-cutors of the late Sir William Avery f 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 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 1000 specimens.

But recently there has taken place tion, which is restricted to stamps of ery's collection includes a beautiful

one of the most notable sales in the Great Britain and her colonies, is now unused pair together, which are worth

history of stamp collecting. W. H. worth £15,000. Of the two rarest £250. In the case of a block of four

said that His Royal Highness' collec- much as £100; but Sir William A

tion constitutes a record in its possession of rarities.

**Sleep** was One day, while in Paris, this keen Impossible philatelist discovered in a dealer's shop three sets of the rare first issue of Moldavia, which he promptly purchased for £2000. He would go to

any length himself, and he expected Just the Sort of Case That Proves UNTIL CURED WITH USE OF others to go to the same trouble where a prospective treasure was concerned. One day he received an

No symptom of nervous prostration offer of the very rare West Australia president of the Junior Philatelic So-is more dreaded than the inability to 4d stamp, with the swan centre in-

ARPIL 30 1910

dron Manufacturing Company's works at 137 Duchess-street at 7 o'clock last night did \$175 damage.



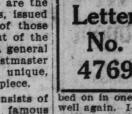
to the World That the Best Liniment Ever Made is

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-

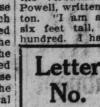
was sore. To stoop or bend was agony. I had a whole bot-4769

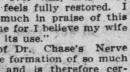
tle of Nerviline rul bed on in one day, and by night I was well again. I know of no liniment pos-sessing one-half the penetration and pain-subduing properties of Nerviline. I urge its use strongly as an inval-uable liniment and household cure for













POOR CCPY