

The Foundation of All Lord & Thomas Successes

Experience, Information and Strategy

We have put into print, for the first time in our history, the chief reasons for our success.

This step has involved the revelation of secrets, long considered too valuable to print.

Our purpose here is to offer that book, and convince you that you should have it.

For forty years, for a thousand concerns, we have acted as selling advisers. These concerns, in most part, dominate their lines. They are managed by some of the ablest men whom the business world has developed.

In all of those thousand selling experiences there is no plan or problem, no mistake or success, with which we are not familiar.

Our business has been, in this vortex of experiment, to learn the right and the wrong. Then to pick from the right the one best way—the quickest, cheapest, most efficient way—to accomplish each selling purpose.

Our new book illustrates, by many examples, how much such a mine of experience means.

A good many advertisers guess at conditions. They act on unfounded assumptions.

We have found that our guesses—and we guess pretty well—are as often wrong as right.

So we now make a canvass from house to house, from store to store, from town to town, before we map out a campaign. We learn if people will buy, and why they will buy. We measure up trade conditions.

Our book points out how information has saved many situations. How many successes, otherwise inconceivable, have been won without risk. How many

errors, leading to disaster, have been avoided by it. Perhaps it will change your whole plan of procedure.

The largest rewards are not won by mere advertising. They are won by maneuvers—cheap, quick and decisive. The work of years is now done in a month. National distribution is accomplished at once. New products are made to earn profits immediately.

Substitution is fought and competition defeated by strategy rather than attack. The clever has supplanted the clumsy.

This new science in advertising—the Science of Strategy—is revealed for the first time in this new book.

These are the basis of all our famous successes—Experience, Information and Strategy. We employ them in each undertaking.

How we employ them, and with what results, are told in this book—the most valuable book ever written on advertising. From cover to cover it is filled with ideas adaptable to every business.

It will also give you a new conception of our prowess and our powers. That's why we send it out.

If you deal with selling problems, cut out this reminder; put it in your pocket. Then, when convenient, write us for the book.

A Reminder

to write Lord & Thomas, Trade Building, Chicago, for their latest book, "Real Salesmanship-in-Print."

LORD & THOMAS Advertising

290 Fifth Avenue, NEW YORK

132 North Wabash Avenue, CHICAGO

DYNAMITING TRIAL BEGUN AT LOS ANGELES

James McNamara Will Be Tried First—Selecting the Jury—Case Adjourns Until To-morrow.

LOS ANGELES, Cal., Oct. 11.—Today began the trial of the State of California to hold James E. and John J. McNamara responsible for the death

of 19 men in the explosion in the Los Angeles Times plant on Oct. 1, 1910. A severance of the case against the McNamaras, both of whom were indicted five months ago on 21 counts for murder, has been announced by the prosecution. The prosecution today to that effect before disclosing which of the two brothers it had elected to try first.

When court opened, District Attorney Fredericks declared that should the defence exercise its privilege of having the brothers tried separately, the court would be required to adjourn to begin by placing James B. McNamara in the prisoner's box.

James is the younger brother of the accused secretary of the structural iron workers, and is alleged to have been one of the men who bought the dynamite and participated directly in the deeds which led to the explosions.

Twelve veniremen were placed in the jury-box out of the venire, which originally numbered 124, but which contained less than forty men when the proceedings started.

District Attorney Fredericks read the indictment to the veniremen, pointing out to the prisoner and explaining the case briefly, "so that the veniremen might know in a general way what it was about should they be called upon to become trial jurors."

Leconte Davis, for the defence, asked the usual questions concerning qualifications.

Court adjourned at 3:55 p.m., until 10 o'clock Friday morning, because of the legal holiday to-morrow.

In their questions to veniremen the defence sought to establish a mighty conflict between organized labor and capital.

Attorney Leconte Davis, examining jurors, headed straight for this point.

"Are you aware that there is a bitter warfare between capital and labor?" he asked H. Nelson, the first venireman examined.

"Yes," said Nelson.

"And that most men have taken sides?"

"Yes."

"Have you the opinion that labor unions as they exist are proper, or that they are inimical and a menace?"

"To this prosecution objected because counsel is asking the opinion of the witness on evidence that may arise during the trial."

"He may answer," said Judge Bordwell, and Nelson said he was "not prejudiced."

Further questions were met by the assertion from Attorney W. J. Ford of the prosecution that "this is not a union case trial."

"Do you take The Los Angeles Times" and "do you read the weekly page devoted to animadversions on labor" were other questions put.

Nelson was still being questioned when court adjourned.

Hotel Rates Not Up.

A deputation from the Ontario Licensed Victuallers' Association waited on Hon. W. J. Hanna at the parliament buildings yesterday and assured him that their hotel rates had not been raised because of the five per cent. bar tax imposed by the government.

The Morning World is delivered before breakfast to any address in Toronto or suburbs for twenty-five cents per month. Phone M. 5308.

BID FOR WINNIPEG RAILWAY.

WINNIPEG, Oct. 11.—R. J. Mackenzie is authority for the statement that local capitalists, including Messrs. Muir, Beese and Mather of the Manitoba Power Company, allied with New York capital, have made a bid of \$900 a share for the purchase of the plant of the Winnipeg Street Railway Company. This is \$50 a share more than what Sir William Mackenzie asked for the property from the Lieutenant-Governor of Ontario and the Mayor of Toronto.

R. H. Greer the Man.

R. H. Greer, whose name has been mentioned as the successor to the late Crown Attorney Baird, paid a visit to the provincial secretary yesterday morning. The appointment will probably be made within a few days.

The Conference

Complete reports of the Fourth Ecumenical Conference of the Methodist Church will appear daily in The Toronto World. Copies of The Morning and Sunday World will be sent during the term of the conference for 25 cents. Fill out the attached coupon:

Please send to the following address The Toronto Morning and Sunday World during the term of the Fourth Ecumenical Conference, for which find Twenty-Five Cents payment herewith.

Name _____
 Address _____
 City _____

MRS. BRAMWELL BOOTH GIVEN HEARTY WELCOME

Pageantry Marked Reception to Salvation Army Leader at Massey Hall—Her Life of Sacrifice.

With Massey Hall filled to overflowing with officers, workers and friends, the twenty-ninth annual congress of the Salvation Army opened last night at eight o'clock, Mrs. Bramwell Booth, wife of the chief of staff and eldest son of General Booth, being central figure.

Mrs. Booth was warmly welcomed by the army officers representing Canada and the International field work. An impressive feature of the occasion was the entering of the army flag bearer, escorted by twelve other flag bearers, representing as many different countries in which the army is at work.

Overcome by Welcome. In responding to the addresses of welcome and the cheers of greeting, Mrs. Booth was visibly affected. She thanked God that she was a Salvation Army representative and a member of the Booth family. She brought many greetings from the old land. General

Booth was well and looking forward to a visit to Canada in the spring.

In speaking of the work of the army and its progress, she told how General Booth on a trip to Rome fourteen years ago was refused a bed at the hotels in which to sleep. "On his last visit there this year," she said, "the largest public hall could not accommodate the people, and during the meeting one enthusiastic visitor told him he was ready to give 1000 pounds to extend the army work."

Red Cross of Peace. She told of a conversation between an army officer in China and one of the Chinese government officials, during which the official was seeking to get acquainted with the work of the army.

The officer had told him something of the work he broke in saying, "Oh, I see, it is the red cross of Geneva is the red cross of the red cross of the Salvation Army is the red cross of peace."

In addition to the pictures shown on a canvas of General Booth, chief of staff, Bramwell Booth, and the new headquarters of the women's social work in Great Britain, there were large attendance. E. Kirkland president of every province except two in the Dominion, and from the Lieutenant-Governor of Ontario and the Mayor of Toronto.

Mrs. Booth's Career. Just 23 years this month Mrs. Booth married Bramwell Booth, eldest son of General Booth, aged head of the Salvation Army, sacrificing a life of ease and luxury for one of Christian labor.

She has since then lived a life of sacrifice and self-denial. Her work has been to feel very much at home, she remarked, in the most difficult circumstances. It is hard to get people to practice self-denial and work which is required by the army amid such prosperity.

Mrs. Booth, as the wife of Bramwell Booth, has been a constant presence when the work of General Booth comes to an end, as it is practically conceded by the army.

Four Hundred Delegates. Convention Rees, who has charge of the army work in Canada, was host at a breakfast given to the leading delegates at the Victoria Hotel. There was a luncheon in Victoria House to the 400 delegates in attendance at the congress at which Mrs. Booth was present. The congress will be in session from time to time until October 17.

BEAUTY LECTURES CREATING INTEREST. There is a growing interest among the women of the city in the forthcoming beauty culture lectures of Dr. Felix Christian, Rue de Rivoli, Paris, whose achievements along these lines have been heralded in the foremost magazines and press of the country.

His lectures will prove of inestimable value to everybody, regardless of her age, and no lady who values her personal appearance should fail to hear this exponent on beauty culture. The lectures will be in English, the professor speaking over eight languages fluently.

ATTORNEY-GENERAL OF N. S. HALIFAX, Oct. 11.—Honorable O. T. Daniels of Annapolis was to-day appointed attorney-general of Nova Scotia in succession to Honorable A. K. McLean and was sworn in at noon.

It is said there will be no opposition to Mr. Daniels' re-election in Annapolis.

THE GAMEST FISH. What luck? Where are you going? Everyone indeed seems to have been out to be going fishing. Amidst all the talk and yearning it seems however, to be pretty generally conceded that weight for weight, the black bass is the gamest fish to be found in Ontario waters.

It is interesting also to note how unanimous is the opinion of the anglers as to the supremacy of Radnor Water as a beverage for a fishing trip. "Nothing like it," they say, "it refreshes and invigorates. It mixes with anything."

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HORSEMEN MAKE PROTEST AGAINST ORDER OF M.H.O.

Costly and Impracticable to Compel All Stables to Be Drained, Say Objectors.

A meeting of horse owners of the city was held last night in Occident Hall to protest against the new order of the medical health officer requiring stables to be drained. There was a large attendance. E. Kirkland president, and C. E. Sherlock was secretary pro tem.

Everyone present argued that the enforcement of such an order would entail a needless expense to the horse owners without bringing about any beneficial results.

Messrs. Caslor and Crittall opposed the scheme on the ground that the by-law covering it refers to "horses." These gentlemen have only one horse each and yet they have been notified to prepare plans for a stable sewer, just as if they owned several horses.

Ald. McEwen said he had not yet been notified, although he was a horse owner. He thought there should be no discrimination shown in the matter of serving these notices, whether the owner of the horse was a civic official or not. He also hinted that some of the aldermen often gave way to recommendations of heads of civic departments, without giving due consideration as to whether these recommendations were of benefit to the public.

The horse owners declared that the expense involved in the construction of these sewers would be unreasonable. One man, it is said, had to pay \$42 for opening a sewer from the city sewer to the street line.

The horsemen declare that the bedding of the horses becomes saturated, so that practically no sewage would ever be able to find its way out of the stable into the city sewer.

As regards the water-tight or air-tight manure box, also recommended

by the medical health officer, Mr. Kirkland said that the most manure enclosed in such a way would cause combustion.

J. W. Dick Buried. The remains of J. Walter Dick, who died from injuries sustained Saturday evening when he was struck by an unknown man at the corner of Toronto and King-streets, were laid to rest yesterday afternoon. The funeral service was held in St. Thomas Church and Rev. C. Ennor Sharpe and Rev. F. Lewis officiated.

Mr. Dick was unmarried and lived with relatives at 304 Huron-street. He was a son of the late James Dick, inspector of manure and fisheries. He held a position with the Hudson Bay Company for many years and for the past twenty years was connected with the civil service. He was at one time president of the Ontario Rugby and Football Union.

The pallbearers were: Edward Bayly, K.C.; J. W. Seymour Conroy, K.C.; Joseph Evans, George Evans, Reginald Northcote, Roden Kingmill, Joseph Boomer and Davison Harman.

—And that's how the sale was lost

vacant nook in the parlor; could imagine with what pride she would receive the approving comments of her family and friends. The salesman was filling out the order blank, ready for her signature, when suddenly her eyes espied—

A Soraiah Chagrined and bitterly disappointed her enthusiasm and pleasure over the piano's fine qualities faded quickly away, leaving in their place a magnified impression of an ugly-looking scratch. Nor could she be induced to accept any other style. Her rapid revulsion of feeling had left her decidedly angry, and she quitted the store determined that she or none of her friends would patronize a place that had so sorely disappointed her.

And all because the instrument had been slightly marred in being transferred via makeshift and cumbersome stairway instead of by the safe and convenient elevator. The importance of



"WHY, there's a scratch on it! Have you another like it?"

"No, I'm sorry, madam, it's the only one of that style we have in stock just now."

OTIS FENSOM FREIGHT ELEVATORS

THE piano was a beautiful design of the Louis XV period. Refined and elegant and artistic though its outward exterior, it was the rich, sonorous tone that cast its spell upon the woman and held her captivated as she listened, charmed by its melody. The moment had arrived for decision. The purchaser was prepared to say "yes." She could see already the instrument adorning the

The Otis-Fensom Elevator Co., Limited
 Traders Bank Building Toronto, Canada

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Adelaide Street East Tel. M. 7280.

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OR 7c For Bushel

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AS COMPANY'S GOOD SERVICE.