

THANKSGIVING FOR CHIROPRACTIC

This is the time when all are giving thanks to God for a bountiful harvest.

Many also give thanks for good health and strength regained through natural means, such as Chiropractic Adjustment of the Spine.

As the years roll by, our experience teaches us many truths, the greatest of which is that

Health is Priceless

Many people spend hundreds to keep an automobile in good mechanical condition, but forget their own personal mechanism, until acute sickness attacks them in the weak spot.



Your Weak Spot

or the weak link in the chain can be detected by the

Competent Chiropractor

who is the MASTER MECHANIC of the human body. The Spine is to the body—what the trunk is to the tree.

If you will listen to cold reason, take the assurance of thousands who have proven Chiropractic in their own family, and today all are thankful for its great health benefits.

Literature upon request. Send stamped envelope to

E. J. CHATTOE, D.C.

Telephone: 96 Shuter Street, Corner Jarvis, MAIN 7728. TORONTO.

The "Peerless" the Coming Phonograph

Unannounced and unheralded, this instrument made its appearance on the market less than a year ago, and already one is not surprised to see a "Peerless" peeping out of a corner in the finest homes, or wherever music at its best is thoroughly appreciated. The "Peerless," with its rich, velvety quality, seems to have done its work of captivating most thoroughly. The remarkable part is, that there are no visible indications of the cause of the marked difference between the "Peerless" and ordinary phonographs. On investigation, however, it is evident that instead of fussing with the details of motors, tone arms, etc., all of which are, after all, merely mechanical means to an end, the makers of the "Peerless" recognized that, as in other musical instruments (for instance, the piano, violin and harp), wood is really the factor that gives the tone its character, and their expert knowledge of how to combine and apply the different woods, and their tone-qualifying values, seems to be the whole answer. Anyway, the "Peerless" appears to stand alone in many respects, and should be heard by all music-lovers, whether they ever expect to buy a phonograph, or not.—Music Trade.

QUEBEC MAY RESTORE OLD GRADES OF BEER

Special to The Sunday World. Montreal, Oct. 11.—It is probable

that the breweries of the province of Quebec will be authorized to go back to the old grades of lager beer. It is announced here today. This course, it is said, has been found necessary by the fact that the standard of beer

ORIGIN OF JOKES COMEDIANS USE

William Norris, Principal Funny Man in "Maytime," Author of Book.

Beware! Comedians. Your secrets are about to be divulged to the public. The general till where all the comedians and librettists go for their jokes has been discovered and is about to be made the subject of a book by William Norris, the principal comedian in "Maytime," which comes to the Royal Alexandra Monday, Oct. 13.

In his book Mr. Norris tells the origin of most of the jokes used by comedians of today, and in the future comedians of our stage will find many a good tip and helpful hint for the making of success. For many men with a sense of humor and a copy of Norris' "Compendium of Comedy" may approach the footlights assured that his stuff is going to "get" 'em. Mr. Norris illustrates this group by reprinting the typical vaudeville joke:

"What is the matter?"
"I was hit with a tomato."
"How did it do so much damage?"
"This one had a can around it."

As a subhead, Mr. Norris has selected fruits, prunes, grape fruit and watermelon.

"I am sure," says Mr. Norris, "the most witless person would be able to recall a joke about any of these. For example, 'I don't eat watermelon because it muzzes my ears,' or 'I am wearing goggles to keep the grape fruit from flying into my eyes.'"

Under the subject of persons Mr. Norris finds that the comedian was digging in this rich vein over a hundred years ago. He includes mother-in-law, sweetheart, wife, chorus girl, waiter, fat woman and scouse.

Illuminating this group, Mr. Norris recalls this chestnut: "Chorus girls have a hard time, don't they?"

"Yes, they have to 'bare' a great deal."

"Without a mother-in-law joke vaudeville houses and minstrel shows would be compelled to discontinue business," says the author. "The wife joke and a scouse joke run a close second to the mother-in-law."

Under another group Mr. Norris includes twins, marriage, divorce, infidelity and love.

"Nothing is funnier," says the comedian, "than that a comedian should poke fun at the most sacred relations between man and wife, and he cannot often be blamed, because the audience always laughs at the misfortunes of others."

Included under "nationalities" are: wop, tad, oon and English Johnny. And another part includes "parts of the anatomy"—feet, corporation. To the Ford car, Mr. Norris has devoted an entire chapter. "By merely writing these words down," says Mr. Norris, "one may evolve at least two dozen jokes without fear of straining one's intelligence."

allowed to be turned out under the new Prohibition Act has been found wanting in many respects. This is said to be the case, not only from the standpoint of the average man on the street, but especially from the standpoint of chemical analysis. Time shows that under the new standard it was impossible to keep beer for any length of time and that after being bottled it deteriorated very quickly.

It is that development that has resulted in the government's representatives recommending that the former standard be restored.

Dollars saved by Bovril

Bovril used in the Kitchen means dollars saved in the Bank. It makes nourishing hot dishes out of cold food which would not otherwise be eaten. But see that you get the real thing. If it is not in the Bovril bottle it is not Bovril. And it must be Bovril.

Don't Pay Interest



That Player Piano You've Wanted

WHY not get it now—on our Easy-Payment, No-Interest Plan? There's no reason for waiting when you can choose any player or piano from our large stock and pay for it as thousands of others have done, on

Easy Payments Without Interest

Our pianos are the best—Bell, Karn-Morris, etc. You'll find our prices reasonable, and we make it easy for you to pay—so why wait? Visit our warehouses at your first opportunity and let us explain more fully. We will take your old silent piano or phonograph in exchange.

Wm. LONG Pianos, Players and Symphonolas

406-408 Yonge Street, Open Evenings

ANNOUNCEMENTS

Notices of future events, not intended to raise money, 25 per word, minimum 10c; if held to raise money solely for patriotic, church or charitable purposes, 10 per word, minimum 10c; if held to raise money for any other than these purposes, 50 per word, minimum \$2.00.

DR. W. T. GRENFELL will give an illustrated lecture on Labrador in Convocation Hall, Monday, Thanksgiving night, at 8.15, under the auspices of the Toronto branch of the Labrador Medical Mission. Chairman, Mr. Aemilius Jarvis, President of the Navy League of Canada. All welcome.

ALL MEMBERS OF CENTRAL BRANCH G. W. V. A.

Are requested to attend the MILITARY FUNERAL of the late

Comrade George Crosswell

From the family residence, 52 ABERDEEN AVE., on

Monday, October 13th at 3 p.m.

CHOOSE A BOAT TRIP

For Your

Outing on Sunday or Thanksgiving Day

THE Niagara River is more beautiful now than even in Mid-summer—for its banks are a riot of nature's loveliest colorings—truly a glorious sight. Come across the Lake to Queenston, Lewiston, Niagara Falls or Buffalo.

The trip will delight and benefit you in every way.

There is Dining-Room and Lunch Counter Service on the boats—every accommodation, indeed, which goes to make a water trip enjoyable.

HOLIDAY RATES

NIAGARA FALLS — BUFFALO — HAMILTON
GOOD RETURNING UP TO TUESDAY

Niagara, Lewiston, Queenston (Return)	\$1.80
Niagara Falls (Return), good till close of season	\$3.10
Buffalo (Return), good till close of season (Trolley from Lewiston or Queenston)	\$4.10
Buffalo (Return), good till close of season (N.Y.C. Train from Lewiston)	\$4.40
Afternoon Ride to Niagara (Return)	\$1.55
Hamilton (Return)	\$1.30

(Above Fares All Include War Tax.)

HAMILTON SERVICE

Boat leaves Toronto daily at 6 p.m. (except Sunday). Leaves Hamilton daily at 10 a.m. (except Sunday). Above are daylight-saving times. (Hamilton time is one hour slower.)

NIAGARA SERVICE

Two trips daily to Niagara-on-the-Lake, Queenston and Lewiston. Leave Toronto week days at 7.30 a.m. and 2 p.m.; Sundays at 8.15 a.m. and 2 p.m.

CANADA STEAMSHIP LINES LIMITED
ADELAIDE 4200

Don't Pay Interest

Just Step Into Our Salesrooms
And Hear The Canadian

SYMPHONOLA

After you have given consideration to what is claimed for other phonographs, just come and see and hear the Symphonola—any one on the floor. If SYMPHONOLA tone and beauty does not win you on the spot, we'll have nothing more to say.

New Models \$90 to \$265
Convenient Payments
Without Interest

There are cheaper phonographs on the market but do not buy them. SYMPHONOLAS are manufactured and sold at low prices as dependable machines can be made and sold for.

WM. LONG'S PIANO WAREHOUSES
Bell and Karn-Morris Pianos, Symphonolas
406-408 Yonge Street

The West Toronto Symphonola Store is at 2965 Dundas Street. Symphonola Store, No. 2, is at 1265 Bloor Street West, near Lansdowne.

LABOR PARTY MEETINGS

Open Meetings will be held in the LABOR TEMPLE, 167 CHURCH ST., on
SUNDAYS, OCT. 12 AND OCT. 19,
AT 2.30 P.M.

COME AND HEAR WHAT LABOR HAS TO SAY

Those wishing to donate to the Campaign Fund can do so by sending name to J. E. DOBBS, Labor Temple.

ANNETTE ST. BAPTIST CHURCH

Cor. High Park Ave. and Annette St.
11 a.m. and 7 p.m.

W.R. MEWELL

Six-Day Bible Conference, led by Mr. Mehall, of Philadelphia, beginning Monday, Oct. 20th, 9 p.m.

SPIRITUALISM

MEETINGS HELD AT 20 LANGE-MARK; OFF DUNDAS ST. are:
Sunday, 7.30 p.m.; Tuesday, 8.00 p.m.; Wednesday, 8 p.m.; Thursday, 8.00 p.m.; Saturday, 8.00 p.m.

MR. AND MRS. BARTELET

W. K. MURPHY

FUNERAL UNDERTAKER
Funerals furnished in all parts of the city at moderate prices.
366 BATHURST STREET.
Phone Coll. 3897.

RATES FOR NOTICES

Notices of Births, Marriages and Deaths, not over 50 words \$1.00
Additional words each 2c. No Lodge Notices to be included in Funeral Announcements.
In Memoriam Notices 50
Poetry and quotations up to 4 lines additional 50
For each additional 4 lines 50
Fragments of 4 lines 50
Cards of Thanks (Reverend) 1.00

MARRIAGES

MACLURE-NAVIN—At St. Peter's, Anglican Church, Cobourg, Ont., on Tuesday, Sept. 30, Rev. Mr. Heffer officiating. Mary Irene, eldest daughter of Mr. and Mrs. Edward Navin of Cobourg, and Mr. Allan MacLure, second son of Mrs. MacLure and the late William Grant MacLure of Nassau, N.P., Bahamas Islands.

DEATHS

THOMPSON—On Saturday, Oct. 11th, at the residence of her daughter, Mrs. B. D. Munro, 618 Spadina Avenue, Elizabeth Anderson, beloved wife of the late Peter Thompson of Uxbridge.
Funeral Tuesday, Oct. 14th, at 2.30 p.m.

Have Your Thanksgiving

DINNER DE LUXE

At the

HOTEL CARLS-RITE

MONDAY, OCT. 13th

Served—11.30 a.m. to 2.30 p.m.;
5.30 p.m. to 8.30 p.m.

PRICE \$1.00.

Extra Special Menu

SONS OF ENGLAND GRAND ANNUAL CONCERT

MASSEY HALL

TUESDAY, OCT. 21st. 8 P.M.

Plan remains open at Massey Hall, October 18th, 20th and 21st, 9 a.m. to 9 p.m. Procure your tickets early from Secretary, T. H. Warrington, 1 Newry Avenue, Beach 3505.

G. SAPORITO

OPTOMETRIST AND OPTICIAN.
Please Arrange Telephone Appointment.
3 Humewood Drive. Phone Hill 3014.

DIAMONDS

CASH OR CREDIT.
Be sure and see our stock, as we guarantee to save you money.
JACOBS REG. Diamond Emporium,
15 Yonge Street,
Toronto.

NOTICE OF TO
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