

The "Calf's Path"

The Morning Paper is the Real Home Paper

A famous writer once wrote an interesting story entitled "The Calf's Path."

The story tells how hundreds of years ago a calf went home thru the primeval forest and left a zig-zag and winding trail behind him.

The next day a dog followed the same trail and later still a bell-wether sheep with the flock behind him; afterwards, men followed the winding path until it grew to the dignity of a lane.

Everybody grumbled and swore at its devious turns but nobody tried to remedy it.

Later it became a village street, then a busy city thoroughfare, and so on from generation to generation; everybody followed the irregular, round-about "calf-path."

As the poet says:

"For this, such reverence is lent

To well established precedent."

The moral of this quaint story is particularly adapted to the case of those advertisers who stick to the old ruts.

The object of these heart-to-heart talks is to discuss as intelligently as our ability permits different phases of the advertising problem, and to remove, if possible, some of the mossgrown beliefs that have long since been abandoned by the most progressive advertisers.

As previously stated, there is an amazing credulity shown by certain classes of business men in the absurd theory that a daily paper, to be a home paper or read by women, must of necessity be an evening paper. This antiquated belief has almost become a tradition, due, no doubt, to the fact that once an idea becomes thoroly entrenched in the mind it is difficult to dislodge. Old theories like old habits cling tenaciously, not infrequently exerting an influence against our best interests.

An incident in this connection which goes a long way to strengthen if not really to prove the statement, is the experience of one well known business man, related to the writer some time ago. I give the particulars here just as he told them.

Said he, "I made a discovery of the home side of The World several years ago that has kept me a constant advertiser in its columns ever since. It happened in this way:—One morning I had occasion to catch an early train out of the city. On going down to the dining room in my slippered feet, I surprised the maid by finding her eagerly reading the Morning World; that was all, but it set me thinking. I pondered over it on the train.

"The thought occurred to me that if our own maid was reading The World every morning the same thing was probably going on in thousands of other homes in this big city. I decided, however, to make another test and a few mornings later I arose earlier than usual and slipped quietly down; yes, there she was as on the previous morning quietly reading the Morning World.

"'Now Mary,' said I, 'is it your habit to read The World every morning?' With some hesitation she answered in the affirmative, explaining that the interval before the family assembled for breakfast was usually occupied in this way.

"Further enquiry elicited the fact that she seldom saw an evening paper, three or four nights each week being taken up with her household duties. Her own evenings off were spent in various pleasures the city afforded and she had no inclination on these occasions to read an evening paper.

"It came to me like a flash," said he, "that for years I had been spending my money to reach exactly this class of women through the evening papers and yet it was extremely doubtful if one in ten ever had the opportunity of seeing an evening paper. To me the field looked promising, I decided to develop it and began a series of 'ads.' in The World that brought us splendid results from the very first."

The above experience which converted an evening paper advertiser into an enthusiastic believer in the Morning World is only one instance amongst scores of others that will be shown in this series of articles.

The writer believes that business men generally will appreciate their significance. Can any intelligent business man doubt that similar incidents are occurring in thousands of homes in this city where the Morning World goes regularly each morning? Here is a class of women readers whose trade is sought for thru the evening papers.

Gentlemen, you are traveling along the "Calf's Path." Sit right down and think it over, or better still, telephone The World business office and we shall send one of our bright young men to talk it over with you.

The above is the first of a series of talks on advertising that will appear regularly in these columns. This only touches the fringe of an interesting subject. The next talk will call the "bluff" put up by solicitors of the evening press. Watch for it.

The morning paper is the real home paper. To reach the homes, advertise in the morning paper.

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131 & 132

INFANT NAVY

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At first, of course,

will be from the British

PULPIT SUPPORT FOR Y.M.C.A. CAMPAIGN

Continued From Page 1.

religious institutions. But now we have heard kings and emperors sound his praises, and from thousands of pulpits have its virtues been proclaimed, but yet so uncertain is popular opinion that if we failed to do the things worth while we would lose our prestige entirely, for the crowd which shouted "Hosanna," cried "Crucify Him!" the next day.

"It is not the building of magnificent buildings that will indicate that the Toronto Young Men's Christian Association is really doing the things worth while and doing them all the time. The thing which is needed to bring men into closer relation is the touch of sympathy, the touch of the divine sympathy of Jesus Christ as expressed in the kind of work that the Young Men's Christian Association aims to do."

Roosevelt's Cause of Panic. After referring to some of his experiences as an international Y.M.C.A. secretary in the Orient, and telling how Japanese and Chinese officials pointed out the drawbacks of the Christian Church in America. Mr. Lewis went on to speak of the problems in the great communities of this continent. He said:

"Not long ago, I stood by appointment in the presence of the chief magistrate of the United States and in his own room, and when I had answered some questions that were occasioned by my appointment there, I asked him what he thought was the cause of the panic that had just swept thru the country. Mr. Roosevelt walked up close to me and in his characteristic attitude, exclaimed with great vigor: 'I said to the nation 'Thou shalt not steal,' and there was a panic. There is a lesson in this panic showing how far Christian men have to go in relating themselves to the commercial bodies, to the industrial bodies and primarily to the Church of Jesus Christ. If we do not lay the standard for our nations, who will?"

"And so it is to build men of Godly character that the campaign is now being waged. The Young Men's Christian Association in all parts of this continent is having great confidence put in it, and we wish this responsibility by creating in the presence of Almighty God, men whose character will influence others to be of some social service in the world and lead their fellow men in the paths of righteous-

ness and Christlike service. Must Have Character. "The brick, mortar and steel of the new buildings would be in themselves

ment of the Christian church."

Mr. Ward referred to the different phases of association work, putting special emphasis upon the religious, educational, physical and industrial features. In the industrial department, five railroads are giving half a million dollars annually for the current expenses of association buildings on their line and a like amount for new buildings every year.

From Coast to Coast. Referring to the religious department Mr. Ward recalled the jubilee of the Montreal Association held ten years ago when the question was raised as to whether with all its institutional work the religious phase of the Y. M. C. A. was as strong as when it was started. Mr. Ward remarked regarding this, that in his travels from Vancouver to Montreal, he had found many men whose Christian lives had found their inspiration in the personality of D. A. Budge, general secretary of the Montreal Young Men's Christian Association.

The value of the Y. M. C. A. is indicated by the support that it is receiving from the government of the United States on the Panama canal zone. The American Government has erected buildings and is paying the salaries of the secretaries who occupy them for the purpose of making a second home and healthy environment for the thousands of men who are employed in constructing the canal. This official recognition by the government of the work of the Y. M. C. A. is one of the strongest evidences of the achievements of the organization.

Dr. Milligan's Tribute. Dr. Milligan spoke of the Y. M. C. A. in connection with his regular sermon at Old St. Andrew's Church. "Every Christian should be a missionary. As the world grows, the missionary enterprises grow. The Laymen's Missionary Movement is now a rock of strength. Christianity spreads by individuals spreading it. Christianity should be organized so as to reach and develop the lives and souls of men. The Young Men's Christian Association is doing this work," he said. "There are Young Men's Associations, Young Men's Christian Associations, Young Men's Societies, and a great many more such organizations, but what one does the work or can do the work done by the Young Men's Christian Association. This is the place where a young man may go to have recreation, exercise with good environment. Furthermore, the Y. M. C. A. does work that the church does not and cannot do. It co-operates with the church fulfilling the fundamental purposes of life. "God bless the Y. M. C. A.!" It deserves our ardent support. It were far better to spend money in the upbuilding of the association at Eastmen-Eberfeld, Germany, last year, Mr. Houghteling said.

"The development of the Y. M. C. A. for the last twenty years is the most intelligent and statesmanlike move-

not only the church, but the Young Men's Christian Association."

C. J. Atkinson, superintendent of the Broadview Boys' Institute, at the Parliament-street Baptist Church, in the morning, and East Toronto Baptist Church in the evening. "It was shown that while the methods of association work had changed and expanded along with the times, the spiritual side of the spiritual side continued as the dominant feature. The relation of the association to the church was shown to be co-operative and auxiliary."

Dr. T. H. Hooper, at Clinton-street Methodist church dwelt upon the readjustment of population thru the world. The increasing percentage of city population and the influx of foreigners were creating national and civic problems.

"The Young Men's Christian Association," he said, "is seeking to solve the problem of the modern city in an opportunity to serve worthy of the investments of the kingdom of Jesus Christ, and of firm belief in the divinity of Jesus Christ. To help solve the problem of the modern city is an opportunity to serve worthy of the investments of the kingdom of Jesus Christ,

belief in Jesus Christ that not simply serves as a fire escape for themselves, but which loses oneself in service for one's fellow-men."

John A. Paterson, K.C., at Carlton-street Methodist Church, outlined the history of the Y. M. C. A. movement from the founding of it in 1844, by George Williams, a clerk in a London shop. It was first established in America in 1851, and at Montreal, and in 1855 it became a world-wide movement. He illustrated a common conception of the Y. M. C. A. by an incident wherein a business man of the world had declared that he took no stock in churches, but he always supported the Y. M. C. A. and Salvation Army; the first because it supplied young men of ability, faithfulness and honesty for his business, and the second because it mended the ragged fringes of the social fabric.

An Arm of the Church. G. Tower Ferguson, at Dovercourt Presbyterian Church, showed how the Y. M. C. A. was an arm of the church, with a longer sweep, in order to reach men and boys of the city, and succeeded because of its facilities and equipment, which are not found in the ordinary congregation. The association had outgrown its present headquarters; these ought to be put up-to-date to keep pace with the building of larger banks of commercial houses, for the moral uplift is as important as improved facilities in educational and financial circles.

D. H. Gibson, at St. John's Presbyterian Church, showed how the efforts of the association influenced lives in every phase of life.

At St. James-square Presbyterian Church Dr. G. H. Locke, public librarian, was congratulated after his address by President Falconer of the University of Toronto. Dr. Locke spoke generally of the association work, showing that it did not take the place of the church, but was a supplement to it. One of his strongest statements was that the "Y. M. C. A. stood for the conservation of human forces. Save the man and he will save the land."

J. R. Hayworth, at Alhambra-avenue, said: "The Young Men's Christian Association stands for the making of clear, strong, vigorous, independent men. But man is a many-sided creature, neither brain nor body nor spirit alone, but all three. The Y. M. C. A. makes to build up a sound, manly character upon a sound and sure foundation."

The Methodist Share. Rev. Dr. Wilson, Elm-street Methodist Church, prefaced his sermon on the responsibility of the parents and

of the church to child life, by referring in sympathetic and appreciative terms to the Y. M. C. A. fund-raising campaign in behalf of their new buildings. He was eulogistic as to the great work that had already been accomplished by this institution, and spoke of the work that was now being done, and that would be increased in the future by better facilities and through increased interest now being aroused in the association movement. He ventured to say that Methodists were in the fore in their support of the Y. M. C. A. at any time, and predicted the largest proportion of money subscribed to the fund would be given by Methodists.

Toronto Symphony Orchestra. Popular concert, Thursday, May 5, 8.15 p.m. Mabel Beddoe, soloist. All seats reserved at 25c. Sale begins at Massey Hall Tuesday, May 3.

Suicide of Farmer. BAULF STEE, MARY, MICH., MARY L. GEORGE Kerr, a farmer living 5 miles out of Pickford, on the American side, blew his head off with a rifle which was loaded with buckshot.

To Really Cure Sick Kidneys

You Must Also Get the Liver and Bowels Right With DR. A. W. CHASE'S KIDNEY AND LIVER PILLS.

Strange, isn't it, that the intimate relation of the liver and kidneys should have been so long overlooked? And yet Dr. A. W. Chase's Kidney and Liver Pills owe their wonderful success to the recognition of this most essential point. They ensure regular, healthful action of the liver and bowels, and thereby at once raise a burden from the kidneys and restore them to strength and vigor.

There is no way you can so quickly free yourself of backaches as by using Dr. A. W. Chase's Kidney and Liver Pills. Headaches disappear, biliousness and constipation is overcome, digestion improves, and you feel fine in every way.

What's the use of experimenting with new-fangled medicines of uncertain and untried value, when you can be sure of splendid results by the use of Dr. A. W. Chase's Kidney and Liver Pills. One pill a dose, 25c a box, all dealers, or Edmanston, Bates & Co., Toronto. Write for free copy of Dr. Chase's Recipes.

Develops Character. Taylor Statten at Cecil-street Church of Christ, said: "The Young Men's Christian Association endeavors to develop men with a surplus character: men with bodies not only strong and healthy enough to perform the task of ministering to themselves, but with enough surplus life and energy to make this world happier for others; men with minds not only thoroly capable of conducting their own business affairs, but with a culture that will take an interest in the welfare of every other man; men with a religion and a

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