SATURDAY MORNING



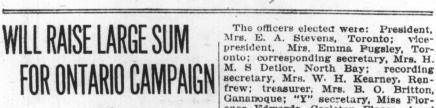
Lost While Waiting!

MANY a good order has been lost to the salesman waiting at the door. The Long Distance Telephone has caught the Manager's ear first, and the sale made while competitors waited.

In fact, Long Distance is now recognized as a foremost member of the sales force. It is such a time and labor saver, so intimate and so accurate that to the busy man it is indispensable.

Why not begin a systematic use of Long Distance? Keep in touch with your customers. encourage them and stimulate their trade, keep down expense!





onto; corresponding secretary, Mrs. H. M. S Detlor, North Bay; recording secretary, Mrs. W. H. Kearney, Ren-frew; treasurer, Mrs. B. O. Britton, Gananoque; "Y" secretary, Miss Flor-ence Edwards, Carleton Place; loyal temperance legion secretary, Mrs. W. C. T. U. Members Make Adah McLachlin, Hamilton.

Pledge for Prohibition and Ob-COL. MeLEAN FOR FRONT.



YORK COUN

YORK COUNTY ROADS

GREATLY IMPROVED

THE TORONTO WORLD OCTOBER 23 1915 Don't Use The Same Quantity PHYSICAL EFFICIENC ...AND... SUBURBS of fine tea like BLUE LABEL the city, province, and county when the discut appropriations were exhausted, would cheerfully vo.e further amounts to arry on the good work. Some of those included in the party besides the commission were Controller Foster, Ald. Cowan, Ald. Sam Ryding, Ald. Robbins, Ald. Globons, Heeve Wells of King Township, James Gardhouse of Weston A. Ward Mine, T. H. Hassard, ex-Reeve John T. Watson of York Town-ship and others. to make an infusion that you would of ordinary low-grown teas. A small teaspoonful to the cup will yield a full flavored drink of surpassing deliciousness. Always use fresh boiled water. ast surviving member of a large TWO ZEPPELIN SPIES She is survived by one son, Alfred ., of West Toronto, and six daughters, ARRESTED IN LONDON Mrs. William Cox, 20 Isabella street, Mrs. C. F. Wright and Mrs. E. C. Nel-Military Authorities Will Try Ac cused for Signaling to son, also of West Toronto, Mrs. Ron-ald C. Nelles of Kingsdale, Mrs. J. Raiders. William Thompson of Sunderland, and Wintam Inompson of Sunderland, and Miss H. A., at home. She was a mem-ber of Davenport Methodist Church, West Toronto. She was active in every kind of charitable work and will be LONDON, Oct. 22. - Two men. whose names are not given, were delivered today by the civil authorities greatly missed in West Toronto where she had resided for many years. into the hands of the military for trial. They were charged with bav-FURTHER RED CROSS RECEIPTS. ing given signals from the roof of a hotel at the time of a recent Zeppelin Mimico towns people raised for the Red raid over the London area. Cross Fund on Thursday, \$1911, while Scarboro Township organized thru the school sections, realized \$2500. Of this H. BURNHAM. M.P. IN TRAINING. amount, Agincourt contributed nearly \$1000 and Birch Cliff \$225. OTTAWA, Oct. 22 .- J. H. Burnham, SCORE'S CLOTHES M.P. for East Peterboro, is training as a funior lieutenant in the 57th Bat-With regard to our ad on Page 8 we Mr. Burnham is 55 years of aim to give the best at reasonable talion.

NEEDED FOR SUCCES Dr. George Fisher of New York Speaks at Meeting of Directors of Y. M. C. A. "Physical Efficiency and its Relation to Success in Life," was discussed last night at the Central Y. M. .C A. by Dr. George J. Fisher of New York, secretary of the international commit-The speaker said that a large number of men find it impossible to re-main efficient owing to muscular stagnation. The men do not break down because of mental strain, but because of underwork physically. Dr. Fisher dwelt upon the necessity of rest for the mind and body. He said: "Perfect rhythm of work and play makes the difference between the man of mediocrity and the man of G. A. Warburton, the metropolitan secretary of the Y. M. C. A., who has been assisting in the Red Cross cam-

8 7

paign, said: 'If you do not go to the front, it is right to call on you for every good cause to make a greater socrifice than you have ever made in your life before." At the first general meeting of the

physical directors of Canadian Y. M. C. A.'s, Dr George Fisher of New York, secretary of the physical depart-ment of the international committee, is the outstanding figure. The session of physical directors from all over the Dominion is the first ever held as three or four sectional meetings have

been held in former years. Dr Brown, in a lecture yesterday afternoon, spoke on the things that were essential in the work of the phy-sical department of the association.



hes tail. bme ust vhen be mish laid

lals

-to-

igns

new

uar-

ser-

5

lents

trade

Store

Closes

9 p. m.

ate

From

the

Soil

ed

Each glass

bolds 1/2 pint

ichmond street, earer to a copy By mail, add ents in Canada.

WASHED

SE CLOTH.

LLAN

GRAGS

St Ad. 760

ousand pounds, a subscription to

and Order of St. d Saturday. To

> From Montrea

m be remitted?

nor, Province of

Hendrie,

ARRIVALS.

1915



THE COUPON ON ANOTHER PAGE

Reduced Size

explains the terms on which this dainty crystal ware can be obtained. After The World's distribution closes these goods will only be obtainable through the usual commercial channels. Distributing offices, 40 West Richmond Street, Toronto, and 40 South McNab Street, Hamilton.

A coupon appears on page 4.



You unquestionably will read tomorrow in this paper the first of the New Adventures of Wallingford. You have never come across anything more rollicking, more joyful and full of the spice of modern life!

Well, all that you will read has come to life. All that you will see has sprung into being,-Wallingford. Blackie Daw. Violet and Onion exist for you. They are coming to your theatre,-they are on the block from you. They are going to enact all that you will read and they are going to make you actually see all that you have seen in your imagination. Pathe has made the pictures and this serial is the successor to the "Exploits of Elaine" which you have loved and followed so long.

Charles W. Goddard, the dramatic author of the "Exploits of Elaine" has made these new motion pictures right from Chester's stories.

THE NEW ADVENTURES OF

J. RUFUS

But, who is to play Wallingford and who is to play Blackie Daw? This you must be thinking with much concern. There was only one man in all America who could play Wallingford and that is Burr McIntosh. It was Mr. McIntosh who Mr. Chester has always believed was the one man to bring Wallingford to life. There was no other man in the world who could so well handle Blackie Daw as Max Figman-so both of them have been procured and appear in this cast.

Playing Violet is Lolita Robertson, probably one of the most sincere actresses of the day who has so far entered motion pictures. Under the direction of the Wharton Bros., who directed "Elaine," the Wallingford series is assured of an artistic success.

With the Pathe name on the film there will be no question of the perfect picturizing. With the (PATHE () (DECLASE) distributing the pictures, you may be sure that you will see them near,

