

A New Lord & Thomas Book

Clever Maneuvers—Strategy in Advertising

We have now to announce the most valuable book that we ever have issued on advertising.

It compiles the digest of countless experiences in a thousand separate lines. It cites many examples of what has been done—of what can always be done—by clever and tested maneuvers.

It tells how to do quickly, cheaply and safely what used to involve time, money and risk.

It reveals, for the first time, the new science of Strategy, to which all of our latest successes are due.

There was never a book more interesting, more helpful, to a man who has things to sell.

Our first great book was on "Reason-Why" copy. All good salesmanship-in-print has ever since been based on it.

Our next was on men—on the value and rarity of real genius in selling. On the need for combining ideas. Since then there has been a crying demand—an over-demand—for men of the requisite caliber. And such men are earning, on the average, twice what they received before.

Our next was "Safe Advertising." It told how to conduct, in any line, riskless experiments. How to let the thousands decide what the millions will buy. It told how to reconnoiter—how to skirmish before attack. That book has saved advertisers, in all probability, many millions of dollars.

Now comes the ripe fruit of forty years of experience, in a thousand separate lines.

Now comes a new science—the science

of Strategy—worked out into rules of procedure.

Now come new ways for getting distribution, for securing quick returns, for rapidly building trade. For doing all these things at a trifling risk, and often without investment.

It sounds almost impossible, and it was impossible up to a few years ago. But it since has been done—done a hundred times over. And this book, for the first time, tells how it was done.

Any man with a selling problem is welcome to this book. And every such man should have it.

It will bring to him the digested experience of men who have traveled every road to success.

It marshals known facts, and works out their deductions. And every deduction has a wide application. The ablest men will get the greatest benefit.

You will wonder, perhaps, how we came to reveal these hard-earned secrets, these proved-out plans. Our answer is this: Our object is mainly to wake men up to this Agency's efficiency.

To convey to all a new conception of our powers and prowess.

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

YOUNG LIBERAL TALKS

Suggests Mackenzie King as Leader of Opposition in This Province.

A prominent young Liberal, speaking to The World yesterday, said that it seemed as if the veterans of the party had been overcome by the disaster of Sept. 21.

For his part, however, he believed that what was considered by the elders of the party is a calamity, would work out as a blessing if full heads were given to the young and progressive members of the party. He had been thinking of things Canadian and considered that the time was ripe for a re-awakening of true Liberalism in Ontario at least.

He said that the first thing for Liberalism to do in this province was to get a young man, imbued with enthusiasm and faith in his country, as leader. If he were a university man, with ex-

perience in the federal arena, so much the better. He considered that William Lyon Mackenzie King, by name and training and ideals, would make a capable leader. But there were other young Liberals to choose from.

To his mind, the call was to the young men of the province, and it should be made not on partisan lines but on lines of progress. New Ontario needed development. The grievances of the men away up north were crying for expression. What had progressive Liberalism to offer them?

Again, a case at every turn could be made for public rights—a true Liberal principle. Old Liberalism had forgotten there ever was such a thing as public right.

Public ownership was a subject that appealed strongly to the minds of young men. Public power, as Sir James Whitney had it, was but a beginning.

Could not true Liberalism go farther and more freely than the present administration had done? By this young Liberal, but it was necessary to first get the young man to lead the forces that were straining to be led on progressive lines.

C. N. R. LINE TO TRENTON

Operation Will Start Oct. 9—Time Table Arranged.

This latest addition to the Canadian Northern system runs thru the following places: Trenton, Cherry, Bowmanville, Orono, St. Catharines, Port Hope, Cobourg, Gravelly, Colborne and Brantford.

Trains will leave Toronto, Union Station, 8:40 a.m. and 6:30 p.m. arrival, Trenton, 1:20 p.m. and 10:20 p.m. leaving Trenton, 8:40 a.m. and 6:30 p.m. arrival, Toronto, 1:00 p.m. and 8:30 p.m., daily, except Sunday.

For cars on all trains, dining cars on morning train from Toronto and evening train to Trenton. Ticket offices corner King and Toronto Sts. and Union Station.

PAID FOR SMASHED MOTOR.

BRANTFORD, Oct. 4.—(Special.)—Pop Williams, owner of the Berlin Ball, was awarded \$1500 damages for loss of a motor car.

Trunk train on Gilmerton-street last August, collided with the car on the street, which was being backed down the street.

Williams day before netted the Women's hospital Auxiliary \$2200, augmenting the fund for the proposed nurses' home to over \$19,000. Work on the new building, which will cost \$25,000, will be started this fall.

New Cadet Companies.

Inspector Hughes expects to be able to organize new cadet companies under the recent regulations of the Militia Department of the Dominion in the following schools: Alexander Muir, Church Street, Dovercourt, Frankland, Dufferin, Church Street, Huron Street, Kent, New Beach, Kimberley, King Edward, Lansdowne, Leslie Street, Ogden, Painsville, Perth Avenue, Queen Alexandra, Rose Avenue, Ryerson, Victoria Street, Winchester Street, Wilmot Avenue, Manning Avenue, Wellesley, Morse Street.

Water Main for Woodbine Avenue. A. G. Chisholm and a deputation from Woodbine Avenue yesterday morning succeeded in persuading the city council to lay a water main on that avenue on the "H" line. The city had asked for a deposit of \$2000. This was shown to be very heavy as there are few residents on the street.

WOMAN AS PARDONED

President said responded to Appeal on Behalf of Alaskan Lawbreaker.

WASHINGTON, Oct. 4.—Responding to a woman's appeal for immediate release or the privilege of remaining in jail several months after her sentence expires in order to escape the hardships which surely would follow the termination of her imprisonment in the dead of winter in Alaska, President Taft has pardoned Lottie Burns, convicted at Nome, Alaska, and sentenced to one year.

Her sentence of one year would have expired in February, but she will be released at once with the opportunity to gather food and fuel for the winter.

Not Injuring Pumps. City Engineer Rust reported to the board of control that the chlorinating process is not injuring the pumps and advocates Engineer Hansen's idea of installing a proper plant at the north end of the filtration plant on the island.

At Rosedale. Rosedale, in a side, is to be played on both courses Saturday next. Players are requested to be on hand early so as to start according to the draw. One point contest for the match will be played for the bye. Players may arrange their matches for the morning if desired.

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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:

Name _____ Address _____ City _____ Province _____ Country _____

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.

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THE GAMES FISH.

What luck? Where are you going? Everyone, indeed, seems to have been out to be going fishing. Amidst all the talk and excitement it seems, however, to be pretty generally conceded that weight for weight the back bass is the game fish to be found in Ontario waters. It 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."

NO STRIKE IN ASYLUMS FEARED BY MR. HANNA

Memorial of Protest First Government Has Received—Doesn't Think Attendants Underpaid.

Hon. W. J. Hanna says he is not much alarmed over the prospect of a strike of attendants in the provincial asylums. He doesn't believe that anything like that will happen. Moreover, the Provincial Secretary believes that the nurses are treated very fairly, and says that he has not received any previous complaint similar to that which the present letter that has been sent him contains.

Hon. Mr. Hanna gives the opinion that the writer of the letter may possibly be an "innate" of the asylum, rather than an attendant.

Hon. Mr. Hanna has great faith in the efficiency and honesty of the nurses in the asylums. There are no nurses in a hospital in better taken care of than in the provincial hospital for the insane, he said. "The subject matter of the letter was never made a matter of complaint to the department."

Eliminate Day Attendants.

Since coming into the position Hon. Mr. Hanna said he has aimed always as far as possible to secure the transfer of the care of the patients to women nurses, eliminating the old time male and female attendants. As a step in this direction he has provided for a course of training to qualify nurses as nurses, the proof of which would be afforded anyone caring to enquire into the course prescribed in their training.

Annual examinations are held, and the course is as thorough as that for the general hospitals. That there can be no doubt of their efficiency is indicated by the fact that some of the asylum nurses are going out to the best hospitals of the country and securing responsible positions on the staffs of those institutions.

An increase of from \$15,000 to \$15,000 a year has been made in the wage account of asylum hospital attendants since the last government election.

It is the purpose of the provincial government to gradually eliminate the male staffs of the asylums numerically.

AND STILL NO SIGN

Ontario Cabinet Continues Darkly Mysterious—Light Expected To-day.

Another day has passed and still there is no announcement as to the date of the provincial by-elections. A cabinet meeting was held yesterday, but nothing was disclosed.

Sir James Whitney stated to the newspapers that the date of the election had not yet been decided on. Meanwhile it looks as if a provincial general election is coming, and coming soon.

Altho no definite date may be announced until the formation of the Borden cabinet is completed the last week in November, the first of December in December are regarded as the most likely time for an election, if that is decided on.

W. H. Hare, M.L.A. of St. Catharines, was again in conference for some time at the cabinet meeting yesterday, a further indication that Hon. Mr. Whitney will join Mr. Borden and that Mr. Hare will be his successor in the Ontario cabinet as minister of lands, forests and mines.

Mr. Hare's statement to the press yesterday, that he was in conference with Mr. Whitney, was regarded as a statement to-day, this being nomination day for the deferred election in that riding.

Golf 57 a Side

Lambton vs. Rosedale Big Game Saturday

The golf match of the season, Lambton vs. Rosedale, is to be played on both courses Saturday next. Players are requested to be on hand early so as to start according to the draw. One point contest for the match will be played for the bye. Players may arrange their matches for the morning if desired.

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Forty Dollars for Two Dollars

The Most Extraordinary Offer Ever Made to Readers of

THE WORLD

We are enabled to make the announcement that we have arranged to distribute the entire remainder of the first edition of

"THE MEANING OF MODERN LIFE"

as interpreted in a series of forty lectures by men of modern thought and modern action. PUBLISHED BY THE INTERNATIONAL SOCIETY OF LECTURERS.

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FORTY DOLLARS FOR TWO DOLLARS

This course of lectures was originally intended to be sold by subscription at \$1.00 each—\$40.00 for the complete course. We now offer you the exceptional opportunity of securing the complete set for \$2.00 (not \$2.00 each, but \$2.00 for the 40 lectures.)

NOTE THE SUBJECTS

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THE DANGER—Problems to be met. Theodore Roosevelt, LL.D., Pres. of the U.S.

THE BELIEF—Religion, Science and Miracles. Sir Oliver Lodge, LL.D., Pres. Univ. of Birmingham, Eng.

THE CONSCIENCE—Five American Contributions to Civilization. Charles W. Eliot, LL.D., Pres. of Harvard Univ.

THE BEGINNINGS—The Man of the Past. E. Kay Robinson.

THE ORIGIN OF LIFE—Its Chemical Creation by Science. John Butler Burke, M.A., Cambridge Univ.

THE NATURE OF CONSCIENCE—Morality of Nature. Prince Peter Alexeyevitch Kropotkin.

THE SOIL IN HEARTS—Growth of Modern Idea of Animals. Countess E. Martineau-Cesario.

THE FAILURE OF EVOLUTION—Evolution and Marriage. Alfred R. Wallace, LL.D., D.C., Cambridge Univ.

THE LATEST KNOWLEDGE—Scientific Investigation and Progress. Ira Remsen, LL.D., Pres. Johns Hopkins Univ.

OUR COUNTRY—The Making of a Nation. Woodrow Wilson, LL.D., Pres. Princeton Univ.

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AMBITION—The Conditions of Success. Max Nordau, M.D., President of Congress of Zionists.

OUR PAST—The Lesson of the Past. H. G. Wells, LL.D., President of the British Academy.

ART—The What and How in Art. William Dean Howells, A.M., LL.D., Pres. Univ. of California.

ART AND MODERNITY—The Essential for Culture. Ferdinand Brunetiere, LL.D., ex-Pres. L'Academie Francaise.

WOMEN—Marriage Customs and Their Moral Value. Elizabeth Blackwell, LL.D., ex-Pres. Univ. of California.

THE GIRL—The Thing to Do. Whitely Reid, LL.D., ex-Pres. Univ. of California.

THE STATE—The Role of the State. Woodrow Wilson, LL.D., Pres. Princeton Univ.

LIFE'S INTERCOURSE—Language as the Interpreter of Life. Benjamin Ide Wheeler, LL.D., Pres. University of California.

THE BOY—His Preparation for Manhood. Daniel Coit Gilman, LL.D., former President Johns Hopkins University and Carnegie Institution.

THE FORTY LECTURES comprise a total of nearly 1,000 pages. They were originally published to sell in pamphlet binding at One Dollar each. We have had the forty lectures bound in two large volumes. The binding is of heavy buckram, gold top and gold lettering on back. Size of page, 6 1/2 x 9 1/2 inches. Text paper, finest hand-laid, flexible edge, pure white, opaque, antique finish.

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