cord to socket-turn button-apply. Much quicker than mustard or hot water bottle—and more efficacious. Finished in soft, grateful eiderdown and strongly constructed, it should last a lifetime.

Ask to see it at Demonstration Office or phone the Summer Comfort number

Adelaide 404

THE TORONTO ELECTRIC LIGHT CO., Ltd. 12 ADELAIDE STREET EAST.

AT THE THEATRES

AT THE STAR

Last and Best Week.

The last week of the Star Theatre Burlerque Stock Company is marked by two of the best burlesques put on during the entire engagement. The most conscientiously. But in the old days tick hanging up of the stocking took place, not on Christmas eve, but more appropriately on the eve of St. Nicholas's Day, which fails on the 5th of December. This kindly custom was one of the season, and those who were at the theatre yesterday were unanished that the show manually of the opinion that the show manually opinion that the s at the Star. On Thursday night a jubilee chorus girls' contest will be held. The Paragon score board shows all the baseball games played out of town by the Toronto team.

The baseball games played out of the thought perhaps the baseball games played out of the thought perhaps the baseball games played out of the thought perhaps the baseball games played out of the thought perhaps the baseball games played out of the thought perhaps the baseball games played out of the baseball games played

stage. So, Digister Zellene, to lie of of the years of the was not streamed to the attractions of Lady Jessica Nepean, a form fitty who alternately encourages and cheeks.

Stockins figure in some curique amplitude of Lady Jessica Nepean, a form fitty who alternately encourages and cheeks are also in the stage of the stage of the perfect of the stage of t sophisticated to believe in the stories of St. Nick's peregrinations, they st'll retain a firm faith in the goodness of his domestic representatives and duly hang up their stockings as their predecessors have done for generations. And not children alone hung up their hose of old Generation have all their predecessors.

FITZGERALD IS REFUSED AS NEW COMMISSIONER TRAFFIC EXPERTS ENGAGED

Council Referred Back Board of Control's Nomination and will close on Saturday. The preliminary and first rounds for handsome phy were bowled to-day. Results following the local greens to-close the lo City Council Referred Back Board of Control's Nomination Traffic Experts.

a keen debate. Controller Hocken claimed it was "rank extravagance."
The police magistrates, he said, did not do enough work to warrant any increases in salary. After half an hour's debate the matter was finally struck out by a vote of 11 to 8.

Protests from Ald. Graham and Ry
Cured of files

After 20 Years

After an overdeath amounting to \$3054, and the property committee, \$123.

Traffic Experts.

The traffic expert question was settled at a former meeting, and hence Mr. Drayton's letter merely announced the appointments. The letter was as follows:

"I beg to advise you that in accordance with the report of the board of control, adopted in council. I have made the necessary arrangements for the obtaining of proper and full information as to the transportation problem of the city and its neighborhood. I have secured the services of Mr. Blon J. Arnold of Chicago, associating with him Mr. J. W. Moyes of Toronto.

"I may say that I have every reason to expect that I will be able to furnish council with the best information on the subject, not only as to the present, but also as to future requirements, at a cost of probably between \$15,000 and \$20,000. Arrangements have just been concluded, and the work of obtaining the proper organization is now in progress." (Signed) H. L. Drayton.

CONSULTING ENCINETA.

CONSULTING ENGINEER

Laurest, Que., writes: "I had plies for twenty years, and tried all kinds of o'ntments and medicines, but they Technical School To-Day, all the baseball games played out of town by the Toronto team.

Good Show at Scarboro.

Unusually large crowds attended Scarboro Beach Park yesterday afternoon, and last night, and were rewarded by one of the cleverest free vaude-ville emtertainments put on this seasua. The feature was the fire dive of the feature was the fire dive of the feature was the fire dive of the feature and spectacular, and drew forth hearty applause from the visitors

They get married is to wear one old stockings for twenty years, and tried all kinds of othernoon, and the collection has the thought, perhaps, that every bride shocking and one new one, following the thought, perhaps, that every bride shocking and one new one, following the thought, perhaps, that every bride shocking and one new one, following the thought, perhaps, that every bride shocking and one new one, following the thought, perhaps, that every bride shocking and suffering more from the dreadful itching all the time, I used three boxes of Dr. Chase's Ointment, and to-day I am perfectly cured. There has not been a sign of the old trouble for six months and it leaves me in perfect health to-day, whereas I have thought, perhaps, that every bride shocking and one new one, following the thought, perhaps, that every bride shocking and suffering more from the dreadful itching all the time, I used three boxes of Ir. Chase's Ointment, and to-day I am perfectly cured. There has not been a sign of the old trouble for six months and it leaves me in perfect health to-day, whereas I have the think; It will be completed.

Scarboro Beach Park yesterday afternoon's meeting of the industrial town the dreadful itching all the time, I used three boxes of Ir. Chase's Ointment, and to-day I am perfectly cured. There has not been a sign of the old trouble for six months and it leaves me in perfect health to-day, whereas I have the think it will be consulting of or onsulting it in the time, I used three debeati

Toronto Rinks Win At Niagara Tourney

Lambton Beat Rosedale.

Honest Tea

OVER 2 MILLION PACKAGES SOLD WEEKLY

Amateur Baseball

ESTATE NOTICES

Making a Flat World Round

When Columbus set out to reach India by sailing westward, he met with opposition and ridicule.

He believed the earth to be round.

Wise men held that it was flat—that Columbus was mad—and that he'd fall off somewhere if he departed from

But Columbus' belief found him a continent and made him blessed of memory.

The Business World is flat to some men Their profit-bearing shores of Opportunity stretch only so far as their grandfathers trod. Custom, superstition and apathy have set them confines which they may not pass. For instance, they believe the business year is a flat one-

not an all-year round of trade, with East joining West, with Spring merging into Autumn—but just two distinct seasons, with sawed-off edges gaping into space. They confine their activities to a Spring trade and to a

Fall trade. To them there is no intervening continent with stores of waiting wealth. Their world is flat. They have not explored the mid-year months of Summer trade. June, July and August are never-never land.

Surely this conception of Summer as a "dull" season is as fallacious as the delusion that the earth was flat. People have just as much money in the hot weather and spend quite as freely as in Spring and Fall. Granted that they are not buying skates and snow shovels in August, yet they are buying staple articles. Furthermore, they have an eye on luxuries and comforts they are counting upon purchasing in the Fall.

The modern Columbus has discovered this Summer trade—this golden West lying between the known continents of old beliefs. Departing from established habit, many have made their energies and their Advertising an all-year-round proposition.

Keeping up Advertising during the Summer months not only links your Spring and Fall, but produces rich harvests from the Summer months themselves.

regarding your advertising problems is available through sing agency, or the Secretary of the Canadian Press Associa g. Toronto. Enquiry involves no obligation on your part

Books flexible Mmp on, together

ar-

of

as for

and der

> ch. The text .18 Amount EXPENSE Itoms

HOTELS,

COYAL

RAU OT OF MALT.

ating preparation troduced to help lid or the athlete. emist, Toronto, Agent. IRED BY 246 vador Brawery pronto.

FF LABRADOR 24.—(Can, Press.) report of condillowing laconic

ceeding to Green to Labrador and Harbor,"
ss at the latter
s to the identity

emale Pills

received.