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to choose:

rug muffs, with best of furs.

\$45; shawls, \$20 with large pillow

wide choice we are offerr and lapels, Lamb collar up to \$175.

r Garments r is guarand workman-

atalogue, write us

Limited

WINTER? npany, Limited e M. 1907 Air Heating

g Apparatus BRAU XTRACT OF MALT.

nvigorating preparation ver introduced to help be invalid or the athlete. , Chemist, Toronto, nadian Agent. FACTURED BY 266 dt Salvader Brewery, ted, Toronto.

POWER ON FARMS Beck Starts Motors utting Corn.

narked the commenceera in farming in Ondam Beck, chairman of Hydro-Electric Commise farm of John Krouse, nip of West Oxford, and of representatives from ster of power turned on to run motors for cutting g of silo, and other farm, the first time electric en used for the general e farm.

ighters Go West. big freighters, Nevads n Lake Line, and Bicker-derchants' Mutual Line. harves for Port Arthur

SLATER SHOE STORE

2,600 Sample and Trial Pairs

Regular \$5.00, \$6.00 and \$7.00 Values for



We place on sale To-merrew
Twenty - six Hundred Pairs of
Samples and "Trial" Pairs of
Men's Boots.

These goods are all from our own great factory—made of specially selected leathers—as all sample and trial pairs are—and a man in buying is likely to get a batter value by a dollar or two than he would in buying regular stock made from "sample" and "trial" goods. Our securing them at such a substantial reduction on their real value permits us to give you a buying op-portunity in seasonable footwear that is not likely to occur again in a

season's trade. No finer collection of high-grade Canadian-made footwear ever came from a factory bench, and no man with a sense of value at all will question the genuineness of the bargain they offer him.

Tan calf, patent calf, and other black ceathers—every

DON'T MISS THIS EXTRAORDINARY LOT

SLATER SHOE STORE

117 Yonge Street

YOU ARE CORDIALLY INVITED

to visit the Showrooms of

The Dominion Automobile Co., Limited

Cor. Bay and Temperance Sts.

Where they have for a short period the same exhibit of Peerless, Stevens-Duryea and Hudson Automobiles, together with the Stevens-Duryea Polished Chassis, which is prepared for the New York Automobile Show next year, as they exhibited at the Canadian Nationa

PANSY SILVER IN 6 HEATS

second Grand Circuit meeting at the Michigan State Fair Grounds this afternoon, was furnished by the 2.17 trot. Six holly-contested heats had to be raced in this event before Pansy Silver was able to capture the long end of the purse. All the other victories were achieved in straight heats and in comparatively easy fashion.

Pansy Silver with Michigan State Fair Grounds this afternoon, was furnished by the 2.17 trot. Six holly-contested heats had to be raced in this event before Pansy Silver was able to capture the long end of the purse. All the other victories were achieved in the other victories were achieved in the other victories were achieved in the comparatively easy fashion.

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Pansy Silver, with Nichols up, took the first two heats of the 2.17 trot from Hannah Louise by a narrow margin. At the start of the third heat she broke badly, ran an eighth of a mile, and finished a poor fifth. The exertion of controlling his mare was too much for Nichols, and he colleged after passing the wire.

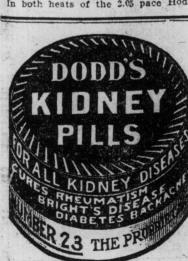
a poor fifth. The exertion of controlling his mare was too much for Nichols, and he collapsed after passing the wire.

Hodson, who succeeded Nichols in the fourth heat, held the Silver mare in front to the head of the stretch, only to have her go into the air again, wobble all over the track, and finish last, McJ. winning in a game drive.

McJ. took the fifth, with Pansy Silver close up. All other starters were ruled off for the sixth and final round.

Pansy Silver lost her stride at once, and was soon a dozen lengths behind. Right there McMahon made the fatal mistake of easing up with McJ., for, when Hodson brought his mare to her feet, she settled down to work, caught the gelding at the head of the stretch, drove him into a off for the sixth and final round. Pansy Silver lost her stride at once, and was soon a dozen lengths behind. Right there McMahon made the fatal mistake of easing up with McJ., for, when Hodson brought his mare to her feet, she settled down to work, caught the gelding at the head of the stretch, drove him into a break almost at the wire, and won by a nose.

Longworth B. was driven out to win the 2.17 pace in straight heats. In both heats of the 2.05 pace Hodson



lay in behind the leader with Major Brino, but the stallion was best at the finish and won out by a close decision.

The 2.07 trot was easy for Willy, who

THE GAMEST FISH.

What luck? Where are you going? Everyone indeed seems to have been or to be going fishing. Amidst all the talk and varning it seems, however, to be pretty generally conceded that weight for weight, the black bass is the gamiest fish to be found in Ontario waters. It is interesting also to note how unanimous is the epinion of the anglers as to the supremacy of Radnor Water as a beverage for a fishing trip. "Nothing like it." they say. "It re reshes and invigorates. It mixes with

Electrical Dept. Handicaped. Every effort is being made by the lyle hydro-electric department to complete the hydro-electric system. Chairman P. W. Ellis is in hopes that the system may be completed by the end of September, but the department has found it difficult to get enough men.

C. P. R. Traffic. C. P. R. traffic for week ended Sept. 14, 1911, was \$2,325,000; for the same week last year it yas \$2,195,000.

Stable Room-Gessip Frem

the Track.

Therebreas arrived by the score at the Woodshire yesterday, and the office opened there in charge of deliville Alien was one of the liveliest places imaginable. The arrivals and applications made it certain that the 0.4 C. fall meeting would have overflowed the state of the Kentucky Associations made it certain that the 0.4 C. fall meeting would have overflowed the state of the fall meeting would have overflowed the state of the fall meeting would have overflowed the state of the fall meeting would have overflowed the state of the fall meeting would have overflowed the state of the fall meeting would have overflowed the state of the fall meeting would have overflowed the state of the state of the fall meeting would have overflowed the state of the fall meeting of the fall meeting of the state of the fall meeting of the fal

class ones.
Albert Simms has 11 quartered at the east end of the park, with Lahore among his cracks.

J. W. Schorr got in yesterday with 12, including Star Charter, Aylmer and FAA's Edda.
P. M. Civill is back from Blue Bonnets with Jack Atkin and six more of the Barney Schreiber horses.
G. W. Scott brought in his M. W. Littleton and J. H. Houghton.
H. Shannon and N. McFarlane have a stable of six, E. Trotter two, Tom Wilson five and T. H. Ryan one.
Twenty stalks are reserved for R. T. Wilson, ir.

Wilson, ir.
R. E. Watkins will be a keen contender in some of the events with his useful Cliff Edge and Blackford.
P. M. Walker is bringing Baby Wolf, Aspirin and 11 others. His Aspirin is a full brother to Charlie Gilbert and Froglegs.
Amos Turney has 12, and G. T. Tomp-kins 11 waiting for Saturday's open-

ing.

W. Hogan will have six steeplechasers here before Saturday.

E. Heffner is bringing Guy Fisher,
Corinth and two others.

J. J. Ireland will have one of the big
strings, including 15 horses.

C. J. Murray has three jumpers for
the cross-country events.

FOURTH RACE—The Phoenix Hotel Handicap, 1½ miles:

Handicap, 1½ miles:

City workers at very reasonable prices.

City workers at very reasonable prices.

The sale on the whole was entirely satisfactory to the management, and they advise several fresh consignments for Thursday next. FIFTH RACE-Selling, 51/2 furlongs,



Trains leave Toronto daily via Grand Trunk Railway System for principal points in Canada and United States as follows: 9 a.m., 4.32 and 6.10 p.m. for Niagara Falls, Buffalo, New York and Philadelphia; 7.15 and 9 a.m., 8.30 and 10.30 p.m. daily for Montreal, Quebec, Boston and points in Newfoundland. Nova Scotia and New Brunswick; 8.00 a.m., 4.40 and 11 p.m. for London, Detroit, Chicago and points in Western Canada and the United States. Smooth roadbed, double-track line, electric-lighted Pullman sleepers, excellent dining car service and courteous attendants are features of the Grand Trunk Railway System. For election news and You cannot afford to be without a morning news;

Deliver or mail to the following address The Terents Daily World for months, for which find enclosed 8 ADDRESS

Trainers and Owners Apply for Duquesne, 20 to 1, and Mamita, 10 1, Among the Long Shots te Land.

Massie, Miss Korn and Dacy
also ran.
SIXTH RACE—Three-year-olds and
up, 1 mile, selling:
1. Camel, 107 (Skirvin), straight
\$3.90, place \$2.50, show \$2.50.
2. Waltz, 99 (Steele), place \$2.60,
show \$2.60.
3. Prince Ingoldsby, 112 (Kennedy),
show \$3. show \$3.
Time 1.46. Procla, Kitty Fisher and Going Some also ran.

The World's Selections

Charley Straus.
SECOND RACE—Light o' My Life, Wy-andot, Sir Blaise.
THIRD RACE—Union Jack, Husky Lad, Sona.
FOURTH RACE—Cherryola, Bell Horse, Firman.
FIFTH RACE—Colonel Cook, Aloha,

C. J. Murray has three jumpers for the cross-country events.
C. Dewitt contents himself with one horse, Anna L. Daley, which he hopes to put over if there should happen to be a mudlark day.

Michael Daly has seven stalls for Michael Daly has seven stalls for Thistledale, Sal Volatile and five others.
F. Fitzsimmons will participate with six, including Via Octavia, Sandhill and Superstition.

The first sale of the week at Maher's Horse Exchange yesterday was characterized by a large attendance, brisk bidding, fair prices and an unusually large number of horses sold. A number of out-of-town buyers were present looking for carload lots, and were successful in filing their requirements. A few of the sales were:

The first sale of the week at Maher's Horse Exchange yesterday was characterized by a large attendance, brisk bidding, fair prices and an unusually large number of horses, and were present looking for carload lots, and were successful in filling their requirements. A few of the sales were: street, the Eaton Athletic Association will hold their second annual carnival The gates will be opened at 8 p.m., and mised. features never before on exhibition in Canada. An entire vaudeville perform-

A Youthful Robber. FIFTH RACE—Selling, 572 through two-year-olds:

Cath. Hampton... 101 Till. Nightmare.. 102
Lure....... 103 Duke Daffy ... 105
Aloha...... 104 Sister Florence. 105
Colonel Cook..... 107 Old Chum ..., 110
Colonel Cook..... 108 Selling 1 1-16 miles: robberies, to-day confessed to Chief to India; across India thru the air; 102 Mains to having robbed McNally's drug by steamer to Ausralia; by steamer to South America; a flight over that con-

> partaking of breakfast Railway System. Suit Over Gum Shipment. paper at this time. The brought by the Canadian Dental Bud World will fill the bill.
>
> Co. against D. L. McKinnon, who refused to accept a consignment of gum, valued at \$192. The gum people sued on a contract, but McKinnon claims that the goods are not up to the standthat the goods are not up to the standard of the samples.

> > James Currie Buried. The remains of James Currie, aged 34. who was killed in an accident at the Canadian Soo, were interred in Mount Pleasant Cemetery yesterday afternoon. The funeral took place from his father's residence, 71 McGill-street, in the case of friends attended.

and a number of friends attended,

Million-Dollar Suggestions

Distilled From Advertising Experience

To our every client our business advice is the most valuable service we render.

Many can point to some single idea which has proved itself worth more than all our commissions.

And a single suggestion, quite a number of times, has netted some client over one million dollars.

This business of ours, while called merely advertising, really involves the whole science of making money.

Our ability to warn, to suggest and accomplish, results from a rare experi-

For a good many years we have been selling advisers to leaders in a thousand

With them we have met the countless problems of selling. We have seen them solved, both rightly and wrongly,

in a good many different ways. We have watched the outcome of every solution. Every mistake and success has been analyzed.

Where most men learn from one business experience we have learned from a thousand. And the lessons are all recorded.

For about every selling question that ever comes up, the very best answer men ever obtained is found in our Books of Experience.

There lies the value—the utter need -of efficient help in selling.

Mere advertising-mere force of attack-rarely wins out under modern conditions. It can never win out against Strategy.

Advertising must be aided by many clever maneuvers. It must be backed by right methods and policies.

And our lives are too short to learn all this without gleaning from others' experience.

From our wealth of experience we've evolved a new science, called Strategy in Advertising. It consists of countless ideas which men have found profitable, distilled into accurate rules.

It solves the best way to get wide distribution, to avoid substitution, to meet hard competition.

It shows how to do quickly what once took years how to do cheaply what once was expensive how to do safely what once involved risk.

It has made an exact science of advertising, as nearly as seems to be possible. It has formed the foundation of all our recent successes.

We have now, for the first time, put these ideas into print. And the book that results is our greatest contribution to advertising.

No bright man can read it without

adding to his powers. Any man with a selling problem is welcome to this book. And every such man should have it. Our benefit will lie in the higher conception it conveys of this Agency's efficiency.

Cut out this reminder; put it in your pocket. Then, when convenient, write us for the book.

A Reminder

to write Lord & Thomas, Trude Building, Chicago, for their latest book, "Real Salesmanship-in-Print."

LORD & THOMAS

290 Fifth Avenue, NEW YORK

many novelties and surprises are pro-

Among other attractions there will be an up-to-date midway, which will comprise a number of novelties and

ance is promised, and there will be a first-class moving picture show.

There will also be the usual summer restort pastimes, but the association

has promised several innovations, such

as old country fair sport of throwing

AN AERIAL GLOBE TROTTER.

Of Interest to Travelers.

for cocoa nuts, Japanese tea rooms, and a new novelty ball game. Thirty are lights have been placed on the Advertising

132 North Wabash Avenue, CHICAGO

The Toronto Daily World EATON A.A. CARNIVAL

Novelties in Costumes and Sports Will As a session of the Dominion Parliament will follow immediately after the General Elections, interest in public affairs will be at fever heat for some time to come. You can best keep in touch with the political happenings by being a regular reader of The Toronto Morning World—delivered or mailed for twenty-five cents per month. Feature Big Moss Park Event.. To-night at Moss Park, Shuter-

TWO BUSINESS FAILURES.

Two assignments were announced MacMillan, sought by J. M. Stavert, yesterday by N. L. Martin & Co., who curator of the bank, until the end of will be enlivened by music from a Ger- drygoods dealers, have assigned, and

grounds, and the whole proceedings sets of the firm are about \$50,000, and it is expected that the creditors will be PARIS, Sept. 18.-M. Mamet, the paid in full.

Million. The route so far planned runs are available yet.

ereign Bank, who promised to abide were the assignees in both cases.

R. N. Hamilton & Co., Fort William, drygoods dealers, have assigned, and the creditors met yesterday. The as-

REVOLUTION AGITATION.

PEKIN, Sept. 18.—The anti-railway aviator, formerly associated with M. Marstall A. Rodman, general merloan movement seems to be taking chant, of New Toronto, made an assignment, and a meeting of the creditors is called for Sept. 25. No details Bank Proceedings Stayed,
The court of appeal has stayed proceedings against G. B. Shaw, A. E. Dyment. C. R. McNaught, estate W. R. Macdonald, Thomas Baker, W. K. McNaught and Simon Dyment of the Sovprotected by extra guards. meeting of anti-loan agitators at Hong-

