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e unexcelled. Union Station. Tel. M. 5600.

A ISLE CITY. R: New Jersey

nto deposited with FTEEN DAYS

SHOT CANADA

ept. 21. Oct. 19. Sept. 28, Oct. 26. (II), \$50 and \$55.

AR LINE outh, Cherhom: OLYMPIC Sep.7 town, Liverpool Baltic ... Aug. 20 Cedric . Sept. 5

RANEAN PORTS retic ... Sept. 14 Signals. to. Phone M. 854

-A MERICAN

GS FROM NEW IS-HAMBURG Naples Genoa steamers, offering Trips Everywhere Line, 41-45 Broad-Sharp, 19 Adelaide Shee, Richelieu and o., Toronto.

MERICA LINE amers, from 12,500 o tons. ath, Boulogne and

ues., Aug. 18, 10 a.m.
ues., Aug. 27, 10 a.m.
ues., Sept. 3, 10 a.m.
ues., Sept. 10, 10 a.m.
ues., Sept. 17, 10 a.m.
Turbine Steamer of
in course of con-

enger Agents,

hree-Horse Race Furnishes Close Contest, With Schorr Colt a Scant Half Length Winner-The Results.

HAMILTON, Aug. 12 .- The second

money.

Pluvius was the only outsider to win and took the last race in the last jump from John Reardon. Pluvius hung with the bunch, wore them down in the stretch, and lasted just long enough to stall off a belated rush by Reardon, sticking his nose across the wire first. to stall off a belated rush by Reardon, sticking his nose across the wire first. He was quoted as high as 15 to 1.

August Belmont's Farrier landed the first race by going out in the lead and holding all opposition safe.

Forty books were in line, and did a big business.

painted black in sign of morning; in lorship of Milan decorated his New-foundland with a scroll inscribed, "Vote for the Socialist." The follow-ing year this was "imitated" in London, where numbers of dogs were matles on which were written "Vote for Chamberlain," or "Vote for the Socialist." It is also said that in 1892. on the reception of the news that the Boss War was ended, the streets were enlivened by the apparition of dogs wearing the Union Jack and others drunk angeman. on whiskey. How the nature of the tipple was determined by the Italian

starving beggar down to you with a your steak and kidney pies." note this morning to tell you to give him a meal. What's the bill?"

The World's Selections HAMILTON RACETRACK, Aug. 12.—Second day of H.J.C. summer meeting. HAMILTON. FIRST RACE—Sir Denrah, Stairs, Ado 9 FIRST RACE—Five furlongs, purse \$500, for maiden 2-year-olds:

HEBREW PICNIC TO-DAY

Two Thousand Children, Guests of Zioniets, Will Be at Island.

Gloomy Individual (in restaurant): Philanthropist: "Er-I sent a poor Individual: "Then bring me one of

Beggar (returning a penny to the giver): "Excuse me, lady; I can't Bung: "Eightpence." | Excuse the pence." - "Why Philanthropist: "What are the items?" take less than threepence." - "Why Philanthropist: "What are the items?" Bung: "Four beers and two penny not?"—"Them's the union rules, and igars."

Warder: "Hi. No. 99! Your missis Malaprop was asked. "She is in Paris,

(EDIJCATIONAL)

TORONTO WORLD, AUG. 13th, 1912.

WITHOUT TWO CERTAIN BOOKS THE BIBLE AND SHAKESPEARE; HARDLY A QUOTATION USED IN LITERATURE THAT IS NOT TAKEN FROM ONE OF THESE WORKS."

The above Certificate with five others of consecutive dates Entitles bearer to this \$5.00 Illustrated Bible

If presented at the office of this newspaper, together with the stated amount that covers the necessary EXPENSE items of this great distribution—including clerk hire, cost of packing, checking, express from factory, etc., etc.

*********** MAGNIFICENT (like illustration in announcements from day to day) is

bound in full flexible limp leather, with overlapping covers ILLUSTRATED and title stamped in gold, with numerous full-page plates

BIBLE and making plant research. The text conforms to the

marginal references, maps and helps; printed on thin bible paper, flat opening at all pages; beautiful, readable type. Six Consecutive Free Certificates and the

the \$5 book, except in the style of binding, which is in silk cloth; contains all of the illustrations and maps.

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Amount learning the style of binding, which is in silk cloth; contains all of the illustrations and maps.

Six consecutive free certificates and the

Amount learning the illustrations consist of the country. The illustrations consist of the full-page plates and maps approved by the Church, with out the Tissot and text pictures. It will be distributed in the same bindings as the Protestant books and at the same Amount Expense I tems, with the necessary Free Ceruficates.

Any Book by Mail, 23 Cents Extra for Postage.

authorized edition, is self-pronouncing, with copious

is exactly the same as the \$5 book, except in the style of binding, which is in silk cloth; contains all of the illustration.

in color from the world famous Tissot collection, together

with six hundred superb pictures graphically illustrating

and making plain the verse in the light of modern Biblical

Also an Edition for Catholics

At Hamilton.

Aug. 12.—Cafficial entries for the third day are as follows:

FIRST RACE—Ma dens, 3-year-olds, 7 for longs:

FIRST RACE—Ma dens, 3-year-olds, 7 for longs:

Ado ante. 1/4 Sir Donrah 2. 107

Apares Dockery 100 6 3-2 1-8 1-2 2-8 E Martin. 3-1 3-1 1-1 2-5

James Dockery 100 6 3-2 1-8 1-2 2-8 E Martin. 3-1 3-1 1-1 2-5

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Aplaster 102 1-2 1-8 4-8 4-4

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Aplaster 102 1-4 8-4 4-4 Teahan 4-1 5-1 2-2 8-8 1-4

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Aplaster 102 1-2 1-1 8-1 1-1 2-5

Aplaster 102 1-2 1-1 1-1 8-1

Aplaster 102 1-2 1-1 1

THE WORLD'S FORM CHART

Gountless, the second choice, was off a length start, but Froglegs chased him close, with Duval a bang up third.

Foglegs poked his nose in front at the sixteenth pole, and all three were driving hard. The Schorr horse won by a scant half length, with Duval a close-up third.

The jumping race was a chipter of accidents. Six went to the post, but

FOURTH RACE—Selling, 3-year-olds and plaster 2, war noth the George S. Davis-72

Third RACE—About two miles, steeplechase, purse \$700, for 3-year-olds and up, 6 furlongs:
FOURTH RACE—Selling, 3-year-olds and up, 6 furlongs:
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FOURTH RACE—About two miles, steeplechase, purse \$700, for 3-year-olds and up, 6 furlongs:
FOURTH RACE—Selling, 3-yea

Time 4.12 3-5. Start good. Won easily. Water same. Winner, J. R. Fell's b.g., 6, by Bridgewater—Duress. Trained by J. K. Frayling. Value to winner, \$560. Highbridge trailed off the pace until last turn of the field, when he moved upstoutly and shook off St. Abe in stretch run. St. Abe fenced well, but weight told on him last quarrer. Steve Lane badly outrun all the way. Luckola fell at 16th, and Ruxton bolted out of course at fourth jump and fell on the flat. Thistlemass bolted at first jump and fell.

12 FOURTH RACE-1% miles, purse \$700, for 3-year-olds and up. ds Ind. Horse. Wt. St. 14 34 Str. Fin. Jockeys. Op. Cl. Pl. Sh. — Froglegs 110 2 2-1 2-11/2 1-1/2 1-h Koerner 1-2 3-5 1-6 ... — Countless 108 1 1-1 1-1/2 1-h 2-11/2 Musgrave 2-1 11-5 1-3 ... — Dival 100 3 3 3 3 McCahey 10-1 8-1 7-5 ... Time .25-1-5, .50 2-5, 1.15 4-5, 1.41 4-5, 1.55 1-5 Start good. Won driving. Place same. Winner, J. W. Schorr's b.c. 3, by Masetto—Frogmore. Trained by J. F. Schorr. Value to winner \$550. Froglegs in close pursuit of pace to stretch turn. pesponded with splendid courage when called on and outgamed Countless in final drive. Countless weakened in stretch run and was bumped couple of times by the winner in final drive. Scratched—Sotemia, Adams Express.

Cobourg Horse Show
Has Large Entry List

Two thousand Hebrew children will to-day be entertained by the United Zionists of Toronto at Centre Island. A parade will start at 945 a.m. front day and continues until Saturday. The Ediy and continues until Saturday. The entry list is a large one and it promies to be one of, the best shows in the history of the association. Entries have been received from Hon. Clifford Sifton, H. C. Cox, H. R. Tudhope, A Yeager, Simcoe, C. W. Maelean Brockwille; Dr. R. E. Webster, Ottawa; L. W. Bate, Ottawa; M. S. Grace Bell, Montreal; also from Ogdensburg and a lot that honest goods can b sold to honest.

les to be one of the best shows in the history of the association. Entries have been received from Hon. Chifford Sifton, H. C. Cox, H. R. Tudhope, A. Yeager, Simcoe; C. W. Maclean, Brock-ville; Dr. R. E. Webster, Ottawa; L. W. Bate, Ottawa; Miss Grace Bell, Montreal; also from Ogdensburg and a lot of other towns.

Arrangements have been made to stable 125 horses, and everybody will be well accommodated.

In the officers' jumping class 20 entries have been received and over 30 lines. I believe that a man gets what will compete in the open event.

Will compete in the goods I am selling, in the end, Old Co. Where a long lead rounding far turn. Was only galloping at the end, Old Co. Whate a long lead rounding far turn and went very wide at stretch turn and went very wide at stret Arrangements have been made to stable 125 horses, and everybody will be well accommodated.

In the officers' jumping class 20 entries have been received and over 30 will compete in the open event.

The Dog in Politics,

An Italian paper has been collecting instances where dogs were user to influence politics or express the politics of their owners. We are told that in 1894, when billingual teacting was imposed on Istria, dogs were painted black in sign of morning. In the stances were dogs were user to painted black in sign of morning. In the stances were dogs were user to in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity and good painted black in sign of morning. In the stances were dogs were user to in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity and good painted black in sign of morning. In the stances were dogs were user to in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity and good painted black in sign of morning. In the sure reward which the future holds. I believe in courtesy, in kindness, in generosity and good painted black in sign of morning. In the sure reward which the future holds. I believe in courtesy, in kindness, in generosity and good painted black in sign of morning. In the sure reward which the future holds. I believe in courtesy, in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity and good painted black in sign of morning. In the sure reward which the future holds. I believe in courtesy, in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity and good.

The serving further at the not 3 to 4.14 to 2.3 McCahey. 2.1 to 4.1 to 2.4 to 4.1 to 4.

cheer, in friendship and monest competition. I believe there is an order somewhere for every man who is ready to take one. I believe I'm ready, and ready right now.

Prominent Fruit Grower Dead.

ST. CATHARINES, Aug. 12.—(Special.)—Peter Algie, well known fruit grower of Grantham Township, passed away Sunday in the hospital. He had been a very active fruit grower in the Niagara district, and a prominent Orangeman.

Cloomy Individual (in restaurant):

The Rump Algie of John Reardon.

Cloomy Individual (in restaurant):

The Rump Algie of John Reardon.

* in kindness, in generosity and good cheer, in friendship and honest competition. I believe there is an order petition. I believe there is an order

"Have you any prussic acid?" Wait ress: "Good gracious—no!" Gloomy Grand Circuit Opens Cubs Gain on Giants At Buffalo To-day

BUFFALO, Aug. 12 .- Over 200 of the greatest trotters and pacers of the coun- hitting contest from Boston, to to . 7. Antoine Simon, who took refuge in mother cry are stabled at the Fort Erie track Loose fielding by the Braves netted three Jamaica, in August, 1911, after his across the river for the three days' Chicago runs in the ninth. Hess pitched government had been overthrown by a has called to see you." Convict 99 and she would spend all of her time (who is in for bigamy): "Oh, lor"! there if she could. She's the great (who is in for bigamy): "Oh, lor"! there if she could. She's the great (who is in for bigamy): "est Parasite I ever knew."

Can't you tell her I'm not at home?" est Parasite I ever knew."

Can't you tell her I'm not at home?" est Parasite I ever knew."

Chicago runs in the ninth. Hess pitched government had been overthrown by a government had been overthrown by a government had been overthrown by a revolution which placed Gen. Leconte was out of the game under a five days' simon has a considerable following suspension for his run in with Lindau suspension for his run in the ninth. Hess pitched government had been overthrown by a revolution which placed Gen. Leconte was out of the game under a five days' simon has a considerable following suspension for his run in the ninth. Hess pitched government had been overthrown by a revolution which placed Gen. Leconte was out of the game under a five days' simon has a considerable following suspension for his run in the ninth. Hess pitched government had been overthrown by a revolution which placed Gen. Leconte at the head of the could suspension for his run in the ninth. Hess pitched government had been overthrown by a revolution which placed Gen. Leconte good ball and should have won. Evers Canadian material and the stake winners from the half-mile circuits are reported, and the outlook is for one of the most successful meets in recent years: There will be four races daily, and total of \$23,000 in purses. In three f the events \$5000 purses will be split. The first of these, the King George, or 2.12 trotting, will pring out Baden, for 2.12 trotting, will oring out Baden, 2.07 1-4, already a strong favorite; Esther W., 2.07 1-2; Dictator Todd, 2.08 1-4; Marigold Oakdale, 2.08 1-4; Ruth McGregor, 2.08 1-4; The Wanderer, 2.09 1-2, and other good ones.

The great pacer, Joe Patchen II. owned by R. J. Mackenzie of Winnipeg, has been installed as favorite in the \$5000 Fort Erie Stake for 2.12 pacers. Told Joe Patchen won his maiden race at the old driving park here, and circuit followers are taking a keen interest in the appearance of his famous son. Joe Patchen II.

Pacific. By leaving Toronto at 11.30 a.m., Hamilton is reached 12.33, affording passengers plenty of time for lunch before starting of first race. Return trains leave Hamilton at 7.30 and 8.20 p.m. Secure tickets at City Office. 16 King Street East, Toronto. 12345

"Is that you, Frank?" asked Mrs. heard someone moving about in the Bro darkness, "It is," replied Mr. Tipnins.—"You gave me such a shock. thought at first there was a man in the house.

be deducted from your wages."

Reds Beat Phillies

Ames was knocked out of the box in two innings, while Mathewson allowed St. Louis the winning run after New York tied the score in the fourth. Harmon was easy for the champlons, but they could do nothing with Sallee, only one scratch hit being made off him in the last five innings. Score: R.H.E.

At Boston-Chicago won another hard-Finneran Saturday. Zimmerman wat refuge here.

At New York—The New York National
League Club raised its 1911 pennant at the
Polo Grounds yesterday, but it failed to
bring any luck, as St. Louis won the
game by a score of 8 to 6. A parade preceded the game and John Purroy Mitchell,
president of the board of aldermen, officiated at the flag raising ceremonies
for the City of New York.

Ames was theored out of the board in

cellid do nothing with sales, only seem of the management of the m

At Brooklyn-Rucker gave out in the seventh inning, when Pittsburg found him, for five hits and four runs. Two stops and throws by Cutshaw and the fine work of Wagner at short, including a one-hand catch were features. Wheat hit over the right field fence in the eighth with Daubert on first. Score: Tippins in a nervous voice, as she Pittsburg 0100001000 20 3 6 Brooklyn 0.0010 to Brooklyn Rucker Batte les Adams and Gibson; Rucker

Three Years for Stealing Watch. John Lynch, convicted in the police Mistress: "Sarah Jane, what has court yesterday morning on a charge happened?". Sarah Jane: "Oh. mum, of having met Frank Powell in a lane I've fallen down the stairs and brokoff York-street, and robbed him of his
off York-street, and robbed him of his
watch, was senfenced to three years
"Well whatever you've broken will in Kingston Penitentiary. He had a

be on deposit chiefly with a few capable square grocers; and dry-goods confi-dence, jewelry confidence, and so forth, are massed in the same way. The retail merchant doesn't lock this confidence in his safe. He de-

posits it in turn with the wholesaler. who passes it on to the manufacturer. And the manufacturer, to make the circle complete, must give confidence to the consumer.

The manufacturer with goods to sell must draw upon all these reserves of confidence. He must demonstrate his own fairness in dealing, his integrity in maintaining quality, his willingness to put principle before

Advertising is the means through which the manufacturer makes this demonstration to you.

Let the Buyer Beware

FOR centuries the principle of "Let the Buyer Beware"

"Caveat Emptor"—ruled the world of business.

In fact, it was not a principle—but rather a lack of

principle—yet it held sway everywhere until a decade

enough to stand almost unlimited whittling, and yet be

profitable—to him. When he spoke of quality, his fingers were crossed, and you were not expected to believe him

-unless you wanted to very badly.

Buying was a haggle—unless you were a hardened haggler you came out second best in every deal. "Caveat

Emptor"-it was up to you. There

was no confidence between buyer and

Business—once an aggregation of deals—has become the living embodi-

Advertising has helped, because Advertising creates confidence in the

buyer and proves the seller's confidence in his wares. Confidence has elimin-

You see business confidence is a good deal like capital, in that it accumulates like savings. The grocery consumer's confidence in a town will

When a merchant quoted a price, he made it high

or two ago.

ated the haggle.

Advertising has given personality to commodities, so that you now recognize your "friends" among soap, tea, or collars, as readily as you recognize your human acquaintances.

Advertising fathered the "money back" principle, and has made buying a pleasure instead of a duel of wits.

Advertising has spread the one-price policy-erased "Caveat Emptor" from the language of business, and made buying safe to entrust to a child.

> Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or through the Secretary of the Canadian Press Association, Room 503 Lumsden Bldg., Toronto. Enquiry involves no obligation on

Seek to Overthrow Haitian President

Expedition is Being Formed by Gen. Simon, at Kingston, Jamaica.

KINGSTON, Jamaica, Aug 12 .- (Can Haltien colony indicate that preparaof an expedition to oust the new president of Haiti, General Tancrede Auguste, who was elected by the Haitlen Congress, August 8, following the tragic death by fire of the late president, Gen. Cincinnatus Leconte.

The movement is headed by Gen.

fined \$50 for the same offence, it was announced. Score:

R.H.E. shipping but so far these overtures shipping but so far these overtures shipping but so far these overtures have proved unsuccessful. It is believed that a descent will be ordered "Old Glory" HOFBRAU lieved that a descent will be made on the Haitien coast from this country or from Turk's Island within the next

Chicago Bandits Hold Up Trolley

JOCKEY CLUB

Special train Racing To-day direct to track leaves Toronto AND ALL 1.05 p.m. FARE \$1.55

THIS WEEK First Admission, \$1.50 Race

COAL AND WOOD

Head Office and Yard: Bathurst and Riohmond Sts. Ficre Adel. 630-631

W. McGILL & CO. tranch Yard: 229 Wallace Ava. Phone Juno. 1227

Branch Yard: 1143 Yonge St. Phone Norts 1133-1138

Cut out this Coupon and mail it, together with Twenty-five Cents, to The World, Toronto, Can., for

a trial month's subscrip	tion.
NAME	
ADDRESS	
DATE	

From Circus Parade

Created Sensation-Some Spectators Hissed Action.

SASKATOON, Sask, Aug. 12 -(Can. Collecting \$2000 SASKATOON, Sask, Aug. 12 -(Can. Press)-"Fat" Allen, a well -known citizen, created a sensation on the CHICAGO, Aug. 12.—A series of hold- main thorofare here this morning durups terminating in the robbing of passing a circus parade, when he momensengers on a crowded street car netted bandits more than \$2000 in plunder early forday.

> Special trains will leave Toronto via Grand Trunk Railway System at 12.45 p.m. and 1.05 p.m., Saturday, Aug. 17. Only \$1.25 return on this date and tickets are valid returning until Monday, Aug. 19. Special train will also leave Toronto at 1.05 p.m. Aug. 13, 14, 15 and 16, fare on these dates \$1.55, and tickets are valid returning on date of issue only. Special train runs direct to race track and returns immediately after the last race.

Secure tickets at city ticket office, northwest corner King and Yonge-streets. Phone Main 4209. "Your sister's a long time making her appearance, sonnie," remarked the impatient visitor. "Well, she'd be a sight if she didn't make it," was the mistakenly candid reply.

LIQUID EXTRACT OF MALT. The most invigorating preparation

of its kind ever introduced to help "Fat" Allen, Patriot of Saskatoon, and sustain the invalid or the athlete, W. H. LEE, Chemist, Toronto, - Canadian Agent: MANUFACTURED BY 246 The Reinhardt Salvador Brewery

Limited, Toronto. FINE OUTLOOK IN MANITOBA



