

Thousands of Dollars



I spent trying to find a cure for Sarsaparilla, which I had 13 years. Physicians said they never saw so severe a case. My legs, back and arms were covered by the humor. I was unable to walk without crutches, and had to be carried in a chair.

Mr. S. G. Derry, have my arms, back and legs banded twice a day. I began to take Hood's Sarsaparilla and soon I could see a change. The flesh became more healthy, the sores soon healed, the scales fell off. I was soon able to give up bandages and crutches, and a happy man I was. I had been taking

Hood's Sarsaparilla

for seven months, and since that time, 2 years, I have been to London and have been cured. Hood's Pills cure liver, bile, constipation, biliousness, jaundice, and skin diseases. Try them.

Twenty to Nil!

The Dundas Nine Shut Out by the London Alerts.

Tammany and Lamplighter Matched to Run for \$10,000.

Various Baseball, Turf, Wheel and Other Sporting Events.

BASEBALL.

TWENTY TO NIL.

The Alerts proved to the Dundas ball players on Saturday that they are "in it" for the championship. The latter team are champions of the Interior District, but never this season has a team put up such a lifeless game of ball on Tecumseh Park as they played on Saturday. The team was somewhat different from that which played here about two weeks ago, when the Alerts won by 7 to 2. Mickey Jones, the old International twirler, occupied the box for the visitors. At first Mickey pitched good ball, but in the latter part of the game the Alerts banged that slow drop of his unmercifully. Mickey, however, put on the old familiar smile and took matters as good naturedly as any one on the ground. Only one of the Dundas players seemed to thoroughly know what to do with the ball, and that was the left fielder, Spaulding. He is a clever player, and he had lots to do. The in-field was badly rattled, and missed several chances of completing brilliant plays. Landers, the Dundas catcher, is a "stubby" chunk of flesh and caught a good game. A peculiar feature of their play was that Watson, the first baseman only had one put-out up to the eighth inning, and a total of three for the game. The Stars went to bat first and Hetherington reached first on a close decision that called forth lots of hisses and cries of disapproval for Umpire Dyer. A new double play of Johnson to Dunn on Wardell's ground hit retired him at second. The third inning looked ominous for London. Martin opened with a scratch hit. Watson reached first on Dunn's drop. Hetherington threw. Jones struck out. Hetherington was hit by a pitched ball, filling the bases. Hetherington then struck out Wardell, and Spaulding went out at first. Cheer upon cheer for the Alerts, especially Hetherington's work in the box, lasted for several minutes. In the other five innings but sixteen men faced Hetherington, the last four innings being a succession of outs. A loudly-applauded play was Johnson's return of Quinn's throw in the seventh, catching Allen at the plate.

Before the game commenced the Alerts felt a little doubtful of being able to bat Jones. Mickey's slow ball did puzzle them at the start, but as the game progressed it was a succession of singles, doubles and triples. Every Alert player covered himself with glory and redeemed himself for any bad playing done during the season. Delaney never played such a first base safely—three times on bunt hits, once on a base on balls and the fifth time on a clean single. He stole second every time and scored three runs. His throwing was long, deep, and his fielding was beautiful. Johnson's playing was gilded. His several pick-ups of difficult ground hits brought long and rapturous applause. Steve Dunn held down first as he did in 1888. He scored the first run in the second on a base on balls, tallying on Quinn's double. Eleven men went to bat in the fourth. It was a laughable inning. Dundas was completely unplaced. Twice they could have thrown out a player, but held on to the ball. Six runs were scored. Hutchinson's three-bagger to the center field fence was a beauty. Two runs crossed the plate in the fifth on a wild pitch, a base on balls, hit by pitcher and a single. The balance of the game contained the batting. Magnificent

was no name for the way the ball was slugged, the hitting including two doubles, a triple and two singles in the eighth. Mickey Jones must have felt relieved when Umpire Dyer called the game at the end of the eighth to enable the Dundas team to catch a train. The attendance was only ordinary, the bad weather keeping away the crowd. Score:

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over 1, Marshal 2, Fore-runner 3. Time, 1:57. **LAMPLIGHTER AND TAMMANY MATCHED.** New York, Sept. 17.—Lamplighter and Tammany have been matched. The race will take place at Guttenburg, Sept. 28. The Hudson County Jockey Club hangs up a purse of \$5,000, and \$2,500 a side will be bet on the respective horses by their owners, making in all a purse of \$10,000 for the winner. Distance, 1½ miles; each horse to carry 122 pounds. Garrison will ride Tammany and Tara Lamplighter.

ALIX WON.

Chicago, Sept. 17.—Alix won the ninth and deciding heat in the Columbian Exposition free-for-all stakes at Washington Park, trotting the mile in 2:09.

This performance makes the Kenosha mare the winner of the most remarkable race in the trotting turf history, the winner of the fastest heat ever trotted in a race (2:07), and the winner of the fastest ninth heat ever trotted. Besides taking second money Pixley trotted the fastest sixth heat on record (2:03). Alix won the ninth heat easily, carrying Pixley to a break. Summary:

Free-for-all, trotting; Columbian Exposition purse, \$10,000.

Alix won, 2:09; Kenosha, 2:10; Garrison, 2:11; Pixley, 2:12; Nightingale, 2:13; Walter E., 2:14; Hyland, 2:15; Little Albert, 2:16; Greenleaf, 2:17; Hubbs, 2:18.

Time—2:07, 2:04, 2:04, 2:11, 2:14, 2:09, 2:12, 2:11, 2:14, 2:13, 2:14, 2:14.

2½ class, pacing; purse, \$1,500.

Coachman, 1:12; Jack Hower, 1:13; Rocker, 1:14; Red Lady, 1:15; Wilkie Knox, 1:16; Russell B., 1:17; Polly T., 1:18; Gilmotte, 1:19; Elmira, 1:20; Eliza Benson, 1:21.

Time—2:14, 2:13, 2:14, 2:14.

ATHLETICS.

FOUR WORLD'S RECORDS SMASHED. Chicago, Sept. 17.—In every way but attendance the A. A. U. championship games here yesterday were a success. Four world's records were broken and one was equalled. In the hop, skip and jump E. B. Bloss, of the Boston A. C., touched 48 feet 6 inches, against 48 feet 3 inches, the best previous mark, made by John Purcell in 1887.

A. H. Green, in the pole vault for distance, reached 27 feet 5 inches, beating the 27 feet 4 inches made last month by C. H. Bucholz in Philadelphia.

George R. Gray, in the 16-pound shot 47 feet, against his own record of 46 feet 7 inches made in New York in 1891.

In the 56 pound weight throw for height J. S. Mitchell reached 15 feet 4½ inches. The previous record was his own, 15 feet 2 inches, made in Boston in 1890.

LACROSSE.

The championship lacrosse match Saturday between the Shamrocks and Cornwalls resulted in a victory for the Shamrocks by 6 games to 1.

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SPACE FOR PUBLICITY.

The Unprofitableness of False Economy

The True Mercantile Value of Good Advertising.

(By Nathaniel C. Fowler, Jun., Doctor of Philosophy.)

The man who thinks advertising isn't merchandise, and advertises, is a member of the school of mercantile idocy.

The man who knows that advertising is merchandise, and advertises, is a scholar in the college of business harmony.

Successful business has five underlying principles. First, something to sell. Second, a place to sell it. Third, sufficient capital and business management. Fourth, employees. Fifth, advertising, or publicity.

Advertising is, by right and general acceptance, one of the definite essentials to successful selling. It may be considered as one, or not considered at all.

No man attempts to do a thousand dollar business in five hundred dollars' worth of floor space.

No man of dollars and sense would put Wilson carpets on dirty floors, with dirtier walls, and filter his display light through dusty cobwebs.

The successful business man gives to every part of his business what every part of it needs, and he does it more, not less.

The well-balanced merchant has as large a stock as he can profitably carry, with as broad a salesroom, as extended counters, as extensive shelves, as commodious windows, and as high-priced clerks, as his business warrants.

The man of profit harmonizes every part of his business into the harmony of business, so that his business may bring more business.

The good man of trade appropriates a certain sum of money every year for advertising, the same as he sets aside a sum for clerk hire, and when he cuts expenses, he cuts them all over, not in any one particular spot.

A twenty-five thousand dollar business, or a business of any other dimensions, if it be a retail business, cannot be handled without liberal advertising, any more than can an extensive retail business be properly carried on in a dingy store on a dingy street.

The most colossal intellect, created and trained for the production of the most original of effective advertisements, is of little power unless there be newspaper space enough for the proper display of that business-bringing energy.

The advertising space for a retail store must be, to a certain extent, reckoned particularly with the floor space in the salesroom.

The larger the store, the more advertising.

The more clerks, the more advertising.

The more business, the more advertising.

Fully one-half of the advertisements in every city and country newspaper are about one half as large as they ought to be.

If an advertisement of six inches will pay fairly well, and advertisement of twelve inches will pay proportionately better.

People will not hunt for an obscure advertisement.

Especially only read those advertisements that are pronounced, and prominently brought to their eyes.

About three quarters of the advertising put out in newspapers is arranged. It is simply allowed to hinder itself, to be of little value to anybody, for the reason that it is not properly written, and without sufficient room for its display.

The advertiser who cannot afford to advertise well, had better not advertise at all.

Money can be lost by advertising. But money has seldom been lost on good advertising.

Too little medicine is sometimes as fatal as much.

Wide extravagance in advertising, as well as in everything else, is to be condemned, few men to-day err on the side of too much publicity.

I have often the assertion that the majority of advertisers in this paper, or in any other paper (and understand I have

no interest in this publication, I do not know who owns it, nor care), are not using as much advertising space as they profitably can use.

Will you advertise extensively and properly, or will you not?

Read the answer in the success of business men in your town, and in every other town.

The successful advertisers everywhere are the ones who use the most advertising space.

When the men who make the retail money in every city and every town in the United States and Canada, and the world over, are, with few exceptions, the men who are the extensive local advertisers, the man is to be pitied who dares talk against liberal advertising space, or who attempts to prove that he is, or can be, an exception to the universal rule.

A NEW AND REMARKABLE AMUSEMENT.

(From the Court Journal.)

After palmistry comes the new society amusement, that of proclaiming character and the future fortune by means of the color of the skin of the arm, the lines in the palm, the shape of the hand, the lines in the skin, their number, convolutions, their abundance, or their rarity. This can be made a very interesting amusement.

A man's wife should always be the same especially to her husband; but if she is weak and nervous, and uses Carter's Iron Pills, she can be, for they will make her "feel like a different person," at least so they all say, and their husbands say so too.

The physician of twenty years' standing should have a chance to sit down and rest awhile.

Give Holloway's Corn Cure a trial. It removed ten corns from one pair of feet without any pain. What it has done once it will do again.

Jinks—Arduus has a wonderful memory. Binks—How do you know? Jinks—He drew an excellent picture of a dollar the other day.

CROWDED OUT!

The genuine Heintzman & Co. Pianos are for sale only at C. P. M. H. 189 Dundas street. Being unable to secure suitable space at the Fair, we invite visitors and our own citizens to come in and examine our fine assortment of Pianos. We have some beautiful designs of the Heintzman in Antique Oak, American Blister Walnut, and various shades of Mahogany. Our prices and terms are always reasonable. See us before buying, and don't make a mistake in the address—189 Dundas street. H. W. BURNETT, manager for London and district.

What do you want

A Waterproof for?

To Wear in Wet Weather?

Then you want to be sure that it is waterproof, and you want the best article that you can get for the money. These chemically treated cloth garments