**r**RIDAY MORNING

ized Department.

An important section of The World's

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Not only does this apply to the finan-

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all times looked upon The World's

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whom is due the very best effort

which can possibly be put forward.

An Effort to Serve the Farmer.

mer reliable and early

in no branch of the market is more

in the products on which he relies for

ognizing the extreme difficulty insi-dent to getting true quotations on the parious farm products, an expert has

years to cover this special department

The writing of a market report is but

value to the reader is entirely lost

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unless it provides accurate information.

Thus it is that The World's cattle mar-

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The World's management and it is this

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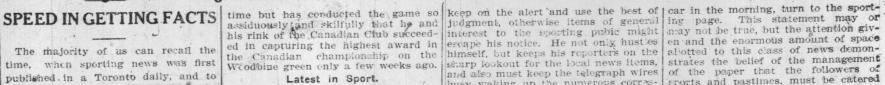
ways

## THE TORONTO WORLD

**DECEMBER 10 1909** 

# THE WORLD RECOGNIZED AS LEADER IN SPORTING NEWS. DAILY

bowls. He not only adopted bowl- The man in charge of the sporting ing on the grass as a summer pas- department of a daily newspaper must papers coming down on the street Old



truisms in the minds of many. They ing editors are personally interested, the way or another, in different branch-would not require relteration were it not for the fact onat a great many bowle. He not only adopted howle. The man in charge of the sporting in charge of the sporting in the sporting in the sporting is the sporting is the sporting in the sporting is the sporting in the sporting is the sporting in the sporting is the sporting in the sporting is the sporting in the sporting is the sporting is the sporting in the sporting is the sporting is the sporting is the sporting is the sporting in the sporting is the sport of the sport is the sport of the sport is the sport of the sport is the sport is the sport of the sport is the sport is the sport of the sport of the sport is the sport of the sport of the sport of the sport is the sport of the sport

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I Can Reduce You to Normal Weight Safely, Without

Starvation Diet or Tiresome Exercises

OF MY SAFE FAT REDUCER TO-DAY

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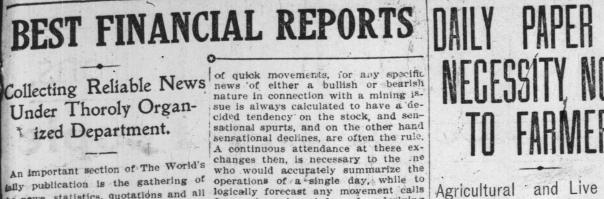
similar to those on the New York Stock ently remote sections.

Take a trip out in any part of our fair Ontario's agricultur-al countryside. It will open of eyes to witness the magments azines, papers and books on their business that are to be seen and books azines. in many of these well furnished dwell-

haps unimportant in themselves, go to make up a complete whole. Of these it is only necessary to mention the careful perusal of exchange publications for matters of general interest relative for matters of general interest relative cuss the latest rise in meat prices and to financial subjects and last but by no their causes with as much intelligence

of the town life, telephone, water systems and furnace heating. Planos, costly rugs, fine furniture are to be seen in many homes, and, while every rural home is not clothed in the purple and fine linen, yet there is as big a percen-tage of such comforts on the farm as exists among the professional and in-

ing and live stock pages in Toronto's the reader. These keep him in touch with the happenings in the agricul-tural world. Whereas racing, sport-ing, money, stocks, bonds, etc., absorb



speculators and investors all over the of the markets for all continent. An almost immediate record of transactions on this market being essential to consistent speculation, Formerly he was disregarded in the aral public and the stock, mining and brokerage houses with direct connecother branches of the financial deals tion to New York have been opened in

don and other of the various reaching of the fine. New York affords a larger tion. area for trading than the other and smaller exchanges and for this reason The aim of The World has always speculation in securities listed in this area for trading than the other and smaller exchanges and for this reason area for trading than the other and smaller exchanges and for this reason area for trading than the other and smaller exchanges and for this reason area for trading than the other and area for the dif-

been to get in the closest touch with centre is growing more popular every everything concerning its departments day. In Toronto there are a consider-devited to the public's interests, and able number of brokerage firms with this has been carried out as closely as connections in New York and at any of possible in gathering information in all these rapid trading can be effectually of the branches covered by the term prosecuted. Not the least important incredents" Whether the reader be in requisite to the close market follower. "markets." Whether the reader be in- requisite to the close market follower, spirit, the other parts of the body terested in Canadian or American then, is the daily attendance at these stocks, government or municipal bonds premises to obtain a first hand know-and debentures, the best and most re-ledge of what the general tendency of liable data is the point aimed at by The the exchange is at that time. Here all World's staff, so that market move-that is latest and best in relation to the ments might be forecasted with reason-position of securities may be obtained over the private relation to the point aimed at great many to be secured at the conduct ments are already ested in Canadian or American then, is the daily attendance at these

le accuracy at the earliest possible over the private wires and here lies the major portion of the work of The World's financial department. Almost vertisers apparently took upon the dal end of the markets, but the same continual daily attendance is given and farmer and his family as nonentities in are and consideration is given to the a careful summing up of the operations

of each day secured for the readers of Reports From Other Markets. Of the Chicago wheat pit and other The success which has followed the grain markets of the world little need ing in touch with transactions so tillers of the soil, even in the appar-

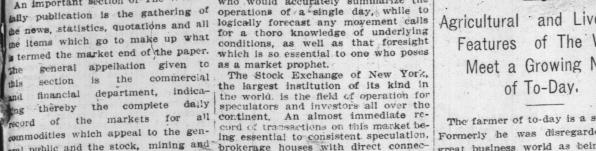
Exchange that any statement of how The Fine Canadian Home Life. news, statistics and opinions are obtained would be merely a repetition of what has already been said. Suffice it al to say that the best attention possible is given to this section and the most accurate reports obtained. In addition to the foregoing there

a return from his arduous labors. Rec-are innumerable little details in connec-are innumerable little details in connec-tion with this department, which, per-

means least the Associated Press seras does his city neighbor. His home has many of the comforts vice, which covers happenings on all the foreign exchanges.

This explains largely why the farm-IT DOESN'T MATTER WHAT YOU HAVE TRIED, SEND FOR THIS FREE \$1.00 BOX dustrial classes.

One Form of Agriculture That leading daily appeal so powerfully to the reader. These keep him in touch



ngs in loronto, New York, Lon- every city of importance on this side on and other of the various leading of the fine. New York affords a larger tion.

been to get in the closest touch with centre is growing more popular every and desires as his brothers in the dif-

farmer and his family as nonenclues in the world. The old idea that the farmer never read the daily paper is rapidly passing. The home in the country is now the exception where a leading daily news-paper is not found. Within a few hours of publication, the news of the world is known and discussed by the The success which has followed the grain markets of the world little need paper is not found. Within a few hours of publication, the news of the said. The trading on these markets hours of publication, the news of the set is a tribute to the staff which has is so closely allied and the methods of world is known and discussed by the

ings. There is no man who sells beef cattle, hogs, wheat, poultry, fruit or some other line of varied farm products but has as much information as he can I Want to Prove to You Before Your Own Eyes and at My Expense That get thru his trade papers. He will dis

The World to make a forecast nd give advance information of a rise ling and lining mar fall in prices often before its comscreen cuts and itors.

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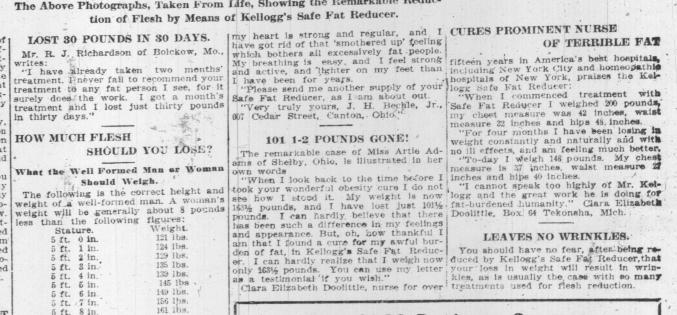
Takes in Many Countries.

parts of his attention, these pages are in his interests solely and he feels that The area of the world devoted to ap- the large city dailies are granting a centres of the world and is ple-raising in the Northern Hemi- long withheld matter of right to their gradually increasing its position in this sphere extends from Scandinavia on big clientele of agricultural readers in spect. The fact that the centres of any large financial institutions are in the north to the mountain region of putting out special farming pages.

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