**r**RIDAY MORNING

ized Department.

An important section of The World's

ng thereby the complete daily

Not only does this apply to the finan-

ducts, market-garden articles or

all times looked upon The World's

ders in the shape of a personal client

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

word embellishment, but

a small part of an article. These reorts may be interesting and at.

unless it provides accurate information.

Thus it is that The World's cattle mar-

buyer and the seller of the various ar-

ticles of commerce. "Get down to the not of things," is the instruction of

The World's management and it is this

ing into market prices which en-

en engaged by The World for many

exercised than in giving the

information.

the stamp of approval from both the buyer and the seller of the

markets for general commodities, of each da hether they be grain or other farm the paper.

nodities which appeal to the gen-

general appellation given to as a market prophet.

tions.

eople

nows his calling will

and go into reiter

state the same thir hould know, after

in the future. resh paragraph at th

but rather on the top

erabie. Write LEGIcially proper nan

written will e done over again. he use of adjectives. opt in the cases of

ssure for time, MUST ver before putting

se, and write it suc u are told to write

on't write two stick

ld is valuable. A

in early. This is im

ill in every case uracy, by his kn without verblage, and

news, all th

and effective phrase

To the up" is fool-work.

copy, how\_s

cord

ment

markets

the facts.

revised his

with ink

r's basket.

et the

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

Safe Fat Reducer Free

I Can Reduce You to Normal Weight Safely, Without

Starvation Diet or Tiresome Exercises

OF MY SAFE FAT REDUCER TO-DAY

The second

A Construction of the sector of

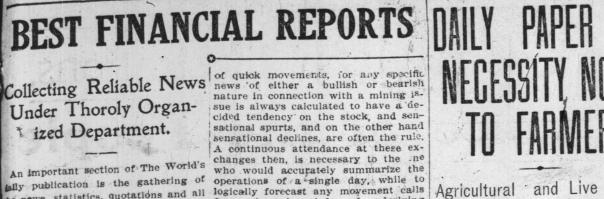
similar to those on the New York Stock ently remote sections.

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-

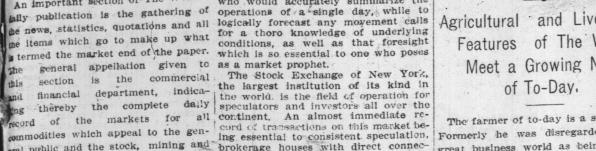
Exchange that any statement of how The Fine Canadian Home Life. news, statistics and opinions are obtained would be merely a repetition of what has already been said. Suffice it al to say that the best attention possible is given to this section and the most accurate reports obtained. In addition to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

tractive by

The same careful treatment is acded to the financial section. Toron-

has grown into one of the important Co. foronto is fast making it the invest- North Carolina and Tennessee on the

rices Right



ruce

Cedar

oring,

Doors,

THE WORLD

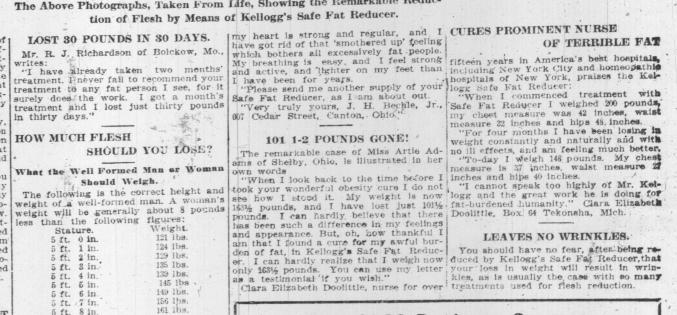
Takes in Many Countries.

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.

Where Advertisers Can Get In. south. In the Southern Hemisphere Again, advertisers often make the tenance of a careful medium between apples are raised in New Zealand and serious mistake of not appealing diincesters and promoters is only brought Tasmania, but little success has been rectly to the farmer. He uses their about by active discrimination and ex-baustive enquiry.

<text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text>

Free, positively free, a \$1.00 box "f



149 lbs. 156 lbs. 161 lbs.

166 lbs. 171 lbs. 176 lbs.

182 lbs

Free, positively free, a \$1.00 box 'ff Kellogs's Safe Fat Reducer, to every suf-ferer from fat, just to prove that it act-ally reduces you to normal, does it safely und builds up your health at the same time. I want to send you, without a cent of expense on your part, this \$1.00 pack-ing of what I km free to call a really wonderful fat reducer. My treatment is prepared scientifically. It does not stop or hinder digestion; on the contrary, it promotes proper digestion and assimilation of food, which 99 fat people in a hundred haven't got, and that's why they are fat. I will tell you why you are fat if you will send foi the frée package of my treatment. I can tell you a good many things about your fat which, you probab-ly never knew about and ought to know. Wher I tell you here what my freat-ment can do I speak from hard-shelled experience, not from my own, but from the experience of others who have tried almost everything from starvation to vio-lent exercise and drugs and have failed until they tried and used my treatment. 5 ft. 0 in. 5 ft. 1 in. 5 ft. 2 in. 5 ft. 3 in. 5 ft. 4 in. 5 ft. 6 in. 5 ft. 7 in. until they tried and used my treatment.

## THANKS GOD FOR IT

Further Proof of Wonderful Strength-

TIGHT

BINDING

Giving Effects of Kellogg's Treatment. 6 ft. 0 in. A lady's waist should be two-fifths o Mrs. S. E., Carter of Tracy, Ky., lost 62 pounds of flesh and says she thanks God for the great blessing the treatment "OHIO'S F

5 ft. 8 in. 5 ft. 9 in.

5 ft. 10 in.

5 ft. 11 in.

Asin, there is another class—that is the scene class apple wold be a mistake. There are many who really may be obtained.
Holds a Record for Business.
The Standard Stock and Mining Exc. There are many who really even folds and care free homes that is the whole of the scene of the largest of the odit shares on this state in the waiter russets keep longest with out being put in cold storage, and scorage, and the failing public receive their record.
The standard stock are transactions of such volume but thin, the total operations on some faily care the standard exchange of the and shares are now this is easenably expected.
Assin, there is another class—that is another class—that is a fact and the scene of the apple scene fact and provide the scene of the largest in the easenably expected.
Assin, there is another class—that is a fact and the scene of the apple scene fact and the apple scene fact and the scene of the largest in the easenably expected.
Assin, there is another class—that is a fact and the scene of the apple scene fact and the apple scene fact and the scene of the largest in the easenably expected.
Assin, there is another class—that is another class in the scene of the apple scent is another class in the scene



POSITIVE FIDO F IN PICTURES. The Above Photographs, Taken From Life, Showing the Remarkable Reduc-

### Free \$1.00 Package Coupon

This coupon is good for a \$1.00 package of Kellogg's Safe Fat Re-ducer, if sent with ten cents in silver or stamps to help cover postage and packing, and as an evidence of good faith and if you can honestly say that you have never used this treatment before. Only one package will be sent, by mail in plain wrapper, to each person. Also testimonials will be sent from hundreds who have been greatly reduced. Fill in your name and address on dotted lines below and mail to

F. J. KELLOGG, 3061 Kellogg Eldg., Battle Creek, Mich.

City .....



IN MOSHER ent at Montreal.

