

FRIDAY MORNING

THE WORLD RECOGNIZED AS LEADER IN SPORTING NEWS.

SPEED IN GETTING FACTS

The majority of us can recall the time, when sporting news was first published in a Toronto daily, and our old friend Harry Good belongs the credit of first editor of a sporting page in this city.

THE WORLD RECOGNIZED AS LEADER IN SPORTING NEWS.

Latest in Sport. The newspaper is compelled to publish the very latest in this locality and a general interest in that sport.

The time allowance for the drafting of baseball players from the minor leagues had arrived and everyone of our readers naturally looked for a list of the clubs affected and as this was something of general interest, every team on the Eastern League circuit was expected to suffer for the benefit of the major league teams.

KEEP ON THE ALERT AND USE THE BEST

judgment, otherwise, should of course interest in the sporting public might escape his notice. He not only hustles himself, but keeps his reporters on the sharp lookout for the local news items, and also must keep the telegraph wires busy waking up the numerous correspondents and working the scissors to the limit.

Scissors Scoop.

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car in the morning, turn to the sport

ing page. This statement may or may not be true, but the attention given and the enormous amount of space allotted to this class of news demonstrates the belief of the management of the paper that the followers of sports and pastimes, must be catered to—probably more than any other class.

All Are Sports.

Or are they class? Is there any person who is not interested in sports in general, or some special branch of sports? Then, as a matter of fact, it can be truly said that the sporting page of a daily paper is the section which is most generally read and the enthusiast will state that the sporting section carries the balance of the Human nature has a fondness for warfare and everything in the line of sports is battle in burlesque.

BEST FINANCIAL REPORTS

Collecting Reliable News Under Thorough Organized Department.

An important section of The World's daily publication is the gathering of news, statistics, quotations and all the items which go to make up what is termed the market end of the paper. The general application given to this section is the commercial and financial department, indicating thereby the complete daily record of the markets for all commodities which appeal to the general public and the stock, mining and other branches of the financial department in Toronto, New York, London and other of the various leading financial centres.

DAILY PAPER IS NECESSITY NOW TO FARMER

Agricultural and Live Stock Features of The World. Meet a Growing Need of To-Day.

The farmer of to-day is a social unit. Formerly he was disregarded in the great business world as being outside the pale of enterprise and consideration. But recent events have proven that he has the same wants, inclinations and desires as his brothers in the different walks of life. He is seen as the solid basis of the business interests of the country. Without his labor, his ideals, his healthy body and his free spirit, the other parts of the body economic would soon crumble.

Reports From Other Markets.

Of the Chicago wheat pit and other grain markets of the world little need be said. The trading on these markets is so closely allied and the methods of keeping in touch with transactions so similar to those on the New York Stock Exchange that any statement of how news, statistics and opinions are obtained would be merely a repetition of what has already been said.

The Fine Canadian Home Life.

Take a trip out in any part of our fair Ontario's agricultural countryside. It will open man's eyes to witness the magazines, papers and books on their business that are to be seen in many of these well furnished dwellings. 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 get through his trade papers. He will read the latest news in meat prices and their causes with as much intelligence as does his city neighbor.

APPLE RAISING GREAT INDUSTRY

One Form of Agriculture That Takes in Many Countries.

The area of the world devoted to apple-raising in the Northern Hemisphere extends from Scandinavia on the north to the mountain region of North Carolina and Tennessee on the south. In the Southern Hemisphere apples are raised in New Zealand, Tasmania, but little success has been obtained in Australia, Africa or South America.

Where Advertisers Can Get In.

Again, advertisers often make the serious mistake of not appealing directly to the farmer. He uses their goods and would use more if he were directly appealed to on the pages of the daily newspaper. Nearly half of our farmers use one make of sewing and nearly a third one make of watch machine. Why? Because they were reached by the ads.

Free, positively free, a \$1.00 box of Kellogg's Safe Fat Reducer, to every sufferer from fat.

Free, positively free, a \$1.00 box of Kellogg's Safe Fat Reducer, to every sufferer from fat. I speak from hard-earned experience, not from my own, but from the experience of others who have tried almost everything from starvation to violent exercise and drugs and have failed until they tried and used my treatment.

\$1.00 Box of My Safe Fat Reducer Free

I Want to Prove to You Before Your Own Eyes and at My Expense That I Can Reduce You to Normal Weight Safely, Without Starvation Diet or Tiresome Exercises

IT DOESN'T MATTER WHAT YOU HAVE TRIED, SEND FOR THIS FREE \$1.00 BOX OF MY SAFE FAT REDUCER TO-DAY



The Above Photographs, Taken From Life, Showing the Remarkable Reduction of Flesh by Means of Kellogg's Safe Fat Reducer.

Free, positively free, a \$1.00 box of Kellogg's Safe Fat Reducer, to every sufferer from fat. I speak from hard-earned experience, not from my own, but from the experience of others who have tried almost everything from starvation to violent exercise and drugs and have failed until they tried and used my treatment.

LOST 80 POUNDS IN 80 DAYS. Mr. R. J. Richardson of Boicow, Mo., writes: "I have already taken two months' treatment, I never fail to recommend your treatment to any fat person I see for it surely does the work. I got a month's treatment and I lost just thirty pounds in thirty days."

101 1-2 POUNDS GONE! The remarkable case of Miss Artie Adams of Shelby, Ohio, is illustrated in her own words. "When I look back to the time before I took your wonderful obesity cure I do not see how I stood it. My weight is now 125 pounds, and I have lost just 101 1/2 pounds. I can hardly believe that there has been such a difference in my feelings and appearance. But, oh, how thankful I am that I found a cure for my awful burden of fat. In Kellogg's Safe Fat Reducer, I can hardly realize that I weigh only 125 pounds. You can use my letter as a testimonial if you wish."

CURES PROMINENT NURSE OF TERRIBLE FAT. fifteen years in America's best hospitals, including New York City and homeopathic hospitals of New York, praises the Kellogg safe Fat Reducer. "When I commenced treatment with Safe Fat Reducer I weighed 200 pounds, my chest measure was 42 inches, waist measure 32 inches and hips 45 inches. "For four months I have been losing in weight constantly and naturally and with no ill effects, and am feeling much better. "To-day I weigh 148 pounds. My chest measure is 37 inches, waist measure 27 inches and hips 40 inches. "I cannot speak too highly of Mr. Kellogg and the great work he is doing for the unfortunate humanity. Clara Elizabeth Doolittle, Box 64 Tekonsha, Mich.

HOW MUCH FLESH SHOULD YOU LOSE? What the Well Formed Man or Woman Should Weigh. The following is the correct height and weight of well-formed man. A woman's weight will be generally about 8 pounds less than the following figures:

Table with 2 columns: Height and Weight. Rows include 5 ft. 0 in. (121 lbs.), 5 ft. 1 in. (124 lbs.), 5 ft. 2 in. (127 lbs.), 5 ft. 3 in. (130 lbs.), 5 ft. 4 in. (133 lbs.), 5 ft. 5 in. (136 lbs.), 5 ft. 6 in. (139 lbs.), 5 ft. 7 in. (142 lbs.), 5 ft. 8 in. (145 lbs.), 5 ft. 9 in. (148 lbs.), 5 ft. 10 in. (151 lbs.), 5 ft. 11 in. (154 lbs.), 6 ft. 0 in. (157 lbs.).

LOSES 62 POUNDS: THANKS GOD FOR IT. Further Proof of Wonderful Strengthening Effects of Kellogg's Treatment. Mrs. S. E. Carter of Tracy, Ky., lost 62 pounds of flesh and says she thanks God for the great blessing the treatment brought her. "I feel better than at any time in fifteen years," she writes. "My weight at this time is 148 pounds. "Very soon I began to feel beyond all doubt that I was really losing as fast as I weighed at commencement with the Safe Fat Reducer. I never felt so well before. "I shall ever be grateful to you, and thank to God that I found the right remedy on first trial. "You can use my name when you want to. Anyone that wants to hear what I have to say in regard to such a great blessing will please write me and I will answer all letters."

"OHIO'S FAT BOY" IN 70 DAYS LOSTS 180 POUNDS. "Prof. F. J. Kellogg, My Dear Sir: Your Safe Fat Reducer is all and more than you ever claimed for it. My weight today, after ten weeks' treatment, is 235 pounds, a loss of 180 pounds, as I weighed 415 pounds when I began with the Safe Fat Reducer. I never felt so well before, not even in 1896, when I was in hard training as a professional bicyclist and trainer of the famous Baby Blues. The reduction has been natural and gradual, and has at no time interfered with my regular daily duties or caused me the slightest inconvenience in any way. The action of

LEAVES NO WRINKLES. You should have no fear, after being reduced by Kellogg's Safe Fat Reducer, that your loss in weight will result in wrinkles, as is usually the case with so many treatments used for flesh reduction.

Free \$1.00 Package Coupon. This coupon is good for a \$1.00 package of Kellogg's Safe Fat Reducer, 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 coupon 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, 8061 Kellogg Bldg., Battie Creek, Mich.

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TIGHT BINDING