### Pastor Russell's Sermon

God's Promise-Text,"The Blessing of the Lord, It Maketh Rich; and He Addeth No Sorrow Therewith" (Proverbs x, 22).

Pastor Russell of Brooklyn Tabernacie preached Sunday on the above
text. He said:

Looking about us in the world we The blessing of the Lord, it maketh rich."

The blessing of the Lord has, to some

find abundant corroboration for the Scriptural declaration that instead of the Divine blessing resting upon the earth there is a "curse" or a blight upon it. Accordingly, St. Paul wrote, "The whole creation groaneth and the striptures declare, a foretaste, "an earnest," of the coming inheritance or blessing. This foretaste is very precious to all of the Lord saints, given the stripture of the coming inheritance or blessing. This foretaste is very precious to all of the Lord saints, siven the stripture of the coming inheritance or blessing. This foretaste is very precious to all of the Lord nas, to some extent, come to the church, but it is a blessing receivable only by faith. It is not the real blessing, but, as the scriptures declare, a foretaste, "an extent, come to the church, but it is not the real blessing. The blessing of the Lord nas, to some extent, come to the church, but it is not the real blessing. The blessing of the Lord nas, to some extent, come to the church, but it is not the real blessing. The blessing of the Lord nas, to some extent, come to the church, but it is not the real blessing. The blessing of the Lord nas, to some extent, come to the church, but it is not the real blessing. The present name of the coming in the complex name of the complex "The whole creation groaneth and travaileth in pain together." In the under the most trying circumstances context he declares the relief from of the present life. It is indeed "The this groaning condition-out of the bondage of corruption into the liberty, as St. Paul said to the "little flock" of favor and blessing to follow. He in- 144,000, who are named in the scripdicates that this blessed "change" will come thru the "manifestation of the body." These believers in God's promisons of God" and intimates also that ises and arrangements for the blessing of humanity thru the merit of. these sons of God are now being "called" and will shortly be "blessed" and thus be empowered to do the work of blessing for the groaning creation, re-lieving them of the burden of sin and

Still the question arises, Why should humanity be so differently circumstanced from the angels? Why should not holiness and purity and freedom intervene and succor humanity.

The Bible alone answers our query. It explains that originally our race was created perfect, in the image of with his Creator, his Eden home, his perpetual life, and, instead of the Divine provision, was sentenced to earn his bread by the sweat of his face, battling with thorns, thistles and insects. The Bible does not pretend to say that the conditions as we have say that the conditions as we have them to-day are perfect, nor that they earth and are intended by the Lord to serve as part of man's condemnation. sickness, disease, sorrow, pain, dying, the race will be brought eventually to death-to destruction. Thank God He has overruled that feature of the sentence so that death to us need na mean destruction. Thus it is writ-"Thou turnest man to destruction;, sayest, return, ye children of

The turning of man to destruction was 6000 years ago, and, altho the from the very first by all the holy prophets, nevertheless the return was made actually possible until the Redeemer came and laid down His life as wait before sending the Redeemer. More than 4000 years passed, and for a long period He has waited since then before offering a deliverance of humanity from sin and death-nearly 13 centuries. This deliberate slowness on divine law must be the part of the Almighty in looking the human family and its rescu from sin and death can be understood from only one standpoint—the Bible must be loved as one's self. Moses as of Kentucky, by declining to assis standpoint. The Bible, contrary to our mediator of that covenant might rencreeds, formulated in the dark ages, teaches that the penalty for sin is not a future torment, but a present experience with sin and death under the sentence, "Dying thou shalt die." In other words, our present accursed or conunfavorable condition as a race is God's just penalty against us

(Psalm xc., 3.)

We are a race of convicts, and the conditions of nature are divinely arranged with a view to speeding us onward to the tomb-to the fulfilment of other words, all the mental unbalance distress, including insanity, imbecility and cross temper, are elements of death-the results of death working in us as a race; likewise our moral de-We were "born in sin and shapen in iniquity; in sin did our mothers conceive us." as physiology, shows clearly these facts. misshapen heads indicate the unbalance in which we were born, and the Scriptures declare that we are "prone to sin (disposed to sin), as the sparks to fly upward." In view of these things how distinctly God's Word is corroborated. In comparison with this just manifestation of indignation of God against sin how unreaand unsatisfactory are the various theories that came down to us 'the dark ages" unsupported by the Word of God, teaching that our whole race was born under an original condemnation or sentence to eter-nal torture; and that the only ones saved would be the few grasped by divine favor during this gospel age and lifted from relationship to the world and transformed into saints.

It is true enough that the Bible teaches that God has a special reward for those who love him supremelymore than self, houses, lands or any other creature. True it is, indeed, that He has for these "exceeding great and precious" blessings; but it is quite un true, as it would be quite ungodly, that our Creator should either by predes tination or thru lack of foreknowledge or for any other feason consign our race as a whole, either to centuries of suffering in Purgatory, as some de-clare, or still worse, as others affirm, everlasting sufferings.

The Blessing of the Lord. Having considered the divine ex- ii., 8). planation of the curse of sin and death upon the world, and having found it merely a fulfilment of another feature true to all the circumstances and facts, of the divine plan to make the blesslet us now with confident turn to the ing of all mankind the deeper and same record, the Bible, for an explana- broader.

ing them a feast and joy and comfort peace of God, which passeth all under-standing" which rules in their hearts, tures as the "very elect," the Ecclesia, "the Church of Christ, which is His Christ's death and by the power of the millennial kingdom may rejoice there-in in advance. It is not the intimation, however, that the church shall keep the restitution privileges. They are credited to them so that they may have something to "offer," something to "sacrifice." By faith they receive has returned to her home.

to "sacrifice." By faith they receive earthly rights and restitution blessings not holiness and purity and freedom not holiness and pain and death pregrow sorrows and pain and death prevail on earth as well as in heaven?
Why should the great Creator so difwhy should the great Creator so difto the divine nature and to joint-heirMiss Alma Chester of The Witching Why should the great Creator so differently condition one branch of His ship with Christ their Lord and Recreation from the other? True, the Lord's prayer tells us that we may faith, in return, they receive the beget-expect ultimately that Divine power ting of the holy spirit. They are conwill intervene and succor humanity. It to the divine nature and to joint-heir-Miss Alma Chester of The Witching Hour Company, at the Royal Alexandra, is the guest of her sister, Mrs. M. Kerr of Huron-street.

Mr. and Mrs. Gordon Benson, who will intervene and succor humanity. The declaration, "Thy kingdom come; The declaration, "Thy kingdom come; Thy will be done on earth as it is done to construct the construction of the c The declaration, Thy kings and ance is that present tribulations are for the working patience, experience, hope, real. cause uttered by our Lord it is also a prophecy of what will ultimately obtain. But the question is, Why should the property of the property of the control cause uttered by our Lord it is also a prophecy of what will ultimately obtain. But the question is, Why should the necessary for us to pray and to the apostle, they hope for the actual salvation or deliverance, "the blessing of the Lord which maketh rich" at the coming of our Lord, when the salvation or deliverance, "the blessing of the Lord which maketh rich" at the coming of our Lord, when the salvation or deliverance, "the blessing of the Lord which maketh rich" at the coming of our Lord, when the salvation are among the debutural figure of the bride united to a bridegroom. The marriage of the bride united to a bridegroom. The marriage of the Scriptures declare?

Thy Word is Truth.

The Bible alone answers our query.

Let us glance backward and note of the salvation or deliverance, "the blessing of the Lord, when the salvation or deliverance, "the blessing of the Lord, when the salvation or deliverance, "the blessing of the Lord, when the salvation or deliverance, "the blessing of the Lord, when the salvation or deliverance, "the blessing of the Lord, when the salvation or deliverance, "the blessing of the Lord, when the salvation or deliverance, "the blessing of the Lord, when the salvation or deliverance, "the blessing of the Lord, when the salvation or deliverance, "the blessing of the Lord, when the salvation or deliverance, "the blessing of the Lord, which maketh rich" at the apostle, they hope for the actual summering in the Catskills.

Mrs. H. C. Black has returned from summering in the Catskills.

Miss Beverley Lambe, Miss Muriel Bruce, Miss Phyllis Moffatt, Miss Marjorie Horrocks, Miss Wallace, and Miss de Leigh-Wilson, are among the debutants that the apostle, they hope for the actual summering in the catskills.

Let us glance backward and note the earliest reference of the scriptures—the earliest God-given intimations of Mr. and Mrs. A. McN. Shaw have removed from Sussex Court Apartments to St. George Mansions.

upon Father Adam he lost fellowship stroy sin, would triumph over sin and

say that the conditions as we have the condemnation and his failure and its them to-day are perfect, nor that they are satisfactory to God, nor that they should be satisfactory to us. The exshould be satisfactory to us. The extreme opposite of the home in Eden, treme opposite of the drought, cyclone, tempest and flood, the drought, cyclone, tempest and flood, the drought, cyclone, tempest and flood, below to those who could restlement to the unit condition of the below to those who could restlement to the unit condition of the below to the unit condition of the unit condition of the below to the unit condition of the below to the unit condition of the below to the unit condition of the unit condition of the below to the unit condition of the unit condition of the below to the unit condition of the unit to differ the condemnation of the home to her friends at Woodbridge had the condition of the home to her friends at Woodbridge had the condition of the home to her friends at Woodbridge had the condition of the home to her friends at Woodbridge had the condition of the home to her friends at Woodbridge had the condition of the home to her friends at Woodbridge had the condition of the home to her friends at Woodbridge had the condition of the home to her friends at Woodbridge had the condition of the home to

posed ultimately to give to the race, ithe blessing of the Lord, which maketh rich." Let us examine this G. M. Cox, E. T. Barton and Mrs. Bart prophetic outline of coming blessing. ton. Mrs. H. Jones, Miss Dorls Jones The promise made to Abraham was and Miss Florence Jones, Mrs. E. Taythis, "In thee and in thy seed shall all lor. Miss Plorence Taylor and Arthur the families of the earth be blessed." Here we have something definite, something tangible. This prorenewed to Isaac, also to Jacob and; blessing of restitution was declared later on at Jacob's death, it passed to night the Schuberts will offer Augusall of his posterity, the nation of Israel. In due ime, in fulfilment of this promise Moses as its modified of the promise Moses as its modified of the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play, the promise modified in the serious states and greatest play the serious states and greatest this promise, Moses, as its mediator, deemer came and laid down His life as instituted the law covenant between the ransom price for the sins of the God and Israel. Under that covenant sured. A long while did God it was stipulated that in order to inhorit eternal life and all the bless

kept inviolate. Must Be Loved Devotedly. God must be loved with all the heart, fallen man, imperfect, he was unable to lift Israel out of sin and degrada-tion—unable to bring them to that Abrahamaic covenant and, later on, the trial to her aversion for the cat's eye "curse" or sentence of death. In time He would make a new (law) the efforts of his rival, the district at-

would be its mediator (Jeremiah xxxi, learns that Hardmuth is an accompli plied, as St. Paul points out, that God in on Jack and gets his revolver as far knew that the law covenant would as the second button hole on his vest, not bring to Israel the hoped-for bless- when Jack flashes a few ing. Thenceforth their hopes cen-tered in the new covenant, under er tirely blot out their sins and take ling by Jack Brookfield wins for him a heart of flesh and that they should ple. be His people. Confirmatory to this Reserved seats can be secured at the thought was the message sent to them down town ticket office in the Bell thru Malachi, the prophet, assuring them that the messenger of the cove mant (the servant of the covenant, the mediator of the covenant), whom they for, would ere long come to His peo

He appeareth? The Lord Crusified. Expecting Messiah to appear in very different way. Israel was unmrepared for the "man of sorrow and acgrainted with grief." "the lamb of God which taketh away the sin of th world." They expected a great gen peal to the learned, the wealthy, the noble. But our Lord appealed to those who were pure in heart. "Is raelites indeed." necessary faith to recognize Him and receive Him. The others crucified Him but did it ignorantly. St. Peter de clares, "I wot that thru ignorance y did it, as did also your rulers. Ye killed the prince of life" (Acts iii., 15-17). And St. Paul says, "Had they

fied the Lord of glory" (I Corinthians However our Lord's crucifixion was

#### IN SOCIETY.

The engagement is announced of Miss Victoria May Benner, daughter of Mr. Alexander Benner of Owen Sound, to Mr. Oliver M. Ross of Touletly on Oct. 20.

Mrs. W. S. Calvert of Strathroy, and J. B. Hunter and Mrs. Hunter of Ot-tawa, are the guests of Mrs. F. G. Inwood, in Glen-road.

Mrs. J. Enoch Thompson and Mis Alice Thompson have returned from summering at Niagara-on-the-Lake. Mr. and Mrs. Frank A. Kent of Madi

Miss Hilda Cooper of Morristown, N. J., is the guest of Mrs. W. T. Merrick,

Mrs. Helena M. Staulker, who has been the guest of Mrs. Henderson, in Bartlett-avenue, has left for Vancouv-

Mrs. Herbert Burt, nee Smyth, will receive for first time since her mar-riage, on Thursday, Oct. 7, at her home, 115 Balsam-avenue, Balmy Beach, afernoon and evening. Mrs. Fred Burt will receive with her.

Mrs. C. May and Mrs. C. Devaney formerly of 70 Murray-street, have removed, having purchased the large residence at No. 583 Spadina-avenue, orner Wilcocks-street.
Mrs. Howard Dean, Cleveland, Ohio who has been on a visit to her mother, Mrs. Graham, Beaconsfield-avenue,

Mrs. Way of 248 Bathurst-street has

Mrs. H. C. Black has returned from

God, sinless, holy, pure, happy. Man's Eden home was paradise, the garden of God. But all that bliss was lost thru disobedience to the Divine command. When the death sentence came mand. When the death sentence came mand. Tather Adam he lost fellowship proaching marriage to Dr. O'Brien.

The Misses Blarche and Cora Hop
of the fishermen on their return to kins are at present visiting their sister,

Mrs. A. Lonnquist, of Spokane, Wash. Mrs. William Hopkins sailed last week for England. Mrs. Agnes Cameron will not be at home to her friends at Woodbridge

(3) It was not until Abraham's time C. J. Msson and wife, R. Stuart Solo that God really definitely outlined the mon and wife, Miss Maxwell, R. Harchannel of the blessing which He pro- per, E. P. Henderson, H. Gibson,

At the Royal Alexandra Theatre to

engagement is already seats for the

When presented her last March "The Witching Hour" attracted big which Adam possessed and lost, and in order to inherit the promise made to Abraham of the privilege of blessgoer, and undoubtedly won many ing all the families of the earth, the cruits to the ranks of advanced think-

In the play, Jack Brookfield, a suc mind, soul, strength, and the neighbor Frank Hardmuth, a district attorney der every assistance he was capable of Campbell, Jack's niece. Clay Whipple, to that nation; but, alas, himself a son of the woman who declined Jack in state of human perfection which would waving a "cat's eye" scarfpin before foreknew, they failed to keep their amounted almost to insanity and was part of the covenant. "By deeds of transmitted to her daughter and grandlaw shall no flesh be justified." A son. Justice Prentice who preached number of discouraged Israelites contelepathy like a Socrates, knew Clay's tinued to hope for blessing thru the grandmother and testified at his second Lord revealed to them that in due getting him an acquittal in spite of covenant with them and that Messiah torney, to convict him again. Jack in the murder of the governor-elect, and exposes him. Hardmuth rushe wireless thoughts into Hardmuth's brain and makes him drop the revolver. All ends the hand of his long-loved Helen Whip

Piano warerooms.

When Going to New York Travel Via the Only Double Track Route Trains leave Torornto 4.32 and 6.10 would ere long come to His peo-But the prophet intimated that high Valley. Former train has Pullfew of them would be ready to receive man sleeper Buffalo to New York, and Him. He said, "Who shall stand when 6.10 p.m. train has Pullman sleeper Toronto to New York. Tickets, reservation, etc., at city

> Yonge-streets. Phone Main 4209. Hebrew Ratepayers Organize. The Toronto Hebrew Ratepayers' As sociation is being organized. The ob-"to encourage citizenship amongst members and to educate them on their duties and privileges as citizens." Officers will be elected this

## THIS DOCTOR'S DISTRICT 400 MILES IN LENGTH

Arduous Duties Which Befall the Physician Who is One of Dr. Grenfell's Aides.

MONTREAL, Oct. 3.-There are few doctors who have a "parish" four hundred miles in length. Dr. Grenfell, of Labrodar, is! probably the only medi-cal man who can top this record, which is held by one of his associates. Dr. Hare, at present visiting in Montreal. Dr. Hare's headquarters are the hospital at Harrington Harbor, which about one hundred and thirty mile shore of the Gulf. From that centre he travels around his parish in a cir-cuit of four hundred miles. During cuit of four hundred miles. During the winter he makes the tour of his "parishioners" twice, traveling sixteen hundred miles on dog sled, while his summer journeyings in his launch total up to twenty-five or twenty-eight hundred miles. From November to June Dr. Hare's "parish" is shut in, and its only communication with the outside world during that period is the monthly mail sled sent by the Canadian post office.

Dr. Hare is a bluff, hearty English-

sion among the Labrador folks. Dr.

Before entering Dr. Grenfell's "parand in that capacity went thru the Northwest rebellion of 1885. sequently he went out to West China but these are handled by the field men under the Missionary Society of the Canadian Methodist Church, where he spent eight years, and saw two or three anti-foreign riots.

three anti-foreign riots.

Dr. Hart reports that Dr. Grenfell's tour of Canada in the interests of the proposed fishermen's home in St. John's, Newfoundland, was most successful. Dr. Grenfell secured between \$70,000 and \$100,000 and the work of building the new home is being pushed forward as rapidly as possible. The old sailors' home has been purchased as a site for the new institution which, the capital of the Ancient Colony.

CORNER STONE IS LAID

Port Arthur to Have Fine Collegiate

large gathering of citizens, by James that advertising onmee. Others who made addresses ness enterprises. were: J. C. Dobie, chairman of the board of education, Mayor Matthews, Dobie, rmer chairman of the board. It will tain. Many are ignorant of certain one of the finest educational instiphases of his business which his combe one of the finest educational insti-tutions in western Canada, and is being constructed at an estimated cost of \$125,000. It is of white cut stone, and is to be located in Waverley Park, where it can be seen from nearly all parts of the city and from the steamers. It of the company and its great work, will have an ultimate capacity of four and shows the people that the advernundred students, and is to be ready tiser is advertising for the protection or occupation in a year.

Rev. O. D. Maple, pastor of the Church of Christ, Port Arthur, has acepted a pastorate of the same demination at Cameron, Ill. The police department reports 242 arrests in September, and a total of ines collected \$1035. The amount is a

NEW STRIKE ON MOOSE HORN.

That the Moose Horn Mines at Elk City, the northern extension of the Cobalt district, are a very valuable property, is being more fully demonstratof Viola ed every day. A few days ago a new silver vein, assaying from \$1013 to \$2500 per ton, was opened up, and now a cobalt and nickel vein has been cut a "Oh, so and so (is very apt to mention in depth of 125 feet by the cross-cut that your trade mark), what's this new rison, C, 65: Pte. C. Bennion, B, 65; being run to reach the junction of enable them to keep that law cove-him. Clay's grandmother disliked the nant and inherit its blessings! As God jewel and her aversion grew until it aplite vein. The ore in this latest discovery closely resembles the La Rose ore at Cobalt, and furnishes additional evidence, if any was needed, of the identity of the veins in the Elk Lake district with those of Cobalt proper.

Great Lakes Traffic.

WASHINGTON, D.C., Oct. 3 .- The largest total of shipments ever made from the Great Lakes ports developed in August, according to a bulletin just issued by the bureau of statistics. While it is true that the domestic con merce was the greatest ever reported he unusually large shipments raised the total to the record just es-Grain and flaxseed and the combined

ard and soft coal shipments for August fell below the average for the ame month in 1908. During August the domestic ship-ments of all kinds of merchandise on ne lakes amounted to 12,543,057 net tons, as compared with 10,065,449

tons for the same period of 1908 and 12,

125,459 net tons for August of 1907. Now for the Results. PRESCOTT, Oct. 3.-As an outcome of Canada's export restrictions on od, a number of the prominen noneyed men of Ogdensburg are form ng a company with the intention of ticket office, northwest corner King and starting a pulp mill in Prescott in Yonge-streets. Phone Main 4209. the vacant building known as the price named for starch factory. The

the property was \$35,000. Guelph Winter Fair. In order to win the grant of \$25,000 onstruction has been pushed so rapidly on the new buildings for the Guelph winter fair, that it will be ready for

THE BEVERAGE FOR ALL WEATHERS. "Epps's" EPPS'S

Excellence Grateful A cup of "Epps's" at breakfast Warms and Sustains Comforting

#### Cardinal Simple Rules of Advertising

(Reprinted from New York Commercial.)

This column has a distinct educational value to businessmen, because it gives them ideas on advertising that they can utilize. as advertising agencies, are invited to express their views on the merit, value, growth and future of advertising. By such interchange of views great good, it is felt, will come to all participants.

BY GEORGE F. BARIGHT Advertising Manager, Prudential In-

have referred in a former article in The

Canadian post office.

Dr. Hare is a bluff, hearty Englishman, who has seen life under many a guise, and he takes the hardships and thrilling experiences of his life in a philosophic spirit of modesty. philosophic spirit of modesty.

Dr. Hare's present visit to Montreal has been taken with the object of getting acquainted with the Canadian sympathizers with Dr. Grenfell's missympathizers with Dr. Grenfell's m It has not.

Armstrong is supplying for him at Harrington Harbor during his absence. He has already visited Quebec and extent, by direct means. It is true that advertising may made to bring certain direct results in and Lt.-Col. Wm. Wallace, 36th Rgt. ish," in which he has spent four years, the way of applications for life in-Dr. Hare had a varied career. He surance policies. In fact, it does. In served as surgeon in the British army many of the companies there are reand in that capacity went thru the ceived thousands of replies from which Sub- are written millions of dollars a year,

a third of one per cent. of the total issue, as compared with the broader part which advertising plays in the great business propaganda.

In a business like Life Insurance, Corp A. Sprinkes, H, 90.

Before campaigns are entered upon, the business man can hardly realize the 80; Sgt I A. J. Smith, Staff, 80; Pte M. far reaching influence that he is to at-

of his customers. Agents Absolutely Essential. As human nature is constructed th. agent is absolutely essential mercial enterprises like life insurance, Advertising therefore does not aim to take the place of the agent. It aims to make his work easter; to furnish a of homes; to make it possible for him to do more business with the same expenditure of energy and time than he could do without it. When an agent of a well advertised company calls upon you, he does not

have to explain his company, to introproposition that you have to offer?" The more widespread the knowledge of your business, the more familiar the public becomes with its tremendous record of results accomplished, the easier the agent finds it to write business, and to keep it in force after it s written.

Good business entenprises have noth ing to fear from publicity, but every thing to gain, and the wider that pubicity becomes, the greater the benefit not only to the company which im-mediately creates it, but also to the chole cause of sound bus ness in the country.

The greater the knowledge of good msiness, the greater the demand fo the articles it provides; and the easie: t is for the agent who has that kind of merchandise to offer. For these reasons many progressive business have adopted certain cardinal simple

1st. We aim at great publicity, re ing upon the gradual familiariz of the public with the idea, and the company leaving the rest to the agent, We do not enter into lengthy arguments which may confuse, but prefer striking boldly with large space to reate and leave impressions on the rinciple that if you have a railroad \$5.70 each-Corp. D. Bickford, B, 50; pike to drive, you don't want to use

tack hammer to do it.

Never Omit Your Trade Mark. 2nd. NEVER OMIT YOUR TRADE MARK, AND ITS FAMILIAR LE-

3rd. Keep continually before the public the idea of strength, security and usefulness. It is not size that ounts first in tusiness, but the ac emplishment of the greatest good, th greatest number and the greatest per-manent security of the interests which are entrusted to it. Never indulge allusions to other companies. Conductory our business in your own way, along your own lines and familiarize the public with those lines. Get them t earn and discriminate between the good and the poor ir. your line of busi ess, knowing that when they have carned to do so, your cause is ad-

It is almost a generation since the arge corporations of to-day begin heir careers of usefulness and in that ime many changes have been wrought n the business. These corporations who have advertised the most are looked to when new problems arise.

## UNKNOWN MARKSMAN GRENADIERS' BEST SHOT

Private Gallichen, With Fishtail Blowing, Scores 99 Out of Possible 105.

Private C. Gallichen, hitherto unknown to fame in local marks manship circles, won the general match in the Royal Grenadiers' rifle matches at the Long Branch ranges on Saturday afternoon. He scored 99 out of a possible 105 in atmospheric conditions that were decidedly unfavorable to good scoring. Many of the Granadiers' best marksmen-Bis-ley men-fell down to discouragingly

zag (fish-tail) wind blew down the ranges from behind and to the right, And It Was Cold.

Towards five o'clock the wind soft-ched a bit and during the lull, Sgt. D. S. Bickford put on a possible in

the extra series match at 500 yards.
The attendance was exceptionally large, about 400 being present.
The proposed match between General Cotton and Lieutenant-Governor J. M. Gibson, both of whom are old times at Wimbledow and Bisley did timers at Wimbledon, and Bisley, not take place on account of the Lieu-York City.

The Grenadiers' Chapter of the Daughter of the Empire were visitors. They went out in a specially chartered trolley car as guests of Mrs. Gooderham. Among the officers present were General Cotton, Ccl. Mac-donald, Commanding Officer of the Toronto Brigade; Lt.-Col. Gooderham, C. O. 10th R. G.; Col. King, surgeon The scores:

Regimental Match. 2\$—Pte G. Gallichen, B, 99. \$20—Pte W. Latamer, B, 95. \$15—Pte H. J. White, F, 95. \$10-Comp A. E. Parker, B, 94; Sgt E Hancock, G, 94. Advertising's Broader Part.

Seech—Corp. N. W. Nosworthy, F. Spech—Corp. N. W. Nosworthy, F. Spech Spech Spech Spech Spech Spech Spech Spech Spech Speck, Speck Sp

In a business like Life Insurance, people have to be persuaded by agents to give practical expression to the promptings of their hearts, and have to be convinced that it is the best thing for them to spare of their present income in order to be assured future good for their families or themselves.

The great field of advertising, however, is pre-emimently to cultivate the public mind to the great importance and value of the business in hand; the familiarizing of the public with the matters in which you are engaged; the keeping before them continually the name, power, strength and importance of your company.

Corp A. Sprinkes, H, 90.

\$6 each—Col. Sgt A. Davies, A, 89;
O.R., J. Phillips, Staif, 89; Sgt G.
Oudley, A, 88; Pte Keatings, F, 88;
Corp D, S. Bickford, D, 87; Loe Corp G. Todd, F, 87.

\$5 each—Col. Sgt Hornshaw, C, 87;
Fet T. King, E, 87; Corp R. Jones, G, 86; Sgt F. Seale, E, 86; Pte Jaffray, G, 86; Col Sgt Surphlis, B, 85;
Sgt R. Clarke, B, 85; Pte W. Gingell, F, 85; Sgt Inst T. S. Bailes, Staff, 85;
Sgt S. Johnston, F, 85; Lieut A. E. Gooderham, F, 84; Pte Roberts, F, 84;
Lt Col A. E. Gooderham, Staff, 83; Lee Corp Sharp, D, 83; Pte C. Mitchell, F, Col Sgt A. J. Cooke, G. 82; P ney, F, 81; Pte T. G. Parker, B, 81; Sgt W. Kelley, F, 80; Pte W. J. Graham, A, Gillespie, B, 79; Sgt Wilson, Sig., 79;

\$6 each-Sgt Thomas, G, 77; Sgt Re warth, F, 77; Corp J. Sinclair, E, 77; Lee Corp Tansley, D, 77; Lee Corp Wil-Watkins, F. 76; Sgt Nighswonder, H. 76; Pte Baye, E. 75; Pte McRae, Sig., 75; Col Sgt D. McHugh, H, 75; Col Sgt \$13,810,305, an increase of \$330,000 Douglass, F, 74; Pte E Hales, C, 74; Pte Courtney, C, 74; Corp T Clarke, A, 73; Lieut L. Morrison, F, 73.

\$2 each-Lee corp J. Kelley, B, 73; Q.M. Sgt Bewley, Staff, 72; Pte Gribbell, C, 72; Pte Paris, F, 72; Pte Barker, F, 72; Lieut Campbell, D, 72; Pte Me Carthy,D,71; Sgt. J. Wilson,C, 71; Pte. C. E. Burk, C, 71; Pte. Bertram, Pion., 71; Col.-Sgt. Gimblett, H, 71; Bands. Meade, Band, 71; Lce-Corp. W. Rob-inson, A, 70; Pte. T. W. Baker, A, 70; Sgt. Adams, A, 69; Pte. P. Sellen, D, 69; Col.-Sgt. B. R. Eaton, D, 69; Pte. F. Wills, C, 69; Col.-Sgt. G. Ironsides, A 69; Pte. Mair, F, 69; Sgt. Lomas, E, 68; Pollard, H. 68; O.M.S.I. J. Noble, staff, 68; Pte. W. Farley. B. 68: Con. The advertiser has introduced it for him, and the prospect is apt to say, "Oh, so and so (is very apt to mention your trade mark), what's this new proposition that the prospect is a province of the proposition that the Corp. Mitchell, D, 64; Corp. Atherley Pion, 64; Pte. Wells, enson, D, 63; Sgt. Maj. Johnston, staff.

\$1 each-Pte. Ottley, G, 63; Pte. Lem ington, A, 62; Pite. Udall, D, 62; Lieut G. Ryerson, G, 61; Lieut. A. Duncan-son, B, 61; Pte. Whalen, E, 61; Corp Green, A, 60; Pte. Marshall, D, 60; Pte Piggins, H, 59; Pte, C. Saunders, D, Lieut, Burson, E, 59; Pte.W. Bailey. 58; Corp. A. Mitchell, F, 58; Pte. Jullett. H. 57: Sgt. Matthews. drums 56; Pion. Cusack, Pion, 56; Pte. Smiley, 56; Corp. Bewley, E, 55; Pte. Dove, girls in his employ, he induced 55; Pte. Fletcher, G, 55; Pte. Burn, go to Woodstock last Monday F, 55; Pte. Guest, A, 53; Pte. Hobson

diers' Chapter Daughters of Empire Extra Series-200 Yards. -Sgt. W. D. Sprinks, H, 48. \$5-Pie. H. R. Roberts F. 48. \$4-P.M. Sgt. D. Craig, staff, 48. \$3-Sgt. Ins. C. S. Bailes, staff, 24, \$2 cach-Pte. W. J. Clifford, B, 24; Sgt. W. Kelly, F, 24. \$1 each—Col. Sgt. C. E. Phillips, B. 24; Lce-Corp. A. Sprinks, H, 24; Pt White, F, 23; Pte. W. Latimer, B, 23.

500 Yards.

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The glorious beauty of the BELL tone and the delightful modulation of the BELL scale have been enthusia stically proclaimed by hundreds of the most thoughtful musicians in all parts of the country.

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\$3-Sgt. W. D. Sprinks, H, 117. Match Nine for Drummers. \$3-Sgt. Buchanan, 66. \$2 each-Sgt. Mathews 56; Pte. Sa Harrison 32; Pte. Bache 32; Pte. Ur uhart 28. \$1 each-Pte. Bankin 21; Pte. Leslis

20; Pite. Free 14. BRANTFORD'S POPULATION.

BRA:NTFORD, Oct. 3 .- (Special.) According to the report of the assessors, issued Saturday, Brantford has a population of 20.711, an increase of 78 over last year, and total assessment of

Pope Pius Chafes Over Restraints of

the Winter. ROME, Oct. 3.-Cardinal Merry del Tail, papal secretary of state, will reurn to Rome this month from Monte Marie, where he has been spending part of the summer. During one of his weekly visits to Rome he told the Pope forced to remain in Rome thruout the

nind it at all. In fact, I prefer summer to winter, as then the doctor obiges me to keep to my room, and thus elps me to realize that I am a soner, while in summer my daily walks in the garden make me almost forget the sad fact. Besides, I am fully reconciled to my fate.'

STRATFORD, Oct. 3.-(Special.)-Woodstock Chinaman, Charlie Lee Hing, who formerly conducted a dry business in this city, is being prought back to this city to stand trial for alleged assault on a 13-year-old orphan girl of this city. While here the Chinaman kept her employed in his laundry at large wages. has kept a restaurant in Woodstock. and by a letter to the child offering big wages and saying there were other girls in his employ, he induced her to child returned to Stratford Friday, and doctors found she had been drugged.

New M.C.R. Superintendent ST. THOMAS, Oct. 3.—(Special.) — Effective Oct. 1. H. Shearer, of Detroit. ecomes division superintendent of the Canadian lines of the Michigan Central, vice H. H. Adams, resigned. Mr. Shearer with have his headquarters at

Ignored Warnings; Are Killed. ASHTABULA, Ohio, Oct. 3.-F. Hame ner, a sailor, and Mrs. Anna Phillips, a widow, disregarded the lowered gates and the warning cry of a flagman and D.M. Sgt. D. Craig, staff, 50; Sgt. F. walked upon the track of a Lakeshore grade crossing at Conneaut.

# THE BUSINESS MAN

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Where the Best Drinks Come From.

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