

FRIDAY MORNING

THE TORONTO WORLD

SNARES FOR THE SIMPLE

WHAT the brand—"Joseph Rodgers, Sheffield,"—signifies on a knife blade, the slate frame brand—"The Slater Shoe"—signifies on a shoe sole.

But don't confuse mere personal names with registered brands! The advantage of a brand, depends entirely upon its record for merit, established by the years certain goods have been publicly tested under that brand.

And, when such a brand has become a passport to people's confidence, there creeps in a species of piracy, which trades upon that confidence, by the selling of unknown goods, at a long profit, under some name which sounds like that of the brand.

This is how heedless consumers are snared, and sold, and laughed at.

No purchaser should accept a blind excuse from a Retailer for the absence of the advertised trade mark, and the presence of something which resembles it superficially, but is not it legally.

There are thousands of men named "Rodgers," but there is only one standard brand of "Rodger's Cutlery," as there is only one standard brand of "The Slater Shoe."

If these words—"The Slater Shoe," are not stamped on the sole in a slate frame, it is not a genuine "Slater Shoe," and you buy it at your own risk.

The Slater Shoe Co. do not stand behind any but their own make—the shoe with a five year record of fixed value and uniform quality.

When you get the slate frame brand of "The Slater Shoe," stamped on the soles with the Makers price, you get the responsible, Godyear Welled article.

"The Slater Shoe"

STORES

709 KING ST. WEST 128 YONGE ST.

Agencies in every other City and Town.

COLUMBIA THE DEFENDER. This Decision Was Unanimously Arrived at By Racing Committee. FIRST RACE SEPTEMBER 21. Yachtsmen Generally Approve of the Choice and Look on it as a Wise One.

PROTECTOR OF THE RACE. Inspector Stark and Another Official Will Travel on Royal Train to Toronto. WRIGLEY CHARGES COME UP TO-DAY.

DAN. FITZGERALD'S Leading Liquor Store. Tel. 2387 Main. 106 Queen St. W.

BICYCLES And Bicycle Sundries. Call or write C. MUNSON, 183 Yonge St.

Dr. Carroll's Makes weak men strong, Cures all diseases of the urinary organs. Price one dollar. Call or write Dr. CARROLL MEDICINE CO., 278 Yonge St., Toronto.

SMOKELESS CARTRIDGES McDOWALL & CO., 10 King St. E.

GOOD BOWLING SCORES MADE

W. J. McMurtry and A. J. Taylor Carry Off First Prizes in Points.

The bowling competition at the Victoria and Grand Hotels for points was held yesterday afternoon and proved to be such a success that it will likely be made an annual affair.

The competitors were well run off and much credit is due to the organizers, who had a well-kept earlier and the scores made by the bowlers were in perfect condition.

W. J. McMurtry, Toronto, was the top scorer at the Victoria Hotel, with 17 and 18 in his two games.

On Labor Day three Granite risks visited Brampton to play a friendly match with the team from that city.

The game was a very close one and the Granite team was victorious by a score of 10 to 8.

W. J. McMurtry, Toronto, was the top scorer at the Victoria Hotel, with 17 and 18 in his two games.

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WATERBURY WINS THE RACE

Beat Decanter and Kamara in the Turf Handicap at Sheepshead Bay.

Waterbury, the favorite, won the Turf Handicap at Sheepshead Bay yesterday afternoon.

The race was a very close one and Waterbury was victorious by a narrow margin.

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BISONS EASY FOR TORONTO

Williams Was in Winning Form, While Amole Went Up With the Balloon.

The Toronto team displayed their present form during their previous home series, the pleasant words being of the Bisons.

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ROCHESTER TOOK 2 FROM MONTREAL

Hartford Beat Brockton and Worcester Won From Providence.

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PORT HOPE BEAT BRAMPTON.

C.L.A. Intermediate Semi-Final at Hamilton's Results in Score 7 to 2.

The Excelsiors of Brampton fell before the Port Hope team yesterday afternoon.

The game was a very close one and Port Hope was victorious by a narrow margin.

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TO BACK THE SHAMROCKS.

Ottawa, Sept. 5.—The Shamrock supporters consider they have a clinch this time in the match with Canada on Saturday.

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