THURSDAY MORNING



avoided by it.

plan of procedure.

The largest rewards are not won by mere advertising. They are won by

month. National distribution is ac-

tion defeated by Strategy rather than attack. The clever has supplanted the clumsy.

This new science in advertising-the Science of Strategy-is revealed for the first time in this new book.

These are the basis of all our famous successes-Experience, Information and Strategy, We employ them in each undertaking.

How we employ them, and with what results, are told in this book-the most valuable book ever written on advertising. From cover to cover it is filled with ideas adaptable to every business. It will also give you a new conception

of our prowess and our powers. That's why we send it out. If you deal with selling problems,

cut out this reminder; put it in your pocket. Then, when convenient, write us for the book.

> A Reminder to write Lord & Thomas, Trude Building, Chicago, for their latest book, "Real Salesmanship-in-Print."

errors, leading to disaster, have been Perhaps it will change your whole

maneuvers-cheap, quick and decisive. The work of years is now done in a

complished at once. New products are

made to earn profits immediately. Substitution is fought and competi-



ore.

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LD THE FURNER

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rable offices in our still available.

A

DSE KENT NS, Limited Kent Building, NGE STREET.

TON HOTELS ROYAL eted during 1907. day. American Plan.

BRAU TRACT OF MALT. rigorating preparation er introduced to help invalid or the athlete. Chemist, Toronto, dian Agent. ACTURED BY 246

Salvador Brewery, d, Toronto.



RS THE STANDARD commended for women's difically prepared remedy The result from their permanent. For sale at

ing the money in this Mr. Gunton, Judge rked that he had made

ntradictory propositions. The same F ogical argument was to be found in the Toronto Liberal mapers. The dea of the promoters of the re-ORILLIA WIN GAME diprocity pact was that Canada's pro-ducts should be exported to the United

The Tecumselis are practising hard for Saturday's ga no with the Al'-Stars at the island.

A professional increase same will be played to can be Montreal without any sate receipts beingtiaken, something new in lacrosse: buil, or course, the game is changing somewhat from the olden days.

Edelweiss

But Lose Round to Maitlands by 14-9 -Fast and Interesting Game.

But Lose Round to Maitlands by 14-9 States in their raw condition to be manufactured there. That was not the view, he believed. of the electors of Canada, and this would be manifest; the Laurier government. (Applause). The meeting closed with cheers for the King, the candidate and the Con-servative party.
Lactesse Gossip
Automatic formation of the second game of their the Mait and the construction of the second game of their the Mait and the second game of the second g ous. There were in all fifteen penalties handed out by Referee Waghorne. Mait-iandes will now play the winners of the Fergus-Owen Sound junior round. Teams: Maithands-Goal, Wright: point, Suck; Order, Bullen; defence, Rogers, Barber, Gates, Brinell: outside, Irwin: Inside, Sanderson. Orflika-Goal, Whiting: point, Butter-field: cover, Jebb: defence, McNabb, Tdwards, Boyle; centre, F. Hinds; home, Price, Corbould, Jupp; outside, Cooke; Inside, A. Hinds.

Carl o iMsrris 2 to 1 Favorite.

these teams. The second will be played at Brampton on Saturday next. The prospects are that Ga't will this season have one of the stron et t ams ever placed in the O.R.F.U. It is expect-ed that Gait will be in the three-team league with Berlin and Woodstock Col-lege. The first game must be played on Sept. 20, and the series completed by Oct. 28.-Galt Reporter. The nome-and-home games between browers, on Saturday, at the opening of that Gait will be in the three-team league with Berlin and Woodstock Col-lege. The first game must be played on Sept. 20, and the series completed by Oct.

The "Edelweiss"

flower is the sym-

bol of perpetual

purity.

EDELWEISS" BEER

is the rarest, best and purest beer in all Canada. "Edelweiss" is not

only a delightfully refreshing drink

-'tis a wholesome food as well.

Drank with meals it aids the diges-

tion and tones up the entire system. A beer brewed especially for tenx

perance folks. Bohemian Hops-

all. Brewed by

pure malt and filtered water. That's

REINHARDTS' OF TORONTO

The Best Beer Sold

Morritt, l.b.w., bowled Murray Fowler, bowled Adgey Saxton, bowled Kelly N. Goldsmith, std. Greenwood, b P. N. Goldsmith, std. Greenwood, b Murray
F. Tossell, std. Greenwood, b Kelly ...
H. E. Rich, c Greenwood, b Kelly
W. Cole, c Clegg, b Kelly
W. Cakebread, not out
A. Howe, c Whittaker, b Kelly
J. R. Mackie, bowled Murray
J. S. Flavelle, std. Grenwood, b Kelly.
Extras

Total .

The T. A. A. C. had another good prac-tice last night at Bayside Park, fully 20 men being out. Charlie Gage setfled all arguments as to where he will play by donning a T.A.A.C. uniform. He was made captain of the senior team and as-sumed charge of the practice. Murray Thompson is expected out with T.A.A.C. on Friday, as are also several other former Varsity players. Gage, Fjeming, De Gruchy, Pete Flett, Capreol, and possibly Red Dixon, are a great collection of back division players for T.A.A.C. to pick from.

Batterles-Allison and Clarke; Benz. White and Block. Another for Guelph. GUELPH, Sept. 13.-The Maple Leafs continued their string of victorles to-day, when they took St. Thomas into camp by a 6-to-3 score in a heavy bilting game. The locals had eleven hits, Swartz Meir contributing his second home run of the week off the first ball pitched by Kli-lingsworth. St. Thomas were held down we'l by "Tiny" Schumann, they getting only six hits, a home run by Wright and three-baggers by Forzue and Elilott heli-ing in the first run. This is the third victory for the locals this week. In cold weather they evidently like the going. The score: 20000030°-511° St. Thomas ... 10001010036 for Batterles-Schumann and Hinton; Kli-lingsworth and Elilott. Ump're-Johns-tor.

ta'l and otherwise.

another crack at the game.

Wear Your Boots?

old kind of a corn. actually remove it

Father Staunton will handle the Ottawa Collegians this year, and will have the services of several American players to fill out their weak spots, while several of the old-timers are coming back to col-lege for a larger education, both in foot-ball and otherwise.

For the Duniop Road Race. The Duniop Company have received a great number of suggestions from cy-olists appropose for the location for this year's road race. The buik of these favor the Dundas road, startng west of Lamb-ton. The Lake Shore Road was suggest-ed, also the Danforth road, and one co-respondent puts up a bid for Oshawa, saying that it would create fresh interest in the event if it were taken outside of Toronto for one year. The trouble with most of the sugges-tions is that they would take the race outside of the city, which means that they public would be at a disadvantage in reaching the starting point. For the last two years the race has been held at Scarboro Beach, a series of events being run off while the riders were on the road. This year on account of the Kingston on all other roads there is the usual for-nual of having to gain permission to ex-ce. The Dunlop Company are now investi-storing a number of suitable strips of road for running the face and will probably make an announcement in a few days time.

125

Rugby Gossip

The game on Saturday, Sept. 30, at the Varsity new field, between ex-Varsity players and this year's team, may stir up a number of former plgskin stars to take

swordsmanship in a broader sense ever before and for that purpose have dered from one of the finest sword mi-facturers in Paris a number of Fre-duelling folis and sabres and with Walters as leader they will undoubte add considerably to their already lan number of championships during to coming season. Central Fencing Club.

An and the corners of the base of the corner of the stand and the set society. The the the forom society is the the set society. The the the forom society is the the set society. The the the forom society is the the set society. The the the forom society is the the set society. The the forom society is the the set society. The the forom society is the the set society. The the forom society is the the set society. The the forom society is the the set society. The the forom society is the set society. The forom society is the set society is the set society. The forom society is the set society is the set society. The forom society is the set society is the set society is the set society. The forom society is the set society is the set society is the set society. The forom society is the set society is the set society is the set society. The forom society is the set society is the set society is the set society. The forom society is the set society is the set society is the set society is the set society. The forom society is the set society. The forom society is the set society. The forom society is the set socity is t

Never before in the history of footballs in Hamilton have the players turned out and worked like this year, and this will be about the first year that the Tigers will go into the first game in condition to last the route. In former years great difficulty was experienced in getting the boys out, but the success of the college teams in the past couple of years has opened their eyes to the value of proper training.

"Accidents Will Happen!" SINGLE misstep-stumbling in the dark-the form A slips from the compositor's grasp and goes crashing to the bottom of the stairs where it lies a hopelessly "pied" mess of type; rules, cuts, "furniture" and quoins-the work of haurs, of days, in ruins! All has to be sorted, distributed and set up again at the employer's expense. For accidents such as these are beyond human control. Worse, still, however, the customer frets and fumes and grows impatient at the delay. You temporize with excuses. But no matter how plausibly put, excuses cannot successfully bolster up the deficiencies of an irregular

bolster up the dehciencies of an irregular business system. Hence the customer de-cides finally to go elsewhere with his print-ing order another time. The accidents, ex-penses, and generally disastrous consequen-ces that follow the practice of such elipshod methods of handling stock and forms can be effectually prevented by the installation of





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Address

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