ALL THE NEWS THAT IS NEWS

A DAY IN THE SPORTING WORLD

SIDE LIGHTS ON MANY SPORTS

SOX COME BACK DEFEAT DETROIT

Naps Lose to the Browns in Fourteen Innings—Results in American.

Chicago, April 22.—The Tigers lost their second game of the season here this afternoon, when Billy Sullivan's White Sox partially repaid the Champs for the three straight drubbings administered them in Detroit last week. The game was won in the eighth by a score of 3 to 1, after Detroit had scored the first tally.

It was the opening of the local season here and yesterday's postponement greatly diminished the attendance. Only 8,000 fans turned out.

Eddie Willett was sent in the box against Smith. Both twirlers did good work, and it was a duel up to the eighth inning, when four hits and a sacrifice sent the three men around the bags for the game.

Willett was steady at all times, and up to the crucial moment in the eighth looked as though he had the much-touted Smith, against whom Mullin gave such a wonderful performance on opening day in Detroit, held safely.

Today's defeat for the Tigers cut down their lead, and evens their standing with New York. The Highlanders by defeating Washington are now tied for first place with .714. The score:

Chicago.	A.B.	R.	H.	O.	A.	E.
Hahn, r.f.	3	0	0	0	0	0
Dougherty, l.f.	3	0	0	4	0	0
Isbell, 1b.	2	1	1	10	0	0
Cravath, c.f.	2	0	0	3	0	0
Atz, 2b.	4	1	1	1	2	0
Parent, s.s.	4	1	2	0	1	0
Sullivan, s.s.	4	0	1	7	1	1
Tannehill, 3b.	4	0	0	2	1	1
Smith, p.	4	0	2	0	4	0
Totals	33	3	7	27	9	2

Detroit.	A.B.	R.	H.	O.	A.	E.
McIntyre, l.f.	4	0	1	1	0	0
Bush, s.s.	3	1	0	0	4	0
Crawford, c.f.	4	0	2	0	0	0
Cobb, r.f.	4	0	0	1	0	0
Rossman, 1b.	4	0	1	13	0	0
Moriarty, 3b.	4	0	1	2	2	0
Schaefer, 2b.	2	0	0	1	2	0
Schmidt, c.	4	0	1	6	2	0
Willett, p.	3	0	0	0	3	0
Totals	32	1	6	24	13	0

Chicago ..... 0 0 0 0 0 0 0 0 3 *—3
Detroit ..... 0 0 0 0 0 0 0 0 1 0—1

Sacrifice hits—Schaefer, Hahn, Cravath.
Stolen bases—Isbell 2, Schaefer, Hahn.
Double play—Smith, Atz and Isbell.
Left on bases—Detroit 7, Chicago 10.
Bases on balls—Off Willett 4, off Smith 2.
Hit by pitcher—By Willett 2: Hahn, Tannehill.
Struck out—By Willett 4, by Smith 7.
Time—1:45.
Umpire—Perrine.

HIGHLANDERS WON.

New York, April 22.—The New York Americans, making their first home appearance of the season today, defeated Washington by a score of 8 to 1. The visitors were unable to bunch hits off Quinn, while the home players were able to make their safeties count. Smith was found for five hits in the third, which, with a pass, netted the locals five runs. Engle led in batting with a single, a double and a home run, his four-bagger being one of the longest drives ever made on the grounds. Score:

Washington ..... 0 0 0 0 0 0 0 0 1 0—1
New York ..... 0 0 5 0 2 0 0 1 *—8

Batteries—Smith and Street; Quinn and Kleinow. Umpires, Hurst and Evans.

NAPS LOSE TO BROWNS.

Cleveland, April 22.—Cleveland's postponed opening was held today, only a small crowd being present. St. Louis won in the 14th inning on two bases on balls, Lajoie, error and Ferris' sacrifice fly. Joss and Graham were knocked out of the box. Birmingham's fielding, twice saving the game, and Clark's batting were the features. Score:

Cleveland .....0 0 0 0 0 4 0 0 0 0 0 0 0 0—4
St. Louis .....0 0 0 2 0 2 0 0 0 0 0 0 0 0 2—6

Batteries—Joss, Rhoades and Clark; Powell and Graham. Time, three hours. Umpires, O'Loughlin and Kerin.

RED SOCKS SHUT OUT.

Boston, April 22.—McConnell's error in the eighth innig, followed by a sacrifice and two timeyl hits allowed Philadelphia to score the only run of a pitcher's battle between Coombs and Morgan today. The former pitcher was wild, but very effective with men on bases.

Wagner made a great stop in the eighth that saved a run. The score:

Philadelphia ..... 0 0 0 0 0 0 0 0 1 0—1
Boston ..... 0 0 0 0 0 0 0 0 0 0—0

Batteries—Coombs and Thomas; Morgan and Carrigan.

RACING JUST OVER LINE

Track Assured in Lower California, Near San Diego.

San Diego, Cal., April 22.—That a race track at which pools will be sold is to be established just across the line in Mexico, near Tia Juana, appears to be made certain by a telegram from the City of Mexico. It is signed, "Harry Brolaski," and reads: "Concession granted to me. Leave tomorrow."

The concession which is understood to have been granted by President Diaz, gives W. C. Creveling, Harry Brolaski, Isidor Cohn and Carl H. Lowe the exclusive right to conduct a racing plant and sell pools in Lower California. Plans have been prepared for a track and clubhouse, to cost $125,000. The grandstand will accommodate 10,000 persons. There will be stalls for 350 horses.

NORTH END GROCERS WIN BY 42 PINS

In Exciting Game on Ideal Alleys Last Nig,ht—Totals, 2,965 to 2,023.

One of the most exciting matches of the season was witnessed at the Ideal bowling alleys last night, when the North End Grocers defeated the South End Grocers in a three-game contest by 42 pins. The total scores were 2,965 against 2,023, in favor of the north enders.

STRATFORD LAWN BOWLERS.

[Special to The Advertiser.]

Stratford, April 22.—The annual meeting of the Stratford Bowling Club was held here yesterday. A resolution was unanimously carried to the effect that the club apply to the Provincial Government for incorporation. The following skips were appointed for the season: A. H. King, T. McCurdy, J. J. Coughlin, T. Trow, Geo. Kay, J. Steele, Dr. Lorne Robertson, Jas. Trow, A. E. Cash, W. A. Moore, Dr. Gray, J. Onn, P. J. Kelly, Dr. J. A. Robertson, Rev. J. W. Hodgins, J. M. McCutcheon, W. Matthews, H. S. Robertson, C. McIlhargey, A. Faill, F. A. Copus, J. Pringle, Wm. Preston, R. E. Waugh, M. A. Humber, R. S. Frame, J. Hastings and L. R. Bridgman.

NAPS ARE AFTER "SPITTER" WALSH

Reported That Cleveland Has Offered Three Pitchers for Him.

Cleveland, Ohio, April 22.—Fans were in a ferment today over a report that the Nap management has offered pitchers Liebhardt, Berger and Falkenberg to Chicago for Ed. Walsh.

Manager "Billy" Sullivan, of the White Sox, is quoted as saying that under no consideration would Walsh be traded. Comiskey himself could not be located.

Chicago, April 22.—"I will not trade Ed. Walsh," was the reply of President Comiskey of the White Sox, today, when his attention was called to the story that Cleveland was about to offer three pitchers for the big spitball artist.

"There is no foundation for the story," said Comiskey. "I would not trade Ed. Walsh for any three players under any circumstances."

HON. ADAM BECK'S STRING AT TORONTO

Photographer Appears Better—Dyment's Courtown II. May Not Go to the Plate.

Toronto, April 22.—Eddie Gleason has arrived at the Woodbine from London with Hon. Adam Beck's string and today breezed his charge for the first time.

He has the following horses with him: Photographer, 5; Jack Parker, 3; Alarmist, 3; Moorshot, 3, and Generous Moor, 3. The last two are the plate entries.

A. H. Brener's Pleasing Tremargo and Gold Bottom came down at the same time.

Photographer Better.

Photographer looks better than ever and his right foreleg is in good shape again.

Photographer has started in eight races in the last two years, won six and been unplaced twice. He has gathered in $4,045 for his owner. Jack Parker was bought from Tom Welsh last fall. He is a good-looking colt by Golden Garter—Flora Mac, and a full brother to Charles Edward.

Ching Hare and King Holladay, three-year-olds from Charlie Phair's stable, worked three-quarters in 1:23.

Trainer J. Dick arrived with J. H. Madigan's horses from Fort Erie. The stable comprises Ellicott, Simcoe, Fire Bug and a two-year-old. Jockey J. Malin also came along.

Courttown Has Gone Wrong.

Courttown II., the hope of the Dyment stable in the plate, has gone wrong again.

This horse was looked to have the plate at his mercy a year ago, but a week previous to the race he went wrong. He was declared out of the plate, and sent to rest up for the season. Courttown II. wintered well and showed no signs of the old trouble until Tuesday, when he commenced to favor the leg on which he went wrong a year ago. The veterinary was called in, and all has been done that was possible to get the plater right again. When asked about the horse this morning, A. E. Dyment confirmed the story of the horse going wrong, and said he did not think that Courttown II. would go to the post.

This means that the stable will have to depend on Fort Garry to carry the colors in the plate. This colt has improved greatly in the past twelve months, but the loss of Courttown II. will be a big blow to the stable.

THE EASTERN LEAGUE GETS UNDER WAY

Toronto, Jersey and Montreal Win—Rochester and Baltimore Play No Run Tie.

Following are the results of the various games in the Eastern League, which opened its season for 1909 yesterday:

	R.	H.	E.
At Newark—			
Toronto	2	5	0
Newark	0	6	1

Batteries—Rudolph and Vandergrift; McGinnity and Kritchell. Umpires, Murray and Bryon.

At Jersey City—			
Buffalo	3	4	2
Jersey City	4	8	1

Batteries—Kissinger and Ryan; Merritt and Spar. Umpire, Kelly.

At Providence—			
Montreal	10	13	1
Providence	3	9	3

Batteries—Keefe and Clark; Cronin and Patterson. Umpire, Finnerin.

At Baltimore—			
Rochester	0	8	2
Baltimore	0	6	2

Called on account of darkness at end of twelfth.

Batteries—Beecher and Butler; Adkins and Byers. Umpire, Stafford.

LIONS 12, DERBYS 8.

The Clarence Street Lions played and defeated the Derbys on the Colborne street school diamond last evening, the score being 12 to 8. The batteries were: Lions, Mascari and Hewitt; Derbys, Maloney, Sullivan and Legg.

The score:	R.	H.	E.
Lions	12	0	0
Derbys	8	5	5

The Lions will play the Junior Beavers Saturday morning on the Colborne street school diamond.

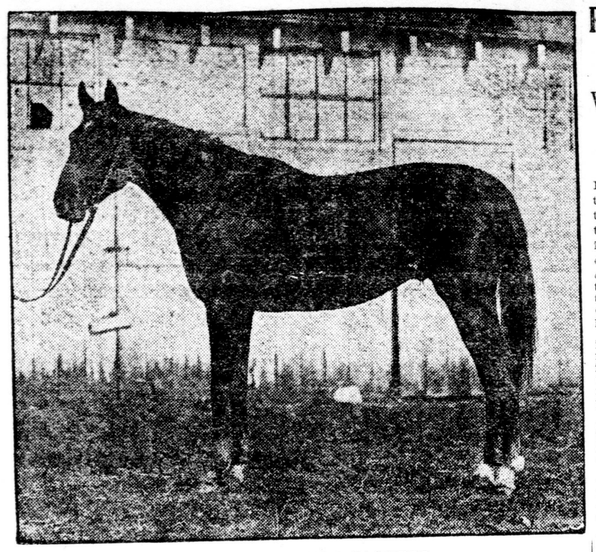
GODERICH BOWLERS.

[Special to The Advertiser.]

Goderich, April 22.—The Goderich Bowling Club held their annual meeting last night and elected officers for the coming year. They were: President, Thomas McDermott; vice-president, J. L. Killoran; treasurer, Joseph Kidd; secretary, William Lane; auditor, A. G. Gamble; executive committee, Dr. Hunter, J. E. Jordan and J. L. Killoran.

LUBY'S THAT THIN SPOT on top of your head will soon be covered with thick, healthy hair, if you use Luby's Parisian Hair Renewer. You will be glad you tried it when you see how quickly and thickly it makes the hair grow. At all druggists. Fifty cents a bottle.

R. J. DEVINS, Ltd., Agents, Montreal.



ONE OF BECK'S KING'S PLATERS.
MOORSHOT.

Hon. Adam Beck's most likely-looking plater, photographed as his stables here. Moorshot is by Dalmore, out of Snapshot, and is a half-brother to Photographer, the pride of the Beck stables. Moorshot is a three-year-old, and stands easily sixteen hands high.

COVERPOINT JOLTS

The Detroit Tigers have lost their old-time respect for one Smith, twirler for the Sox, and yesterday he again took them home with him on the run.

* * *

A. Joss got his in nice clusters yesterday, and the slat was chased to cover. The Clevelanders will greatly miss him if he is not right.

* * *

P. Powers scored yesterday in the championship gab contest with T. Longboat, by informing the Rapid Redskin that he would have to live up to his contract or else there would be something doing. As a result, the Indian must behave, and his races with Shrubb are again off the athletic map. If Powers just keeps on his trail until he learns some sense, all will be forgiven. The Indian should be made to live up to his word or get out of the game.

* * *

Joe Kelley's Torontos have started out like a real ball team, and won their first game. Hope they keep it up for the honor of the grand old Maple Leaf, because there is one player on the team who saw the light of day first this side of the line. There's a team to cheer for—almost as much as Pittsburg, Pa.

* * *

Ty Cobb is said not to be a favorite with Detroit players, and incidentally all of the other bat-wielders in captivity. He never was much loved by the Pitchers' Union, and several who have tried to beat him up are not very strong in his praise, but so long as he hits them out at a .300 clip and steals many bases, he need not give a hip for the whole State of Ohio. He's a good one, is Ty.

* * *

The two charter members of the Hold-Out Club, J. Kling and Johnny Evers, are wavering in the faith, and will shortly get in under. That will spoil some good press agency stuff.

* * *

Covaleski came back yesterday and pitched one of those games that made Philadelphia famous. The Giant-Killer should be real good this season.

* * *

There has been nothing said of late regarding James Jeffries and Jack Johnson, champion biff exchangers. The press agents are cheating a little.

* * *

As an orator Jim Jeffries is as fluent as a stuttering school girl trying to recite "Curfew Shall Not Ring Tonight." The only interesting thing he said was that he would fight the Senegambian, and the sooner he gets at the job the better for all parties concerned.

ERNEST HINEY IS CHAMPION

Covered 34 Miles and 9 Laps in the Six-Hour Walk Yesterday

JOSEPH COX WAS SECOND

J. H. Winslow Third, and Neil Vance, of Ingersoll, Fourth—The Prizes Awarded.

Ernest Hiney, of 459 Colborne street, was the victor in yesterday's six-hour walking contest at the Jubilee Rink. Hiney covered 34 miles and 9 laps, and the trophy for the endurance championship of Western Ontario becomes his property, as he won the last race.

Cox Second.

Joseph Cox finished second, after going 34 miles and 6 laps. He wins the gold medal.

J. H. Winslow was awarded the silver medal for third place. He made a splendid showing till the last few minutes of the race, when he became exhausted and lost much ground. His distance was 33 miles and 6 laps.

Neil Vance, of Ingersoll, walked 30 miles and 30 laps. This entitles him to the bronze medal.

Mote Dropped Out.

F. L. Mote, who made such promising performances in the first two series, dropped out, after covering 30 miles and 1 lap.

J. McPhail, H. E. Down, Dan McInnis and W. J. Turner all dropped out before going fifteen miles.

Dr. A. J. Wyckoff gave out the prizes at the close of the race. The race was in charge of the following officials: Starter, Dr. A. J. Wyckoff; judges, T. Shaw, W. Suhr, Dr. A. J. Wyckoff; scorers, G. Eagleton, E. Risler, W. Askey; timekeeper, J. McNeirney.

SEALED ORDERS WON 10,000 SOV. EVENT

Jackson Was Second and H. P. Whitney's Perseus Third Nineteen Horses Started.

Sandown Park, April 22.—The Esher cup, a 3-year-old handicap, of 10,000 sovereigns, was run here today and won by Sealed Orders. Jackson was second and H. P. Whitney's Perseus III. was third. Nineteen horses ran.

The Cobham 2-year-old maiden plate of 200 sovereigns, distance 5 furlongs, was won by Chas. Carroll's Troubled Waters, Bolbs was second, and Mr. Joel's bay filly by Flying was third. Nineteen horses started.

Auteuil, France, April 22.—No American horses won here today. Thomas Hitchcock's Regal Royal failed to get a place in the Prix Garches, and W. K. Vanderbilt's Herkimer was unplaced in the Prix Pepiniere.

GALT BOWLERS OPEN TOURNEY

St. Thomas Five Bowl 2,477—West Leads With 588—Galt Rolls 2,344.

WEST'S SINGLE SCORE 554

Competed in Three Events — Guelph and London Teams on the Job Today.

Galt, April 22.—The Galt bowling tournament opened today, and bears every indication of being an unrivalled success. Joe West competed in the three events, and got a total of 1,631. The Guelph and London teams will arrive tomorrow night.

The scores for today were as follows:

Five-Men Teams Open.

St. Thomas Nationals—			
Sutherland	130	128	146—404
Oatman	173	136	143—451
Lay	182	163	172—517
Trump	147	196	174—517
West	232	157	199—588
Totals	864	779	834—2477
Business Men, Galt—			
Hindmarch	153	154	145—452
Campbell	180	167	152—488
Lockhart	166	12	192—482
Little	138	148	146—452
Shupe	153	153	153—459
Totals	810	746	788—2344

Five-men Teams, Novice.

Midgets, St. Thomas—			
Lang	133	142	137—412
Stephens	188	147	124—459
Bennett	172	166	165—503
Richardson	183	137	145—463
Herron	157	144	140—441
Totals	833	736	711 2,280

Doubles, Open.

West	169	182	190—549
Oatman	105	142	119—366
Totals	274	324	309—907
Richardson	167	140	212—539
Herron	148	134	167—449
Totals	315	274	379—988
Lay	175	192	164—988
Sutherland	182	167	193—542
Totals	357	359	357—1,073

Singles, Open.

West	193	188	173—554
Oatman	204	134	155—493
Campbell	170	177	242—589
Richardson	220	153	178—551
Lay	189	193	157—539
Sutherland	129	145	169—443

Novice Singles.

Bennett	168	186	171—525

CUBS' PRACTICE.

The following players of the Cubs are requested to be on hand at Queen's Park tonight at 6:30 sharp: Russell, Lee, Richardson, Hawthorne, McColl, Stanton, Mockler, Clark, George, Durham, Moore, Healey and Brodison.

An Irishman was explaining to a friend that difficulty he had going from the station to the hotel. "The streets are so crooked," said he, "that I met myself on the way back."

Every man is ready to give in a long catalogue of those virtues and good qualities he expects to find in the person of a friend, but very few of us are careful to cultivate them in ourselves.

REDS NOW LEAD NATIONAL LEAGUE

Win Opening Game From Pittsburg by Score of 7 to 4.

Pittsburg, Pa., April 22.—The National League season was opened locally here today with an exciting game at Exposition Park, Cincinnati defeating the home team by a score of 7 to 4, thus advancing into first place. A band concert was the only ceremony that marked the opening of the season. However, everyone in attendance was supplied with a whistle, and the many exciting features gave all ample opportunities to start the season with plenty of noise.

Pittsburg began the run-getting in the initial inning on a hit by Clarke and Wagner's triple, but the visitors forged ahead in the third inning and kept in the lead until the eighth, when an error by Mowrey allowed the home team two runs, placing them in the lead.

The hopes of the local enthusiasts were dashed to the ground in the final round, however, when Cincinnati made four runs on the same number of hits, coupled with three errors.

Brandom was relieved in the sixth, but the heavy hitting was not stopped. Paskert played a steady game for the visitors, making several sensational catches and hitting well. Score:

Pittsburg.	A.B.	R.	H.	O.	A.
W. Miller, c.f.	4	0	0	3	0
Leach, 2b.	4	1	3	2	1
Barbau, 3b.	1	0	0	0	0
Clarke, l.f.	4	2	2	3	0
Wagner, s.s.	3	0	1	1	2
J. Miller, 2b.	4	1	1	1	3
Abstein, 1b.	4	0	0	9	0
Wilson, r.f.	4	0	0	4	0
Gibson, c.	3	0	0	4	0
Brandom, p.	1	0	0	0	3
*Hyatt	1	0	0	0	0
Leifield, p.	1	0	1	0	2
†Abbey	1	0	1	0	0
Totals	35	4	9	27	11

Cincinnati.	A.B.	R.	H.	O.	A.
Huggins, 2b.	5	0	1	1	1
Oakes, c.f.	4	1	2	0	0
Paskert, l.f.	6	1	3	4	0
Lobert, 3b.	5	1	1	2	2
Mitchell, r.f., 1b.	5	2	2	2	0
Mowrey, s.s.	4	1	1	4	6
Hoblitzel, 1b.	4	0	3	9	0
Bescher, r.f.	1	0	0	0	0
McLean, c.	5	1	3	3	1
Ewing, p.	4	0	0	2	3
Totals	43	7	16	27	13

*Batted for Brandom in sixth.
†Batted for Leifield in ninth.
Errors—Wagner, Wilson, Leifield, Mowrey.

Pittsburg ..... 1 0 0 0 0 1 0 2 0—4
Cincinnati ..... 0 0 2 1 0 0 0 0 4—7

Two-base hit—Leach.
Three-base hits—Wagner, Mitchell, Paskert.
Hits—Off Brandam, 10 in 5 innings; off Leifield, 6 in 4.
Sacrifice fly—Wagner.
Stolen bases—W. Miller, Clarke, J. Miller, Huggins 2.
Double plays—Leach, Abstein, Ewing, unassisted; McLean and Hoblitzel.
Left on bases—Pittsburg 6, Cincinnati 4.
First base on balls—Off Brandom 2, off Leifield 3, off Ewing 2.
First base on errors—Pittsburg 1, Cincinnati 1.
Hit by pitcher—W. Miller.
Struck out—By Brandom 1, Ewing 2.
Passed ball—McLean.
Time—2:15.
Umpires—Klem and Kane.

A Philadelphia—	R.	H.	E.
Boston	0	4	2
Philadelphia	4	8	0

Batteries—Ferguson and Smith; Covaleski and Dooin. Umpires, Johnstone and Cusack.

At Brooklyn—			
New York	8	11	3
Brooklyn	5	8	3

Batteries—Ames and Schlei; Wilhelm and Bergen. Umpires, Rigler and Truby.

At St. Louis—			
Chicago	7	10	0
St. Louis	3	7	4

Batteries—Overall and Moran; Sallee and Bresnahan. Umpires, O'Day and Emslie.

OLD COUNTRY SCORES.

London, April 22.—Soccer games today resulted:

First League.

Forest 12, Fosse 0.

Second League.

Derby 4, Glossop 0.

Southern League.

Coventry 1, Reading 0.
Plymouth 3, Leyton 0.

STARS AND SEMI-PROS.

The Stars and Semi-Pros. will again line up at Tecumseh Park tomorrow afternoon. The men of both teams are in first-class condition, and if the weatherman is agreeable a fast game will result. Charlie Smith will umpire the game. The following will be the line-up:

Stars.		Semi-Pros.
Graham	Catcher	Wilson
Early	Pitcher	Clark
Tierney	First	McHugh
Perkins	Second	Johnson
Ward	Third	Dunn
Fleming	Short	Lee
Jeffries	Left	Beaton
Clark	Centre	Fitzmaurice
Dewar	Right	Gatecliffe

A CHALLENGE.

The Chelsea S. O. E. football team hereby challenge the North End football team to a game of soccer on Carling's Heights to be played on May 1, starting at 3:30 p.m. for the championship of the city. Referee to be chosen satisfactory to both managers. F. Henshaw, manager Chelsea team, 189 Queen's avenue.

CHELSEA CRICKETERS.

The Chelsea S. O. E. cricket Club have formed a team for this season, and would like to arrange dates for the summer. Address al communications to E. Keam, captain, at 361½ Richmond street.

AMERICAN ASSOCIATION.

At St. Paul—	R.	H.	E.
Minneapolis	1	5	3
St. Paul	0	3	0

Batteries—Oberlin and Block; Hall and Carisch.

At Milwaukee—			
Kansas City	4	8	1
Milwaukee	1	6	0

Batteries—Swan and Sullivan; Manske and Hostetter.

At Toledo—			
Toledo	6	13	3
Indianapolis	5	8	0

Batteries—West and Abbott; Glaze, Cheney, Graham and Hawley.

At Columbus, O.—Columbus 0, Louisville 2. Thirteen innings.

"Sovereign Brand" vs. Cheap "Made-to-Order"

In the matter of price there are two ways of making Men's Clothes. One is to secure the order at the best price possible and then make up the garment to suit the price.

You may get ahead of your tailor on the choice of material, but he has the "strangle hold" when it comes to the "insides" and the workmanship.

The other way (Sovereign Brand Way) is to make up the clothes as they ought to be made and then charge a fair living profit. This is the way the Sanford Company makes "Sovereign Brand" Clothes and the way we price them. It means a square deal to you and to us.

Our windows will show you only a few of the new models, and our salesmen will gladly show you a lot more from our wardrobes.

Prices for Suits with the "Sovereign Brand" label, **$12.00** to **$25.00**. Sovereign Brand retains its shape. Other good Suits, **$6.50** to **$10.00**.

OAK HALL
154 DUNDAS STREET, LONDON.

LET us who are shoemakers be shoemakers for you—don't experiment with foot-deformers, temper-irritants and such that masquerade as shoes—but wear a shoe instead that gives comfort from the start and retains its shapliness permanently.

Shoemaking is peculiar.

Certain shoe concerns there are who make shoes on honor, who take pride in turning out the best shoe possible, while certain other concerns have so had their pride of workmanship "commercialized" that the cost of making their shoe is reduced below the good-shoe possibility standard—and inferior shoes turned out.

We are of the first class.

Maybe, its because we've been shoemakers all our lives, and our fathers before us. At any rate the pride of the craft is ingrained in our very being.

We want to—we strive to—we earnestly endeavor to—turn out the best shoe in Canada.

We want to make a pair of shoes for you, reader. And when you have worn them one month—or six months—we want you to say, as many thousands of shoe-wearers say: "I will never wear other than

The Hartt Shoe

Now, it is not merely mental our striving to make the best shoe you ever put on your foot.

We go about it in a very practical and shoemaker-like way. First of all, we select the best leather to be found in all the world—for the most part genuine Canadian leather—the kind the best shoemakers in the world sigh for. Tough—pliable—closely-textured—well-tanned—sound clear leather.

We test that leather—we cut it up—make shoes of it—and wear the shoes.

Then we give it to our cobblers to make into Hartt Shoes.

Now, these cobblers are not fear-driven foreigners. They're good sturdy, healthy New Brunswickers, pretty nearly every man.

They're shoemakers by inheritance, too, with the pride of the Craft that makes them take keen interest in everything they do. And when we give these fellows our good material to work on, they start in to build Shape Permanence into Hartt Shoes.

That's the thing we insist on in Hartt Shoes—SHAPE PERMANENCE.

And because they have Shape Permanence is the reason Hartt Shoes do not commence to hurt your foot a day or so after you commence to wear them—that's why Hartt Shoes fit your feet comfortably at the start and all the time they are wearable, which is longer than ordinary shoes.

Every process of making, whether it be by hand or by machine, is done to build shape into the very shoe itself, we don't merely try to "last" the shape in. The only time we "last" a Hartt Shoe for the insurance of Permanent Shape is when the shoe is finished. Then we leave Hartt Shoes for from six to eight days to dry out every trace of moisture—every atom of greenness—until we are sure that the shape is there almost everlastingly.

It would be worth your while, readers—if you would like to try the most stylish and the most comfortable shoe in Canada—to see the Hartt Shoe at your better class shoe shop—before you buy—

All we ask is for you to investigate them for yourself—see if they bear out what we say about them.

We know you'll find them right—just as thousands of other Hartt Shoe wearers have found them before you.

And if you buy a pair—and we know you will buy like others have—you'll never wear any other brand of shoes.

"CANADA'S BEST SHOEMAKERS"

THE HARTT BOOT AND SHOE CO., LIMITED, FREDERICTON, N.B.