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Style, Size, Weight and Fabric to Suit All Tastes for Men, Women and Children

"Perfectfit" Underwear is made in both Combination Suits and Separate Garments—in sizes to fit every figure—and in materials from silk to cotton. Being knitted all in one piece, of the very best fabrics, "Perfectfit" assures absolutely perfect fit with the maximum wear and comfort.

"Perfectfit" is made for and sold exclusively by
THE ROBERT SIMPSON CO. LIMITED, TORONTO.

OF INTEREST TO WOMEN

London and N. Y. Society.

By Mrs. George Cornwallis West (formerly Lady Randolph Churchill).

To The New York World Mrs. George Cornwallis West has contributed a most interesting article on modern society, "and what," she says, "is vulgarly dubbed the smart set, both in New York and London." Commenting on the recent expressions of Mrs. Wm. Astor, that the women who have the greatest influence and who give New York society its tone are almost unknown outside their own circle, Mrs. West writes:

"Her views are expressed most freely as to the inequities of certain would-be fashionable women, whose empty lives and unostentatious, not to say vulgar entertainments, are naturally condemned by all sensible and right-thinking people. The glorified and detailed account of some of these senseless festivities, as given by the press, is, it is probably exaggerated, have brought blushes to the cheeks of their compatriots abroad, who have been mercilessly chaffed on the 'strange doings' of their country people. We read of pink luncheons and violet teas, pale blue dinners where the sauces match the hostess's gown (shades of Laculus!), and where everything is blue except the conversation; red slippers and freak dinners where the guests are invited to sit on horses and imagine they are in the hunting field, or in a gondola and fancy themselves in Venice. Apart from these eccentricities, and without wishing for one moment to condone or approve of these methods of notoriety, there may be something to be said for the motive—some excuse, if a lame one. After all, what are these people striving for, if not a laudable desire to attract attention as a means, so they think, to get into the best society?"

"Money they are told, is the open sesame to those 'magic portals' which are their goal—and if this is so in their estimation, can they be blamed for trying by every means to demonstrate their wealth? They have yet to learn that a vulgar and marvellous display of it defeats its own ends. The very people they wish to impress are disgusted and refuse to know or meet them. And yet it may be only ignorance, not viciousness, from which they are suffering. In Mr. Barrie's new play, 'What Every Woman Knows,' Shand, the ambitious but uncouth Scotchman, says to Lady Sybil (who has been following his electioneering campaign) something of this kind: 'I hear you think I am vulgar, not that it matters to me what you think, but if it is injurious to my career I must cure myself. He then proceeds to ask for help and guidance. Now, who knows whether these misguided people who are being so severely criticized might not see their mistake if they were given a chance of realizing that notoriety of the kind they indulge in is not the best way of conquering society, and that refinement and culture are really bet-

ter to conjure with than startling and wild extravagance, merely to go one better than their neighbor? But who is to show them the right way and from whom would they take advice? No one likes to have their shortcomings pointed out to them, and on social matters we Americans are proverbially sensitive. If we are too proud to be led by any one, our good sense ought to help us to know that we are not infallible and that there is nothing derogatory in learning. Of all nationalities Americans are the best at adapting themselves. With them to see is to know—and to know is to conquer.

"We are told that the most refined and cultured in New York society find exclusiveness an absolute necessity. There is no doubt where there is no recognized authority—no 'fountain head'—so to speak—society tends to break up into different sets, each a law unto itself and looking down on the others as vastly inferior. This is the case in Paris, where since the re-quest for a recognized head, New York society is so small, compared to the great numbers which compose that of London, it seems incredible that those women who, by their assured position and knowledge of the world have the right to speak, should not be able to wield some authority on matters of taste.

"Perhaps if they opened their doors a little wider their influence, not to say example, might be felt. In England society is easier of access than in any other place in the world, being built on broader and more solid foundations, and a long-established order of things has made people less apprehensive of having their privileges encroached upon or their position shaken, and can afford to receive whom they please—and be it said to their credit, in the most exclusive of charmed circles individual merit is more appreciated than rank or fortune. Beauty and charm in a woman and brains and good fellowship in a man will take them where dull duchesses and rich bores seek in vain to enter. You may be a princess or the richest woman in the world, but you cannot be more than a lady, and surely this ought to be a passport all over the world.

"Taking modern society of the present day as a whole, however, although doubtfully in many ways deserving of criticism and even censure, is it really more pleasure-seeking and extravagant than that of other generations? I do not think so. One has but to study history to realize that in many respects this generation compares very favorably with the eccentricities and wild extravagances of past generations. If life is open to them. In England the most frivolous of social butterflies has her earnest and serious occupations, even if they be few and far between, and most are imbued with a certain desire to appear au fait of the questions of the day. In this she is better off than her cousin across the sea, to whom

politics are a sealed letter, and who is restricted in rationally spending her money by having fewer outlets."

Will See Women Vote.

BUFFALO, N. Y., Oct. 18.—It was announced to-day that Roy Costello and Eleanor Randall, English suffragists, attending the convention, will at its close accompany Rev. Anna Howard Shaw, president of the National American Woman Suffrage Association, to Denver, where they will remain until after the election for the purpose of watching the women vote.

Long Way to Wed.

A Detroit despatch says: Miss Mary McCabe, a young Scotch woman, leaves here to-day for a 13,000 mile journey to New Zealand, there to be engaged to John Gidd, to whom she became engaged in the highlands of Scotland three years ago. After they were married she went to New Zealand to seek his fortune and Miss McCabe came to Windsor. She stayed with friends until she secured employment in Detroit.

In Society.

The Speranza Musical Club will hold its annual business meeting at the house of the president, Miss Keefer, 290 Simcoe-street, at 8:30 on Wednesday afternoon.

The Chamberlain Chapter of I.O.O.F. will hold the first meeting of the season on Wednesday, Oct. 22, at the Canadian Institute, 193 College-street. Miss Merritt of St. Catharines will give a paper on "The London Season of 1908."

The Reading Club, which has been organized under the direction of Mrs. Fenton Arntson, will meet for the first time at 11 o'clock this morning in the gallery of the Women's Art Association, 594 Jarvis-street.

The first regular monthly meeting of the Toronto McAll Auxiliary will be held at the residence of Mrs. A. E. Kemp, 240 St. George-street, on Thursday, Oct. 23, at 8 o'clock. Mrs. McAll, lately returned from visiting the stations in France, and will address the meeting, which is an open one, where all interested will be welcome.

Mrs. A. E. Kemp of Castle Frank has sent out invitations to an at-home on Thursday, Oct. 22, to introduce her youngest daughter, Miss Hazel Kemp.

The alumnae of the West Toronto Collegiate Institute will hold their annual meeting at the home of Miss Susie Chandler, 240 St. George-street, on Thursday evening. All old girls of the school are invited to be present.

Mrs. Edward Cummings, 325 Church-street, will receive on Monday, Nov. 2, and afterwards on every first and third Monday.

Mrs. Samuel Collett (nee Stanley) will receive for the first time since her marriage at the residence of her mother, 290 Sherbourne-street, on Friday, Oct. 23, and afterwards the first Monday of each month.

Mrs. Wellesley Holmsted, 166 Wright-avenue, will receive on second

Toronto World's Beauty Patterns



A Serviceable Work Apron. No. 5886.

Every woman, whether she is her own housekeeper or not, finds the need for a large, serviceable work apron that covers the entire dress. The one here pictured will prove a most satisfactory addition to the wardrobe, and will suit the artist and home gardener to perfection. It is quite simple to make and easily slipped on and off. The sleeves of the daintiest gown may be safely tucked out of harm's way under the wide, full sleeves of the apron. If preferred the sleeves may be omitted altogether. Any of the materials from which aprons are made can be used, such as percale, gingham and linen. For 36 inches bust measure, 57-3 yards of 36-inch material will be required. Ladies' Work Apron, No. 5886—Sizes 32 to 42 inches bust measure.

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Be Sure and State Size Required when Ordering this Pattern.

Pattern Department TORONTO WORLD

Send the above pattern to: NAME..... ADDRESS..... Size Wanted—(Give age of Child's or Miss' Pattern).

Thursday in month, instead of Saturday.

Mrs. Jennings Hood will receive with her mother, Mrs. W. A. Douglas, 220 Wellesley-street, to-day.

Mrs. Stanley Sweetman, 39 West Roxborough-street, will receive on Thursday and Friday of this week, Oct. 22 and 23, for the first time since her marriage.

Mrs. W. J. Dobbie (nee James) will hold her post-surgical reception on Tuesday, Oct. 27, afternoon and evening, at "Glenwild," near Weston. Subsequently Mrs. Dobbie will receive on Wednesdays.

Mr. and Mrs. R. S. Smellie and their family have returned from Centre Island, and Mrs. Smellie will receive as usual on Fridays at 24 Avenue-road.

Mrs. R. B. H. Cotton (Eva Small-pole) will receive for the first time since her marriage, on Thursday afternoon, Oct. 22, at her home, 68 Galloway-avenue.

Mrs. Alfred J. Rattray, 23 Sussex-avenue, will not receive until the third Tuesday in November, and afterwards on the third Tuesday of each month.

Mr. and Mrs. D. S. Johnson announce the engagement of their daughter, Jean, to Mr. Harvey A. McBride of Sherbourne-street, their marriage to take place on Wednesday.

"I could not sleep—I could not rest—was ready to cry on the least occasion—yet I was plump and fat. Can you imagine a more distressing condition than weakness of body and mind?" writes Mrs. Wensley of Halifax. "I lost myself in a sort of self pity because health seemed so shattered, and with the mental distress that grew with my bodily weakness, I was a burden to myself and a greater burden to my family.

"Though I sought and really needed pity, I got very little, for I did not look so very sick. It was only my few boxes of Ferreroze—start right now who has sick nerves know too well how awful a sickness it is.

"From the first Ferreroze strengthened my nerves, and it seemed to help them, for I became stronger, more composed, slept more and grew more hopeful. When I had taken Ferreroze for about two months I lost that miserable sense of dread. I never could tell what I was afraid of, but expected something dreadful was going to happen me. Ferreroze gave me the strength to throw aside all these fancies and made me well again."

Go at once to any druggist, get a few boxes of Ferreroze—start right on the road to health and vigor. Ferreroze will keep you there—will show you what it means to be healthy, vigorous, full of nerve energy. Once you're braced up and energized with Ferreroze you'll never again be content with ill-health.

All dealers sell Ferreroze, 50c per box or six boxes for \$2.50.

A NEW PERSONALITY AMONG STORES

Is Established by Rea's New Store for Women

Emphatic, unmistakable indorsement. The success of the opening of Rea's has been instant and decisive.

A new personality has entered the circle of Toronto stores. It is felt instinctively by every woman who has attended the opening on the first day.

This personality—so marked and so uncommon—is easily understood. It is due, first of all, to the assurance that here is a store where the worth of the merchandise is beyond any question; it is due, secondly, to facilities presented by Rea's alone, which make shopping a pleasure rather than a task.

You will recognize and esteem the personality of the store more and more as it proves of value.

Every line is complete—Coats, Suits, Opera Cloaks, Waists, Underskirts, Separate Skirts, Furs, Millinery, Collars, Belts, Ruchings, Veilings.

In a single day Rea's has become the new fashion centre—a store where value is paramount, whether the sum involved be a few cents or hundreds of dollars.

Only the manufacturer can actually guarantee quality and control the price.

Rea's sets a new standard before the women of Toronto.

For the convenience of patrons and to avoid crowding, the opening will be continued to-day and Wednesday. Special orchestral program each day.

A. E. Rea & Co., LIMITED
168 Yonge Street.
(Store Formerly Occupied by John Wanless & Co.)

NOTE A MERE DEVICE. W. K. McNaught's Defence in Suit of Sovereign Bank.

W. K. McNaught has claimed immunity from liability in the matter of the Sovereign Bank, against Mr. McNaught and W. J. Boland, as maker and endorser of a note for \$17,000. Mr. McNaught claims that the note was a mere device to enable the Sovereign Bank to purchase shares of its own capital stock, to conceal the fact of such purchase, etc.; that Bank President Jarvis and Manager Jemmett agreed to procure the formal cancellation of the note.

If Jarvis and Jemmett exceeded their authority, Mr. McNaught says, they must indemnify him against the note.

CANADIAN PICTURES. Lovers of art in Toronto have a great treat in store for them if they have not viewed the pictures on display at the gallery of Charles M. Henderson, 87-89 East King-street.

The pictures are all the work of Marquand Matthews, who has proven himself in the past to be an artist of no mean ability.

The pictures are all scenes taken from different parts of Canada, and many of them show wonderful ability in the way of color and choice of landscape. The coloring of these pictures especially appeals to the lover of art.

Many of the pictures are taken from scenes in the Rocky Mountain district, and the gorgeous colors and beautiful scenery displayed in many of these works are things that will continue to be remembered long after the pictures have passed from view.

Some of the more gorgeous scenes are: "The Glorious Selkirk Near Glacier," "The Modern Buffalo," "Some Canadian Distances," "The Flock in Summer-Time," "Home of the Deer," "Ross Peak, Selkirk," "Early Morning on Mount Washington," "Catching Weather," "The Valley of the Shadow."

There are 109 of these pictures, and they are to be offered at auction at Mr. Henderson's gallery to-day. Mr. Matthews has positively stated that all pictures will be sold at the price bid for them.

Big Scotch Event. The Sons of Scotland are deserving of the very best praise for securing such magnificent artists as are appearing at their Scottish concert on Tuesday evening, 27th inst. They have secured the world-renowned Australian queen of Scottish song, Margaret McCann, also Ruby Seath Grant of Glasgow, Scotland, an artist of great promise, this occasion being her first appearance in America. They have also booked J. M. Hamilton, Scotland's greatest tenor; the always popular Harold Jarvis, Miss Edna Newcombe, a cellist of splendid record, and Fred Barclay (Scottish little Tich), who is known thruout the length and breadth of the old land as well as this as the greatest Scottish humorist next to Harry Lauder. The Massey Hall no doubt will be overcrowded.

The slight trouble of looking for the name "Salada" on a package of tea is well repaid by the satisfaction you have in drinking it.

PRE-AUCTION SALE

This Week Only and this Big Stock of Shoes is to be Auctioned off to the Highest Bidder

Come Early as this is your Last Opportunity to buy Dolly Varden and Foot-Rite Shoes under the Marked Prices as fixed by the Manufacturer.

All Men's \$5.50, \$6.00 and \$7.00 Shoes, clearing	3.95
All Men's \$5.00 Shoes, clearing	3.45
All Men's \$3.50, \$4.00 and \$4.50 Shoes, clearing	2.45
All Ladies' \$5.00, \$5.50 and \$6.00 Shoes, clearing	3.75
All Ladies' \$4.50 Shoes, clearing	3.45
All Ladies' \$3.50 and \$4.00 Shoes, clearing	2.45

Children's Lines Equally Reduced. Special Sacrifice Prices in Ladies' Spats.

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Death or Insanity
Nervous. Sleepless. Worn Out.
Expected to Die or Go Crazy With Nervousness.

"I could not sleep—I could not rest—was ready to cry on the least occasion—yet I was plump and fat. Can you imagine a more distressing condition than weakness of body and mind?" writes Mrs. Wensley of Halifax. "I lost myself in a sort of self pity because health seemed so shattered, and with the mental distress that grew with my bodily weakness, I was a burden to myself and a greater burden to my family.

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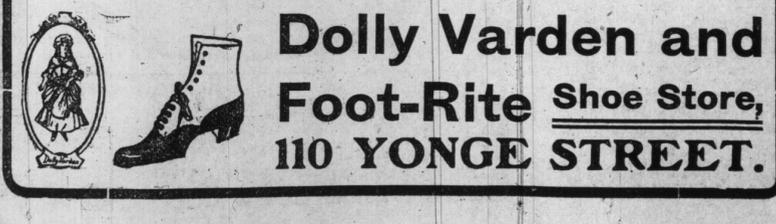
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