



THE R. S. WILLIAMS & SONS CO.
Announce Their Great Annual

Sale of Pianos

Seventy used and nearly new square pianos, organs, upright pianos, player-pianos and grands, in all styles and finishes, at very low prices and on special terms.

At 8.30 tomorrow morning Toronto's greatest annual sale of used pianos will open to the public. Each fall sixty or seventy families secure bargains thru these great sales, on conditions that make it very easy and attractive for them. Last year we broke all former piano-selling records, and this year the demand looks even greater.

To really appreciate the magnitude of this great offering you must realize that here are Seventy organs, square, uprights, grands and players to choose from. Some of these have never been off the floor for more than a few days. Some have come in from fine homes, where no one played, in exchange on player-pianos. Others have been out on rental. The player-pianos, with one or two exceptions, are nearly new. The grand pianos are older, suitable for schools, clubs, etc.

Save at Least \$50.00

And on any instrument you purchase, except the organs, square and a few uprights, you actually save about fifty dollars in cash. The prices of all of these instruments, before this sale, were about \$50.00 to \$150.00 under their prices when new, and as low, if not lower in price, than instruments of the same quality elsewhere. All of these prices were reduced about \$50.00 for this sale, making them lower than you could possibly get them for, either here or elsewhere, at any other time.

Special Easy Terms

Not only have we made the terms as low as reasonably possible, but we are offering our special deferred payment plan, where conditions warrant. Under this plan you need pay only \$5.00 of the "cash-down" payment before delivery, then the easy weekly terms—the balance of the "cash-down" payment can be made up any time within 30 days.

The terms on Squares and Organs are 50c to 75c weekly; on Upright Pianos, \$1 to \$2 weekly; on Player-pianos, \$2.25 to \$3 weekly.

Only a Few Days

But this sale will last only a few days. Last year 22 were sold on the opening day. Be one of those to enjoy the widest selection by being on hand tomorrow at 8.30 a.m.

Store Open
Sat. Evening

THE WILLIAMS & SONS CO.
R.S. MUSICAL INSTRUMENTS OF QUALITY LIMITED.

145 Yonge St.

AUSTIN CONRAD RECITAL.

Well-Known Pianist and Composer
Delights Audiences at Foresters' Hall.

A delightful recital by the well-known composer and pianist, Austin Conrad, was given in Foresters' Hall last evening, the varied selections being such that all tastes might find choice and satisfaction in their presentation.

The opening number, Sonnets C sharp minor, gave scope for splendid contrasts in the adagio, allegretto and allegro movements. Other numbers were 24 Preludes by Chopin; "Toccata," Schumann; two artistic compositions by Conrad, "By the Cradle" and "Daybreak"; "A Moment of Sadness," Lechetsky, and "The Waves" (Etude) by Moszkowski were the closing selections of the artistically-played program.

Score's exceptionally exclusive assortment of the Pim's Irish poplin neckwear for gentlemen—will interest the ladies.

ACKNOWLEDGMENT OF GIFT.

The soldiers' aid commission acknowledge the receipt thru the treasurer of the Toronto Masonic Male Chorus Club of the sum of \$1000 towards the relief work of the commission. The donation is made from the proceeds of a recent concert given by the male chorus in Massey Hall under the auspices of the Masonic lodges of Toronto for patriotic purposes.

WAR MENUS

How to Save Wheat, Beef and Bacon for the Men at the Front. Issued From the Office of the Food Controller for Canada.

MENU FOR SATURDAY

Breakfast: Fried Bacon Hashed Potatoes Brown Bread Toast Jam Tea or Coffee.
Luncheon: Baked Beans Stewed Prunes Bran Gems Tea.
Dinner: Fish Chowder Baked Potatoes Parsnips Pumpkin Pie.
The recipe for Fish Chowder, mentioned above, is as follows:

Fish Chowder:
2 cups potatoes (sliced)
1 cup onion (sliced)
1 cup fish
Cook separately potatoes, onion and fish. Combine, Season and reheat, with White Sauce.
(Recipe by Domestic Science Experts of the Food Controller's Office.)

Head harness has been invented for golfers to enable them by practice to overcome the desire to follow the flights of balls with their eyes.

MUNICIPAL CHAPTER'S WORK.

The Municipal Chapter, L. O. D. E., raised \$3971 for the recent British Red Cross campaign.

Good Cooks Must Have Good "Tools"

Clean, hygienic utensils mean better, tastier food.

OLD DUTCH quickly and thoroughly cuts burnt-in grease—always insures hygienic cooking utensils.



MUM. SHOW, NOVEMBER 9 AND 10

The florists of Toronto will have a chrysanthemum show on Friday and Saturday, November 9th and 10th, but instead of making this exhibit in a hall, each florist will make a special display of chrysanthemums on these dates in his own establishment.

The coming season promises to be a good one for chrysanthemums, and some splendid specimens have already been seen in local flower stores. The display this year should be one of the best in the history of the business.

The Heliconian Club has planned to have a number of patriotic events during the winter. Wool for socks may be secured at the club by the members.

Why Stay Fat? You Can Reduce

The answer of most fat people is that it is too hard, too troublesome and too dangerous to force the weight down. However in Marmite Prescription Tablets, all these difficulties are overcome. They are absolutely harmless, entail no dieting or exercise, and have the added advantage of cheapness. A large case is sold by drugists at 75c. Or if preferable they can be obtained by sending price direct to the Marmite Co., 84 Woodward Ave., Detroit, Mich. Now that you know this you have no excuse for being too fat, but can reduce two, three or four pounds a week without fear of bad after-effects.

A tale of two Trade Marks

For over 59 years Turnbills have been making good knitted underwear in Canada—and underwear exclusively—They came from the Old Country with the knowledge of how to make good underwear bred in them—They brought out expert workers from the Old Country from time to time as their business grew—thus have always kept their products up to the highest standard, being made with that thoroughness and care for which the Old Country workers are famous.

The reason for this tremendous growth and popularity can be summed up in one word "Quality" first and all the time—

You cannot get away from the fact that Canadians appreciate "Quality" more than anything else—

Turnbull's two brands are



UNDERWEAR

This brand is on all Turnbull's knitted underwear which is extremely popular with ladies and children because of its great elasticity and comfortable fitting. Made in all sizes in separate garments and union suits with special closed croch.

This brand is on Turnbull's plain knitted underwear, all wool—finest and cleanest obtainable, made in separate garments and union suits with special croch that stays closed and is always comfortable.

Sold by good dealers everywhere.

Made only by

The C. TURNBULL COMPANY of GALT, Limited
GALT, ONTARIO

Also sole manufacturers of the famous "CEETEE" full fashioned underwear.

IMPERIAL BANK OF CANADA

DIVIDEND NO. 109

Notice is hereby given that a Dividend at the rate of twelve per cent. (12%) per annum upon the paid-up Capital Stock of this Institution has been declared for the three months ending 31st October, 1917, and that the same will be payable at the Head Office and Branches on and after Thursday, the first day of November next.

The transfer books will be closed from the 17th to the 31st October, 1917, both days inclusive.

By order of the Board,
E. HAY, General Manager.

Deliver or mail THE TORONTO MORNING WORLD to the following address for..... months.

Name

Address

R. M. D. or Street

Subscription rates are: For delivery by carrier in Toronto, Hamilton and Brantford, \$5.00 per year—50c per month. For delivery by R. M. D. or Postoffice, \$4.00 per year—40c per month. Address THE WORLD, Toronto.

MAIL GOES EARLIER.

As the officers who are sent to the Canadian Convalescent Home at Dieppe are always changing, it is necessary to send at least thirty plums (gumdrops) as soon as possible. This year, on account of the Americans coming into the war, the postal authorities request that the Christmas overseas mail shall be sent much earlier than ever before.

BAPTIST S. MEETING.

The Toronto Baptist Sunday School Association held its semi-annual meeting in Povercourt Road Baptist Church last night. Addresses were made by Rev. R. W. Merrill and Rev. Andrew Imrie, and Mrs. Dixon sang a solo. During the afternoon the home department held a conference, Mrs. W. A. Gunton presiding. An address was made by Rev. Hugh K'gour.

Announcements

Notices of any character relating to future events, the purpose of which is the raising of money, are inserted in the advertising columns at 25 cents per line. Announcements for churches, societies, clubs or other organizations of future events, where the purpose is not the raising of money, may be inserted in the column at two cents a word, with a maximum of fifty cents for each insertion.

PATRIOTIC BRIDGE, Lieps Chapter, O. D. E., Prince George Hotel, Tuesday, October 30. Afternoon, 2.45; evening, 8. Will those wishing to get up take please phone Mrs. Charles H. Burns, College 5521, or Mrs. W. Hamilton Burns, College 2187. Proceeds for Christmas cheer and comforts for the men in the trenches.

At the meeting of the Toronto Women's Liberal Association held yesterday afternoon in Foresters' Hall, Captain R. A. Donald gave a very interesting talk on "The Daily Life of Our Soldiers at the Front."

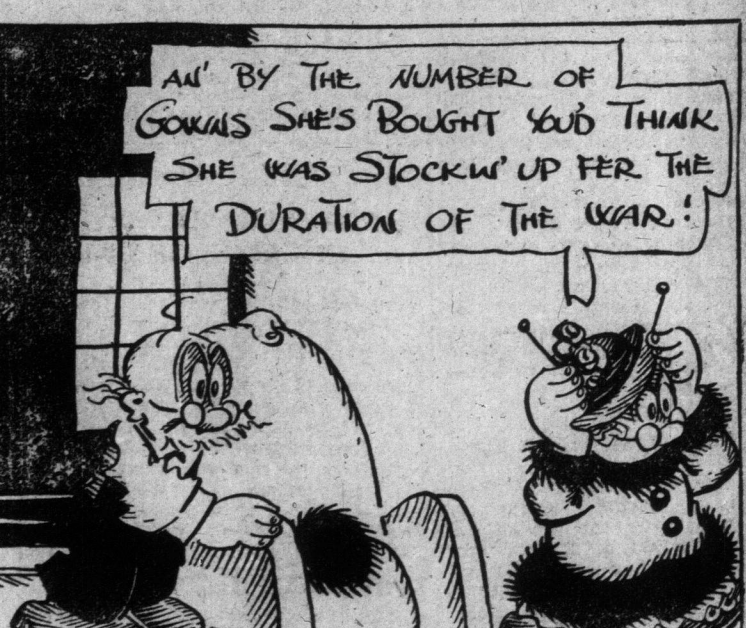
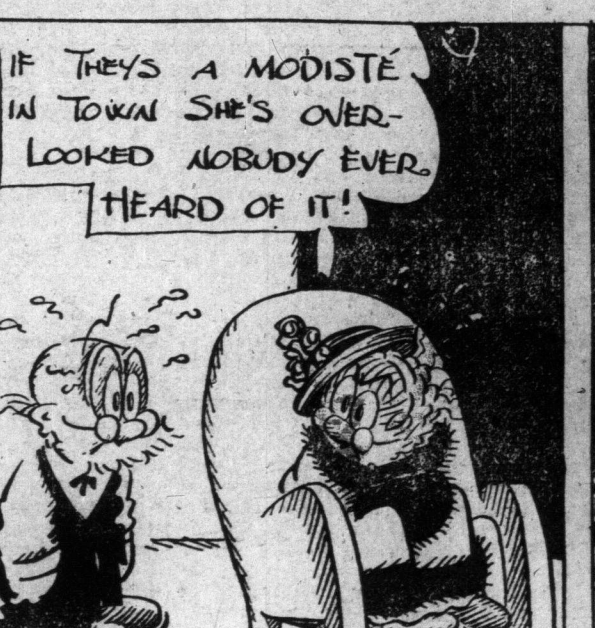
Polly and Her Pals

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PREPAREDNESS, POLLY AND PA'S POCKETBOOK ALL BEGIN WITH A "P"

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By Sterrett



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