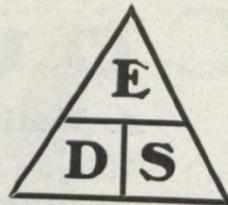


Electric Automobiles

Lead in low cost of operation and up keep. The important and practicable side of the commercial and pleasure vehicle problem is the cost of operation. Electric vehicles are economically operated. They are built to meet the service required. We have experts who are prepared to give their services gratis to all intending purchasers of Electric Automobiles.

PHONE MAIN 3975

The Toronto Electric Light Co'y, Limited
12 ADELAIDE STREET EAST THE "ELECTRIC BUILDING"



PURE JAMS Made in Canada

on E. D. Smith's Fruit Farms in the Niagara District

None Superior—Few Equal

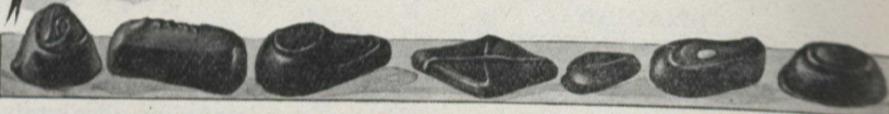
Bulletin No. 194 issued by the Dominion Government places these goods on a pedestal away above all Canadian makes in healthfulness and purity. :: ::

Write for a Bulletin to E. D. SMITH, WINONA, ONT.



Ganong's G.B. Chocolates

THE LAST PIECE
IN THE BOX WILL
TASTE AS NICE
AS THE FIRST



Just one week more

in which to subscribe for Canada's big illustrated weekly magazine

THE CANADIAN CENTURY

Canada's National Weekly

at

One Year for One Dollar

This offer expires October 31st. Send in your subscription to-day. This is the **one** opportunity for a year's good reading. And the cost merely **2c. a copy**. You pay 5c. at the news-stands, and after October 31st the regular yearly subscription price will be resumed. We want to place THE CANADIAN CENTURY in every home in Canada. That's the reason for this exceptionally low offer. Every issue of THE CANADIAN CENTURY will delight and interest you—every page is good reading. The week's happenings are portrayed by pen and picture. Popular questions are dealt with by men prominent in Canadian affairs. Breezy stories by popular authors interest—THE CANADIAN CENTURY is a welcome weekly visitor.

\$500.00 IN PRIZES

We will give \$500.00 to the persons sending in the largest subscription lists. There is still time. A week's good work may earn for you one of the big prizes. Make use of your spare moments—interest your friends—tell them of this big October offer, only good this month. Here are the prizes:

- \$150.00 to the person sending in the largest list of subscriptions.
- \$50.00 for the second; \$25.00 for the third; \$10.00 each to the next fifteen largest lists, and \$5.00 each to next twenty-five.

THE CANADIAN CENTURY
MONTREAL

2657

CUT OUT THIS COUPON TO-DAY

and mail with one dollar to The Canadian Century, Montreal.

Send me The Canadian Century each week for one year from Nov. 1st, 1910, at your Special October Offer of \$1.00.

Name.....

Street.....

P.O.....

Prov.....

Cowan's

Nut Milk Chocolate

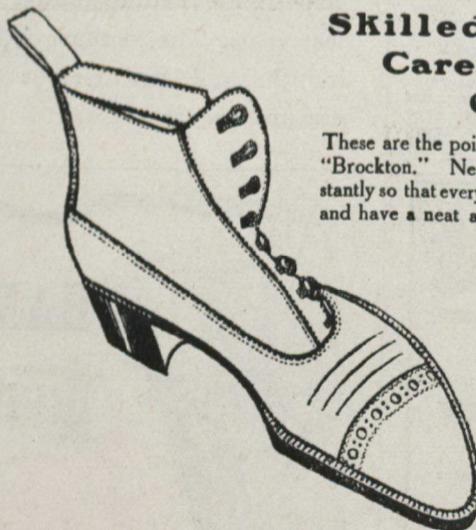
A chocolate confection of rich milk chocolate and fresh shelled walnuts. Simply exquisite. In ¼ and ½ pound cakes.

THE COWAN CO. LIMITED, TORONTO.

83

BROCKTON \$3.50 NO MORE NO LESS

Skilled Workmanship
Careful Inspection
One Price



These are the points at issue in the manufacture of the "Brockton." New designs are being worked out constantly so that every foot can be fitted with perfect comfort and have a neat appearance.

Uniform in quality—the Embodiment of Style

the "Brockton" passes direct from factory to wearer. No middleman's profit is involved. You receive all that is desirable in a more expensive shoe at the minimum of cost.

Don't fail to see our new designs for fall wear. They are the best produced in America to-day.

BROCKTON SHOE CO'Y, LIMITED
119 YONGE STREET, Just North of Adelaide—East Side