

Ribbon
－k for the Winter． lenishing．Our ＂ng＂the widths 8 inch wide，and $7 \mathrm{c} ; 11 / 2$ inches， inches， 18 c per \\ \section*{Tweed Suit \\ \section*{Tweed Suit \\ －the many \\ which to
woman＇s \\ $t$ made in \\ $\underset{\text { a }}{\text { green mix }}$ mixtly \\ emi－fitting \\ throughou \\ very jaunty \\ originally
panel front \\ easonable \\ Grocery List \\  \\ Choice side \\ ameal，half o
lb .18 c ．Ogil \\ al Household
bag in cotton，
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Con \\  \\ むめ゙}

## Rombeau <br> Reefers

The newest thing in
boys' smart coats for boys' smart coats for
little fellows. Some have the storm collars, some have the velvet. Ladies who have seen them say they are the cutest, smartest reefer ever shown for the little men. The Rombeau is a new cloth, in two
shades of grey with a close soft nip and made from the highest grade of Southdown Wool ers $\$ 12.00$ each, altho they really should be $\$ 16.00$. We are showing mank new ideas for boys this fall, but the Rombeau Reefer is the one we wish to call to yo
now.

## Oak Hall

 Clothier,
 Attor Twonty yeara of plie Tor-
 Dr.Chase'sOintment


WILL LNOUBE IITTO


TIME FOR SHREDDED WHEAT AND PEACHES! When you think of slitced peaches or othe

## SHREDDED WHEAT

## the cleanest, purest, most nutritious of al

 with all kinds of fresh fruits--better than peach shortcake or peach cobbler and more easity digested-an Autumn delight for Canadians who like good things to eat and Heat a Shredded Wheat Biscuit in the oven to re-store its crispness, then cover with sliced or other fruits and serve, with milk or cream, adding
sugar to suit the taste. A dish of Shredded Whent with sliced peaches and cream is the bright wheo in a dull day-it wiel keep the stomach sweet and clean
and the bowels healthy and active Two Shredded What Biscuits with milk and cream
and a little fresh fruit will supply all the energy and a little fresh fruit wilt supply all and cream
needed for a half-day's work or plargy. Canadian Shredded Wheat onty by



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Toronto To-Night
 AlmaGluck

GAYETY $\left.\right|_{\text {ORTON }} ^{\text {Ont }}$


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 MASSEY HALL aGluck

 'S THEATRE

 BREWSTERUS
MILLIONS


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vigorating proparation
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Chemist. Toronto, dian Azent BY 246 tt Salvador Browery,
eot, Toronto. SN TO BE RESUMED




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"ITS FURTY IS HEALTH-SECURITY"
There is robust country health imprisoned in every bottle of Purity Spring Water. It is bottled air-tight and health-tight as it leaps from the rocks in the heart of the hills. Try a boule. Als sizes. Order from your
Phone North 5594.

PURITY SPRING WATER OOMPRNY 557 YONGE ST.

PUBLIC AMUSEMENTS



## A Daring Book On Advertising

## Secrets Never Before Put in Print

 Wo have issued a book which tells, This book tells how men have wonfor the first time, the main reasons for millions in this way, without any risk our success.

It aleo shows how one may profit by
other men's experience.
Most selling ideas have been tested Most selling ideas have been tested
out. Most of our problems have been out. Most of our problems have been
somewhere solved, most of the pitfalls somewhere
discovered.
int
What folly it is to grope in the dark when one may be guided by recorded
facts. thousand concorns have contributed to our storehouse of ideas. Thit book gives an insight to it.
Any man with a selling problem 15
welcome to this book
man it have it.
The ideas it reveals are of wide applif-
$\begin{aligned} & \text { cation. They will better your qualifi- } \\ & \text { cations. }\end{aligned}$
$\begin{aligned} & \text { cations. } \\ & \text { It will load to better advertising: } \\ & \text { And better advertising always leads ous }\end{aligned}$
$\begin{aligned} & \text { And be } \\ & \text { Way. }\end{aligned}$
Cut out this rominder; put it in yous
pocket. Then, when convenient, write
A Reminder
to write Lord \& Thomas,
$\begin{aligned} & \text { Trude Building, Chicago, for } \\ & \text { their latest book, "Real }\end{aligned}$
Salesmanship-in-Print."

## LORD \& THOMAS Advertising



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The Toronto World minn mix

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 TUPSDAF Morentive. Oct. 2. 1 1911 NORTH TORONTO ANNEXATION






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Chicago, edited by Mr. Louls F. Fost, a progressited weekly and \& \& trong ad
vocate of free trade, remarks that th


The Lager that is Driving Imported Beers outof Canada

## OKeefés PILSENER LAGER

The Light Beer in the Light Bottle that satisfies and refreshes.

At Leading Hotels, Cafes and Dealers. THE OKEEFE BREWERY CO, LIMITED, - TORONTO.






## Sharp Upward Swing in Porcupines-Fall Movement in Sight

Warket Develops Strong Tone
And Prices Advance Sharply
oming of More Responsible Dematad Brings All-Round Jptura in Porcupines-Optimisfic Sentiment Rules. viniti Conourrent
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## Porcupine Centra

Any persons short of this stock will hear something
to their interest if they will communicate with me.
I also have interesting information on Porcupine
Northern and Poreuping Southern.
Hamilton B. Wills,
Member Standard Stock Exchange.
710 Traders Bank Bldg, Toronto

## Porcupine Stocks

 We advise purchase of Porcupioe stocks at present levels. Dome Extension, PearlLake, Swastika, Preston and Crown Chartered should sell highe
USSHER, STRATHY \& CO 46 King Street West, Toronto

## PORCUPINE


A. J. BARR \& COMPANY

43 scutt Street,
Toronto
Anglo-American Development Company
Mine Operators
Underwriters
Commission Stock Brokers
11 COLBORNE ST, . TORONTO
Correepondence oricictiod, information freelly.
orcupine and Swastika securities.
THELUCKY CROSSMINES
OF SWASTIKA, LImitod
 Phone Main 53889
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402 LUMSDEN BULLDING


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Mining Securities
 J. T. EASTWOOD

J.Thomas Reinhardt ${ }^{18.20} \mathrm{King} \mathrm{Kt}, \mathrm{w}$ $\left.\begin{array}{c}\text { PORCUPINE } \\ \text { COBA-T } \\ \text { Boin rain CURB }\end{array}\right\}$ STOGK8


PORCUPINE ASSESSMENT MORI


POROUPINE STOCKK POROUPINE MAPs



## Fleming \& Marvin <br> 310 LUMSDĘT BUILDING PORCUPINE AND GOBALT STOCKS <br> F. ASA HALL  <br> W.J. NEILL $Q$ CO.  <br> PORCUPINE AND cobalt stocks  W.T. CHAMBERS \& SON


LORSCH \& CO.
Cobalt and Porcupuine Stocks
F. W. DUNGAM \& CO,
$\frac{78}{78}$ coive L. J. West \& Co.

Diamond Drilling

cormaly, Titr \& ca
PORCUPINE STOCKS
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## g \& Marvin

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REET - TORONTO. Vest \& Co.

ad Drilling



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## SAYING


AB LEGAL CADDS.



Day of Truce in Wall Street-Market Moves in Narrow Range


## THE TORONTO

 GENERAL TRUSTS CORPORATION
## Some Common Mistakes

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THE STOCK MARKETS


The Greatest Office Building in the World


You Should Have a New York Office Your Can Have a New York Office, for

 REAL ESTATE SALES CO. Phone M, 2159 International Serervice Corporation, New York City toronto stock exchanaz toronto stock exchanaz

Heron \& Co.
Bond and Investment Securities
16 king street west


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|  | BUGHAMAM, SEAGRAM \&CD. STOOKS and BONDS <br>  |
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| $\begin{aligned} & \text { King Street } \\ & \text { Toronto } \end{aligned}$ | TNATPe - Seval intaicie: |
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| TRUSTEES, RECEIVERS AND LIQUIDATORS Ontario Bank Chambers SCOTT STREET -TORONTO- |  |
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|  | WM. A. LEE \& SON |
| EDWARDS, MORGAN \&CO 18 and 20 Kling St. Wost, Toronto <br>  | Re |
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## Great Facilities for Autumn Shopping at Simpson's

## Linens and Staples

Thene are Warm Comforters and Flannelettes r Dainty Linens for the household on the Second Floor, and all marked at prices
most parehing thirst for bargains.

Turkey Chintz Comforters, $72 \times 78$, reversible, flled with white fluffy cotton, best quilting. Wed-

English Flannelettes, new stripes, in fast colfor children's nighties. Wednesday, yard. . . 10 Black Sealette Coating, beautiful pile, 48 inches 3.75
Embroidered Pillow Cases from Ireland, heavy mbroidery work and deep spoke hemstitched hem.
pair.
Damask Table Cloths, all pure linen, grass bleached, bordered designs, for oblong or oval
tables, $2 \times 21 / 2$ vards. Wednesday .......... 2.00
Hosiery For Women, Men, Girls and Boys (Main Floor)
For Boys and Girls, black cashmere hose, ribed, medium weight, double in responsible parts, made in England, 5112 to 10. Regular 25c values. For Women, cashmere, plain black and ribbed, eamless, $81 / 2$ to 10 , spliced. Wednesday ...... 19 ibbed, double heel and toe, $91 / 2$ to 11. Wednesday


Hurry! Here Comes Jack Frost
Girls, big and little, will have a chance tomorrow, not only to from the roguish fellow, but to do it most beromingly, by buying these smart coats that are priced

There are stylish coats in all the up-to-date materials, designed on dainty models; coats suitable for the young woman in her teens, or for the little girl six years old. They are all made with the same care, and there is just as much thought given
to the designing of the child's coat as there is to the to the designing
foutag woman's.
There is one patil There is one particularly striking style; it is
made of all-wool beaver cloth, in colors of navy or made of all-wool beaver cloth, in colors of navy or
elive green; the collar at back is finished with a pointed effect - and is effectively trimmed with Tartan plaid; the coat is lined across shoulder with self material, made for ages 14,16 and 18 years.
Price .................................. 19.50 Another taking coat is of imported tweed mix ture, in fawn and grey shades; it is made in singlebreasted style, and is semi-fitting; the collar is nlaid with black velvet, for ages 14,16 and 18 years, A Girl's Coat, of fine kersey cloth, in navy,
green or brown, lined to the waist, this coat is single-breasted and fastens close up to the throat; a smart effect is given to this coat by the new plaid rounded collar; for ages 6 to 14 years. Price...4.50 A rery handsome Coat of black silk plush,
smartly made and lined with heavy twill, which is smartly made and lined with heavy twill, which is
quilted, making the coat not only dressy looking, quilted, making the coat not only dressy looking,
but warm and comfortable as well; it is, trimmed with large novelty buttons; for 6 to 14 years.
A Wonderful Chance in Our Skirt Section
Hwe unfe quitt a number of broken lines

 there's sure to be your size in the lot. They are all Panama cloths, and in navy blue in several different
designs. Regular price $\$ 4.50$ and $\$ 5.00$. Wednes day price .................................... 2.39

| On Sale Tc-day <br> 81.00 Night Robes for Men at Women's Boots <br> 1.50 Knit Top Petticoats for <br> Dinner Sets for twelve people <br> Women's and Boys' Wool Worsted Hose 3 pair for........................................... |  |
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If you had tried to buy one of these
 good Bannockburn suits a month ago it would have cost you $\$ 18.50$, or nearly ten dollars more than our Wednesday price.

But one month of the autumn has already been torn from the calendar, and we're ready to take a loss on what is left of these suits.

## Men's High-Grade BannockburnSuits

ina lmost platim and grey tinted browns, browns with striped designs, also $a$ few high-rgade worsted suits in greys. These suits are carefully tailoced, perfect in fitt style and liniggs, and are of an excellent quality. We have onlya limited number, and they won't hast long. Regular $\$ 12.00$ to $\$ 18.50$. Wedneshay
8.90

## Boys' Double-Breasted Ulster Overcoats

Made with the convertible collar, with wide shoulders and box back, imported English tweed in a dark brown shade, with double black stripe, trimmed with black twill linings and mohair sleeve linings.

$$
\text { Size } 26 \text { to 29. Wednesday }
$$

### 5.00

Size 30 to 33. Wednesday

## For the Little Chaps

We have a Russian Suit, made from a rich Single-breasted style, with brass buttons dark brown tweed, in a very fine weave, the coat is a dark brown frieese, brown
the style is double-breasted, box pleated back and sleeves, belt and bloomer pants; twilled linings and silk velvet collar; sizes sizes 20 to 26

## Eight Hundred Negligee Shirts An Opportunity

and none are included whose true value is less than 75 c. The average is a shirt worth more than $\$ 1.00$. As to styles and materials, just suit yourself. There are all kinds and sizes. Wednesday

## Sweater Coats

Three pounds weight, double
Men's Box Calf Boots at $\$ 4.00$ storm collars, the cheapest coat box ceal and gun-metatal leather, in Bilicher in Toronto. Regularly $\$ 6.00$. style, singfo and donble Goodear. welt Wednesday
3.98 sides;

Warmer Under and Outer Gar. ments For Women and Girls

Women's Coat Sweaters, heavy knit wool, two pockets, high neck, with roll collar or V neck, two handsome styles; colors white, grey, red or navy; also combinations of colors; sizes 32 to 42 bust
measure. Weanesday, each ............. . 3.50

Women Thereirts
Whent knitted wool, tight fitting knitted yoke band; grey and black, red and black; beautiful quality; length 30
inches. Special price, each ............... 2.00
nehes. Special price, each ................. 2.00
Girls' Dresses, navy blue shrunk serge, sailor tyle, trimmed with red or white braid and silk tie; beautifully made and perfect fitting; sizes 6 to 14 years. Regular $\$ 4.25$ to $\$ 5.50$ each. Wednesday, all sizes, each

Women's Flannelette Night Dresses, white only, high neck, long sleeves, fine silk embroidery ruffles and insertions; sizes 32 to 42; lengths 56 , 58,60 inches. Regular $\$ 1.50$ each. Wednesday,
each . . . . . ............................ . 95

Little Girls' Winter Coats, soft wool cheviot serge, double-breasted, lined and interlined, high neck, turn-down collar, braid trimmed; colors navy or golf red; sizes 2 to 6 years. Wednesday....
Little Girls' Winter Coats, fine black caracul cloth, double-breasted, lined with fancy tweed, high neck, turn-down collar; fancy black buttons; sizes . Wednesday
Shoulder Shawls, fine fancy knit wool and silkmixed, dainty patterns, white with helio, sky, pink black designs, fringe edges. Wednesday... 1.25 Infants' Overalls, white knitted wool, made with feet, draw cord at waist; sizes 3 months to 2
years. Regular 65 c pair. Wednesday, per pair.. . 45

## New Wilton Carpets

With borders to match, will be placed on show to-
morrow, as well as some new Brussels, Wilton and morrow, as well as some new Brussels, Wilton and Axminster Rugs. These will make an instant appeal to discriminating buyers. There will also be marked at very attractive prices, ranging from 1.50 to ... (Fourth Floor)

## The House Beautiful

If you are looking for inexpensive, simple, and at the same time decorative, Wall Papers, pay the department a visit, on the Fifth Floor, on Wednes-
day. There is a great selection of inexpensive papers, in tans, browns, creams, buffs and wood papers,
shades.

For Living Roioms, per roll . . . . . . . . . 25 to 75
For Dining Rooms and Halls ........ , 25 to 1.00
For Bedrooms ....................... . 8 to . 75
There is also a bargain lot selling at less than half price, which affords excellent opportunity of
getting papers suitable for almost any room.
Three China Items All Great Values
${ }_{\text {(Basement) }}$
Chinasugar and sign. Wednesday, per ${ }_{300}$ set Fireproof Teaz pots, rich decoration;the assortment includes all sizes up to
Wednesday
Wednesday
Set, dainty China T bud, spray design, clear Wednesday


## Upon Request

Our representative will call at your home to give estimates and suggestions for re-uphol-
stering of every kind, or for the making of slip covers. This

