

250 Men, Women and Children Deypted Months of Effort to Equip the Expedition

SEVEN NARWHALS PROVIDED 20 TONS OF FOOD AND FUEL



"THE CONOUEST Of THE POLE:"




## LORD ROSEBERY'SNOTABLESPEECHCONDEMNING THEASQUITH BUDGET



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## DISCOVERER OF POLE WRITES INTERESTINGLY OF HUNTING EXPEDITIONS IN FAR NORTH

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THE TORONTO WORLD
SEPTEMBER
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JOHN CATTO \& SON
CONTINUED
DISPLAY OF
 One of the Best Known Corners in Toronto Bought by the Manufacturers' Life

A COMPANY HLBHLNOLAEAS WINS TEN MEN PRIZE

> THE " SAVOY"
> (Togo and Adomaco sta)
Special Lunch, 12 til 2
> Special
le Cream, Sodas, Etc
> Japanese Tea Rooms.
Delicious Candies.

500 MIL ARCTIC DISH
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MAIL ORDER SERVICE A SPECIAL FEATURE

JOHN CATTO \& SON


 Average -Annual Matches \& at Long Branch.
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## The Man Who "Looks

Come This Week

## Waltham Watches

Remember, Sir, that a Watch is like a Man's Head. The Outside is for Appearance., It is the Inside that does the Wo

Buy as expensive a watch Case as you
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They are made and guaranteed by the oldest and arg-
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WM. E. MONTGOMERY OPTICIAN SPECIALIST IN SIGHT testing

28 Yonge St. Arcade (GROUND FLOOR)

## TALKS ON <br> A 4 <br> 



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Another Upward Movement in Force at New York-Toronto Marke<br>on Eve of a Rise.



Offers to the public every facility which
their business and responsibility warran A SAVINGS BANK DEPARTMENT in con F. W. BROUGHALL, General Manager.
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[ MONDAY MORNING
Chicago Wheat Options Steady Markets In Waiting Mood
Cash Demand Continues Good and Winter Wheat Situation Ve Strong-Liverpool Cables Lower.

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$\qquad$ British Cattle $\begin{gathered}\text { Trade } \\ \text { Lower at Buffalo. }\end{gathered}$



TIIE TORONTO WORLD.
The Royal Securities Corporation, Limited, has issued in the City of Montreal, in the Province of Quebec, an advertisement stating that it is prepared to receive subscriptions for $\$ 5,000,000$ seven per cent. cumulative preference shares of CANADA price of $\$ 93,00$ for each sare, of subscription in full. Firm subscriptions have been received for $\$ 3,200,000$ par value of these preference shares. The advert
Canada Cement Company, Ltd.
Head Office : Montreal, Canada.

|  | CAPITAL STOCK: | - |
| :---: | :---: | :---: |
| \$11, | 7 Per Cent. Accumulative Preference Shares | \$10,500,000 |
| \$19,000,000 | Ordinary Shares Divided into Shares of $\$ 100$ Each | \$13,500,000 |
| \$30,000,000 | BONDS: | \$24,000,000 |
| 8,00 | 6\% First Mortsege Twenty-year | \$ 5,000,000 |


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BANKERS:








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 Leaving available for dividends on Ordinary Shares of the Company .............................................. $\$ 765,000$. The demand for Portland Cement in Canada has increased remarkably during the last five years. In 1904 the total consumption,
of Portland Cement in the Dominion was $1,694,988$ barrels, of which 784,630 barrels were imported. In 1908 the consumption, notwith-
standing the general industrial depression, was $3,134,338$ barrels, and no less than $3,495,961$ barrels, were manufactured in Canada. Existstanding the general industrial
ing trade conditions indicate that the consumption during 1909 will largely exceed that of 1908 .
The inerease is not abnormal, nor due to merely local causes. In the year 1888, it is eetimate that less than 200,000 barrels of
cement were manufactured on the NortipAmerican continent; and the enormous growh of the business is shown by the fact that in 1908 approximately $55,000,000$ barrels were there produced. The manufaeture of Portland Cement commenced in Canada in
until 1904 the importations into Canada of the foreign product exceeded the Oanadian production.
The report of John McLeish, B.A., chief of the Division of Mineral Resources and Statistics of the Department of Mines, Canads, on the production of cement in Canada during the calendar year 1908, furaishes the following comparative stateant :-

| Calendar Year. | Canadian. |  | Foreign. | Total. |
| :---: | :---: | :---: | :---: | :---: |
|  | Manufactured. | Consumed | Imported into Canada. | Consumed in Canada. |
|  | Barrels. | Barrels. | Barrels. | Barreis. |
| $\begin{aligned} & 1904 \\ & 1905 \\ & 1906 \\ & 1907 \\ & 1908 \end{aligned}$ | $\begin{array}{r} 908,990 \\ 1,51,568 \\ 2,152,562 \\ 2,41,513 \\ 3,495,961 \end{array}$ | 910,358 $+1,346,548$ $2,119,764$ $2,436,093$ $2,665,289$ | $\begin{aligned} & 784,630 \\ & 917,558 \\ & 666,931 \\ & 672,630 \\ & 469,849 \end{aligned}$ | $\begin{aligned} & 1,694,988 \\ & 2,264,106 \\ & 2,785,695 \\ & 3,108,723 \\ & 3,134,338 \end{aligned}$ |

Great as has been the development of the Portland Cement industry in Canada since 1904, it is only reasonable to assume than this growth will be largely exceeded in the immediate future, and for many years to come. The enormous puble works
in contemplation, including Railays, Canals, Bridges, Harbor Improvements, Piers, Wharves, Docks, Piles, Pavements, Building
Foundations, and Buildings, etc., will all require proportionately large quantities of the manufactured products of the new Company,
The hydro-electric developments throughout the country will increase
cther materials in the building trades will render necessary an increased production on the part of the new Company.
Objects of the Merger.

Objects of the Merger.
According to the returns made to the Dominion Government by the cement manufacturers, the average price at their works ob-
tained by them in 1908 was $\$ 1.39$ per barrel. This was the lowest price ever reported by the Canadian mills. In 1906 the average.
 large competrol companies on a consoducing plants at the central points of distribution from the St. Lawrence River west to the Rocky Mountains;
own or control cement-pron
and, by securing a more effcient organization which will be able to regulate the distribution of the manufactured product from these
central points to the centres of consumption, large economies in the present cost of freight, which represents a large percentage of the
 THE ROYAL SECURITIES CORPORATION. LIMITED, MONTREAL


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$T$ HINK of the comfort and the satisfaction of good; warm, soft, wool blankets1. fine, clean, pure wool without a burr or a suspicion of grease in it. Thitk of the host of expense marching to meet you for a long winter campaign against your
pocket-book.


 The English Pottery Exhibit for Sale in This Store
Exquisite Products of England's Greatest and Most Famous Potteries

$\mathrm{N}^{0}$ DOUBT you saw-and, still less doubt, you admired-this magnificent exhibi pride in announcing that this exhibit is now in possession of the Robert Simpson
Company and on view in our Art China Department in the dayilight basement. seen in Canad

FOR SALE AT JUST HALF-PRICE
will buy the bottom of each piece in marked the regular price. Just half this price New Dinnerwear Also Shown
to the city home, and the matter of refitting or replenishing the china closet is like ly to come up for consideration. We offer for your examination on Tuesday four
Dinnerware Sets, which are new, artistic and inexpensive Dinnerware Sets, which are new, artistic and inexpensive

