



## Baseball 

Note and Comment




Solling methods today are based on others exptern．
derful ayster
Problems are solved by learning how othors have solved them．Pitfalls are avoided by knowing others＇mistakes．
Each now undertaking is piloted now Each now undortaking is piloted now by a myriad recorded experionces． As a result，men are sure of thois？
ground．Errors rarely occur．One ground．Errors rarely occur．
takes the short way to his object．
dends from the start．Impossible things are not started at all． And a protty large part of modern－day advertising finances itself．
Nation－wide distribution and
profitable sale are attained in two months，sometimes．
Weeks do the work of years．Midget grow to monsters with amazing rapid－ ity．Trade conditions aro changed Formidable
Formidable competition，long in－
trenched，has been almost wiped out by a single maneuver． called Strategy in Advorticing science， An advertising campaign of the mod－
orn kind is based on exact information． The attitude of consumers is learned by house－to－house canvass．Trade
conditions and competition are learned by a doaler canvass．Selling points are developed by actual selling．
Ten thousan
Ten thousand sources are sometimes
How all this is accomplished is told gives a new aspect to advertising．This book，for the first time，puts into print
the secrets of our success the secrets of our success． To show how things can be done it have been done．
Any man with a selling problem is
welcome to this book．And every such man should have it．
Cut out this reminder；put it in your
pockot．Then，when convenient， pockot．Then，
us for the book．

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## LORD \＆THOMAS <br> Advertising

Tweed


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## WHITE STAR LINE

To the Matchless Mediterranean the great steamer TEE GRAF STEAMER


## BERMUDA



## Cheaper Than to Stayatiome

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CHRISTMAS IN ENGLAND

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$\$ 15$
TVTERCOMONTALI

Hunters' Excursions SINGLE FARE
HUNTERS' SPECIAL TRAIL


## RhYME TH A LINE


CANADIAN PACIFIC ATtar EMPRESSES






ALLAN LINE
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## BERMUDA!

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## SUNRISE HEIGHTS Market Garden Lots $\binom{5$ Acras }{ Each } By AUCTION SALE On THANKSGIVING DAY



TERMS:- 10 per cent. at time of sale; balance in 18 hall-yearly payments. Other terms and conditions on day of sale. Sale at EMPRINGHAM'S HOTEL, EAST TORONTO
Thanksgiving Day, October 30, at 2 p. m. A great chance for market gardeners and investors.
WM. HARRIS \& CO, Proprietors. - - DAVID BELDAM, Auctioneer.
and


$\qquad$

## «Commercial Reports u Wheat Goes Lower at Chicago On General Bearish Statistics Wif Gint in Visible Supples , nd Fravy Mortheet Recipts Give


 Big Receipts at Winnipeg and
American Points--Visible Sup-
ply Shows Big Increase.

## Porcupine Issues Develop More Responsible Underton

## Liquidation Runs Its Course And Porcupines Turn Strong Resumption of Upward Trend in Mining Markets, With Shar

 Advances Shown-Beaver on the Toboggan.
usill cane pails sit Pire ure properil
 fore Putting Down Shaft Encouraging Results. Encouraging Res swastika

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Eldorado the Buy



| Eldorado the Buy |  |
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| A. J. BARR \& CO., |  |
| EOMOHTON BECOWIIIG <br> IMOUSTAML CENTAE <br> Peterboro Man, Just Returned From West, Astounded at Progress Of Alberta's Capital. | The lucky cross mines |
|  | OF swnstuk, LIm |
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|  | COLE \& SMITH |
|  |  |

Mining Securitio J, T. EASTWOO Nu,
W.J. NEILL $Q$ C


Fleming \& Marvin 310. LUMEDEN BULIDDIO porcuppie and cobit stocks

PORCUPINE STOCKS PORCUPINE MAPE

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rowland \& banks


Diamond Drlliing


W.T. CHAMBERS \& SOII

LORSCH \& CO.
$\qquad$
L. J. West \& Co.
F. W. DUNCAN \& CO.



## g \& Marvin

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 Listless Trading in N.Y. Brings No Change in Market Action



Heron \& Co. Bond and Investment Securities 16 king stroot wost

PLAYFAIR, MARTENS \& CO'Y
14 King St, East $246 \quad$ Toronto, Canada


## Porcupine Issues Develop More Responsible Underton

Liquidation Runs Its Course

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Mining Securitles J, T. EASTWOO
 W. J. NEILL $Q$ Co


Fleming \& Marvin LUMSDEN BUILDRM PORCUPINE AND COBALT stocks

PORCUPINE STOCK PORCUPINE MAPS
A. C. COUDIE


## ISSESSMENT WORK <br>  <br> HOMER L. CiBson a ca <br> BUY PORCUPINE hyvestment exchnace <br> F. ASA HALL Yitio imainitiziz mome <br> rowland \& banks  <br> Diamond Driling

W.T. CHAMBERS \& SOII
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L. J. West \& Co

F. W. DUNCAN \& CO.

PORCUPINE STOCIS


## ASSAYING

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## HALL




## ND \& BANKS



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Listless Trading in N.Y. Brings No Change in Market Action



## A Bargain for Women

Dresses worth $\$ 37.50$, selling for $\$ 12.90$
Dresses for evening and afternoon wear Some very slightly soiled. Materials are satins, nets, chiffons, foulards, voiles, taffetas, broadcloths, serges and basket cloths.
There are kimono waists with three-quarter sleeves, plain or pleated. All colors are represented. Skirts

 WO other great chances to get first-rate clothes for a very small outlay. Coats for fall and winter, weeds and broadcloths, and a
ew beaver cloths; a variety of few beaver cloths; a variety of
styles. Regular price $\$ 17.50$.
Up-to-date skirts, French Venetians, in black, navy and green; Diagonal Serges in navy and grey; Panamas in black and nary;
Black Voiles and Striped and greeis. Regularly sold at $\$ 8.00$. Wed-
and gre
nesday

## Pictures and <br> FrenchMirrors

Wednesday at

## \$1 Each

Regular Values up to $\$ 7.95$
160 Gallery Pictures must be cleared on Wednesday morning They have served picture department picture department.
as samples. See window.
No phone or mail orders No phone or mail orders
Delivered in city free.

TRUNKS
One-Third Less

## Regular

 Selling Prices 28 only high-grade Tourist Trunks, fulf strength slats, two outside straps going all round trunk, two inside trays, linen lined.

Pointers for Wednesday's Shopping

Fashionable Footwear at Half-Price 900 pairs Women's high grade
Button Boots, made of selected
patent colt leather, with satin patent colt leather, with satin
suede, cravenette, dull matt cal suede, cravenette, dull matt calf
and vici kid uppers. Tho styles
are all the latest New York and are hon lasts, Cuban, New York,
Bost
and and semi-Cuban heels. This is
THE opportunity of the season to secure exclusive footwear at
half half price. Sizes $11 / 2$ to 8 , $\mathrm{A}, \mathrm{B}$,
C, D, E. and EE widths. Re-
gular price $\$ 5.00$ and $\$ 5.50$. W. gular price $\$ 5.00$ and $\$ 5.50$. Wed-
nesday ...... ... ....
$\$ 4.50$


| Women's Coat Sweaters <br> Save half the price of a Sweater Coat by taking advantage of this wind-up price of two of our popular styles Wednesday morning. Come early' or you won't get one. <br> Sweater Coats, clearing two high class lines, fine knit wool, high or V neck, two pockets, heary warm qualitics, colors in the lot, reseda, white, grey, black or brown. Sizes 32 to 40 bust measure. Regular prices$\$ 5.00$ and $\$ 5.50$ each. Wed- <br> nesday, each $\ldots . .$. 2.50 |
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$\square$
 colores. with black specially adapted for opera
coats. sults etc., 8 onin wide Exchusyyy invidble plaid satins, black predomin-
ating, ote yard wide. The new shot Duchesse Mo
range of shades, 40-1n. Wide. Rloh Black Chifiton Dress velvets, 44-in. wide.
Black Chiffon Velveteen tor syits, Black Chiffon Ve
etc. 40.1 in . wde.

## Dress Goods at One Dollar

 San Toy suiting, in cord efroot, in a full range ofshades, and black. 44 in. wide. $\ldots \ldots \ldots \ldots .1 .00$ Permo Uncrushable sulting, in new antumn shades
and biack. 44 in. wide .........................
1.00




Hosiery and Gloves





Reliable Linens and Staples




New Millinery at $\$ 6.50$



Sweeping Reductions in the Prices of the China Left Over After Our Great Autumn Sale A Final Clearance on Wednesday at Much Less than Half Price
 Wednesday

cut. Reg. $\$ 9.00$ dozers, deep flaring dozen.

Wozen. Wednesday, 500 pieces Pressed Glass, Flower Trays, Comports, Water Jugs, Cream Jugs, Covered Wednesday-special

## BRASS WARE.

Solid Brass Candlesticks, best English make, pillar
design. Reg. $\$ 2.00$ pair. Wednesday, pair
Cuspidores of best spun brass, with loaded base.
Reg. 75 c. Wednesday to clear .............. . 50

