

PRETTY MODELS REFLECT PARIS AT ADVERTISER'S FASHION SHOW THIS WEEK AT THE GRAND

Added Attraction To Augment Regular Program of Entertainment—Alluring Hat Designs and Chic Wraps To Be in Evidence—Great Range of Wardrobe Set by Dame Fashion For Milady On Display.

The last word in autumn and winter fashions for 1922 will be displayed at the Grand Opera House this week, commencing with the matinee this afternoon, the occasion being the fall and winter fashion show staged by The London Advertiser in co-operation with the Harriet Boomer Chapter, Daughters of the Empire. Beautiful and attractive gowns, costly furs, chic millinery and the daintiest of those other accessories to the toilette of every lady will be displayed by 15 beautiful models. The models will be selected from the membership of the Harriet Boomer Chapter, Daughters of the Empire. They are working for charity, as they have agreed to return their salaries to the coffers of the I. O. D. E. to be used for the Sick Children's War Memorial Hospital. The management of the Grand Opera House has also generously offered to donate a percentage of the receipts to the same cause.

In addition to the Fashion Show, a beautiful and unique entertainment in itself, the regular program of the Grand will be carried out, without any additional admission fee. The feature picture for the first half of the week, commencing this afternoon is "Queen of the Turf," a wonderful screen story, based upon the well-known melodrama of the same name. "The Queen of the Turf" is a racing story, with the scenes laid in Australia and England, and has proven most successful in its stage version. A Harold Lloyd comedy, "All Aboard," will show this popular funmaker to great advantage.

Special Vaudeville Program. As special added attractions, Miss Josephine Vice, charming little dancer, will present terpsichorean exhibitions at every performance, and Bert Caldwell, baritone, will render several of the most popular selections. The vaudeville program will include the De Wolf Duo in a harmony vocal and instrumental number, Sam Beevo, musical comedian, and Alexander and Alexander in a dance revue of their own creation.

There will be a complete change of program on Thursday, the models will display new gowns, all the vaudeville acts will be new and the feature picture will show Conway Tearle in "The Referee."

All the charm and graceful appeal of dress to be found in the houses of the great French dressmakers has been reproduced, for the new season in the London shops.

In the manner in which rumors travel, the whisper of Dame Fashion is carried from the salons of Paris and New York, and the well-dressed hostess of London will greet her equally charmingly attired guests this winter, with both her gown and the furnishings of her home, bearing the distinctive stamp of Fashion's approval.

Just a glimpse into the fashionable shops of London, and all the charm of line and the richness of fabric which characterizes the season's clothes is at once apparent.

No Radical Changes. For the woman who must, in preparing her winter wardrobe, include at least a refashioning of last year's clothes, it would be well to say without delay that there are no radical changes in the styles for fall and winter.

Rather, have all the innovations of the spring and summer been brought to a higher degree of perfection.



MISS BERYL JEWELL,
Representing Hudson Fashion Shoppe

Photo By Darragh

Where collar of fur and draped lines was once considered sufficient there has been added a wealth of embroidery, so that milady will be protected somewhat gorgeously this season from the winds of winter.

As for hats they are allurement itself. Buying a new hat has always been counted upon as a solace for womanhood, but this year sad indeed must be she who will not be cheered by the annexation of a new model.

New Sport Hats Feature. Sport hats have been developed with a new distinction, and dress hats combine a sufficiently large range of shapes and trimmings to suit every type of face. The picture hat is much seen, and a large model, developed with a narrow brim at the

back, widening out over the face, is exceptionally becoming to the tall woman.

Felts are still much in vogue, and many of the men's shops have taken to the display of clever and extremely chic sport hats, which greatly attract the feminine taste.

Indeed the range of pretty things for the new season is not exhausted in a visit to the women's shops, for many clothiers and tailors have taken to the display of sports clothes, silk sweaters, hats and a number of other things, which can lend much to the charm of a complete wardrobe.

"Wife Who Wouldn't Settle Down" is a new novel; but the man who won't settle up is an old story.

WINTER COMES, FURS FOLLOW

Voluminous Wrappings Are Fashion's Order for Dainty Forms.

BY MARGARET ROHE.

A minx in mink is chic, I think. Also black lynx becomes a minx.

And it were hard to find, methinks, mink, ermine, caracul, sable, squirrel

A minx not ravishing in lynx.

NEW YORK, Oct. 2.—Even as June is the month of brides so August is the month of fur sales, as many a poor June bridegroom can testify to his sorrow.

Now that is has come and gone and October is upon us, there isn't a sweet woman in existence who, having successfully led her husband, father or uncle through a fur shop in August, isn't just dying for winter to come.

Furs Are Answer.

"If winter comes can furs be far behind?" is the moot question, and all the lovely capes and wraps of mink, ermine, caracul, sable, squirrel

and kolinsky, purchased during the August sales and waiting in cold storage till the first snow flies, are the answers.

Voluminous indeed are the furry wraps this year. Either ankle-length circular capes or wrap-like coats with mandarin sleeves. With the usual perversity of the fur-wearing females the more voluminous their choice in fur garments the more minute are the fur-bearing animals they choose to compose them.

Mink, sable, ermine, mole, Siberian squirrel—think of the millions that must succumb to the snare to keep the portly persons of Mrs. E. Normous Bulger and her ilk protected from the draughty depths of their opera boxes

and limousines. American ermine is one of the featured furs of the coming season's smart fur fashions. It is simply a case of "pop goes the weasel" into the trap and out comes American ermine.

Must Take Care. Care must be taken, however, to pop the weasel in the trap solely in winter time, for during the summer months he is an undesirable tan color and only when the winter snows fly does he take on for protection the ermine complexion that proves his undoing.

Skunk, as an exception to the rule, however, is still going strong under its regular cognomen.

One of the Stunning Evening Gowns

To be seen at the Fall and Winter Fashion Show—Grand Theatre this week.

5-Living Models-5

At the show—popular girls from the I. O. D. E. are showing exclusively for Raphael-Mack Co. the newest garments which are characteristic—in all the different lines of apparel—of this store's recognized ability to combine style and quality at prices within reach of every purse.

The Raphael-Mack Co.

WOMEN'S APPAREL

236 Dundas Street

London

Brantford

Hamilton



WONDERFUL SHOWING OF Fur Coats and Millinery

SPECIALY PRICED FOR THIS WEEK

Don't miss our great values in finest-quality furs if you are thinking of a fur coat. You should, in justice to yourself, become acquainted with our prices; also both furs and workmanship are of the highest grade. Come in this week and get our prices if only for comparison.

FRENCH CONEY COATS

Made of self skins, in taupe or brown, beautifully lined. Special \$58.00

GENUINE MUSKRAT COATS

Superb skins, evenly matched, fancy or plain linings, self trimmed, worked with border, nicely lined. Special \$135.00

BEAVERINE COATS

Made from well-selected skins, rich brown shades, excellent linings. Special \$95.00

HUDSON SEAL COATS

Trimmed with beaver or sable collar and cuffs. The finest of seal pelts. Brocaded linings. Special \$355.00

ELECTRIC SEAL COATS

Trimmed with beaver or sable collar and cuffs, beautifully lined. Special \$167.00

PERSIAN LAMB COATS

Made of best selected pelts, trimmed with sable collar and cuffs, beautifully brocaded linings. Special \$325.00 and \$375.00

Big Event In Millinery FOR THIS WEEK

This wonderful event surpasses every previous effort! It is in a class by itself. We feel justified in saying that we believe these hats to be "the best values ever brought to London." On the basis of current prices, such models are generally priced much higher. They come from many prominent makers, and are specially priced this week, as follows:

BLACK, BROWN, NAVY, HENNA, WOOD BROWN

105 Sport and Felt Hats on sale.....	\$1.95	115 Tailored and Trimmed Hats on sale.....	\$5.75	70 Trimmed, Dress Hats, Hand-Made and Model Hats on sale.....	\$10.75
185 Tailored Felt and Feather Hats on sale.....	\$3.95	90 Trimmed Model and Dress Hats on sale.....	\$7.75	55 Trimmed Hats, Dress Hats, Model Hats and Hand-Made Hats on sale.....	\$12.75

Extra Special

See these wonderful pieces from our store at the Fall and Winter Fashion Revue—Grand Theatre all this week.

Canadian Mink Wrap.
Russian Kolinsky Wrap.
Scotch Mole Wrap.
Russian Squirrel Wrap.
Persian Lamb Coat, Alaska Sable trimmed.
American Coon Coat.
Hudson Seal Coat. A fortune in Furs before your eyes.

ROYAL
MILLINERY
AND FUR
246 DUNDAS STREET

New Fall Styles
New Fall Colors
New Fall Trimmings

In style these hats are—Sheik Turbans, Medium-Brimmed Roll Effects, Wide Hats, Youthful Chin Chins, Tricorns, Sailors. Hats such as these, so rare in style and priced so extremely low, are sure to be snapped up quickly. Make sure of yours. Come early, while the assortment is complete. Your hat for fall is here! Why not get it this week?



MISS LILLIAN DOUGLASS,
Representing Raphael-Mack Co.

Photo By Darragh