

PEACHES

each us what is sends plums and time. The one is. When we eat, and the sweet how we relish. These in turn for more peaches. We should eat, alternating the more we eat, the only limit is the also produce fruit that is best of that particular an fruits are bet- xotic kinds. It is farther North a better the flavor. why Canadian and pears sur- varieties. Every of the Dominion Advertising run- and buy at once, so nature re- regularly adapted can thus enjoy fruits throughout never did better- her," and Nature fruit abundant.

COUNTY SUBURBS

PLAN
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TO LOAN

y amount of First and Sec- oans, from six years. If you we will loan them. We also ilable for the first and Second First Mortgage Ten Thousand al property, at

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OUTLOOK BRIGHT,
SAYS KITCHENER

Germans Have Shot Their Bolt in Campaign Against Russia.

BRITISH LINES LONGER

Eleven Divisions Sent as Reinforcements to Sir John French.

(Continued from Page 1).

dition will be cheerfully undertaken by our people." While the front held by the allies in the west had been practically unchanged in the last few months, the positions had been much strengthened and many heavy guns added. He said the use of liquid fire and asphyxiating shells by the Germans had lost much of their value as they lacked the element of surprise. Additional reinforcements, amounting to 11 divisions (about 210,000 men), had been sent to Sir John French, who had been enabled to extend his lines and take over from the French approximately 17 miles of additional front. "The units appear to be thoroughly well officered and commanded. The equipment is in good order and efficient. Several units of artillery have been tested behind the firing line in the trenches, and I hear very good reports of them. Their shooting has been extremely good, and they are quite fit to take their place in the line." "These new divisions have now had the opportunity of acquiring by experience in actual warfare that portion of the necessary training of soldiers which it was impossible to give them in this country, and which, once acquired, will enable them effectively to take their place in the line with the rest of the British army." After a warm tribute to the efficiency and morale of the French army, Lord Kitchener eulogized the fighting qualities of the Russians, which, with fine generalship, had made possible the retirement of the whole line over some 100 to 200 miles without allowing the enemy to break through at any point.

Russian Army Intact. "Thus we see the Russian army remaining today intact as a fighting force. It doubtless has suffered severely, but the German forces also had to pay a heavy toll, and who will venture to say, until the present crisis is passed, which armies suffered more?"

"It must not be forgotten that Russia, with her vast territory, always has been able ultimately to envelop and annihilate large invading armies. In this she certainly is no less capable today than she was a century ago. As regards the net result, all that the Germans can place to their credit is an enormous loss of men and equipment. Our recent experience shows that the vast fortifications, and, practically, the only one that can effectively resist the new machinery of war, are those which can be quickly dug in the soil. Such trenches today form better defences than the most carefully fortified places of which the engineers until lately so proud. The Germans appear almost to have shot their bolt. Their advance into Russia, which at one time was carried out at an average daily rate of approximately five miles, has now diminished to less than one mile a day, and we see the forces which they boastingly described as defeated and broken troops, flying before them, still doggedly and pluckily fighting along the whole line, and in some places, indeed, turning on the hated invaders and inflicting heavy losses.

"The Russian army, far from falling out of the fighting lists, as Germany fondly hoped, is still a powerful and undefeated unit, and the determination and confidence of the troops, fortified by the increasing supply of munitions, have risen to a point of strain imposed upon them. In this momentous hour of stress, his imperial majesty, the czar, has taken effective command of his armies in the field. The enthusiasm created by his step will serve to concentrate all the energies of his officers and men on driving back the invaders and preventing them from reaching any vital portion of the empire.

"To sum up, we may fairly say that while the Germans have prevailed by sheer weight of guns and at immense cost to themselves in forcing back the Russian front, nothing but barren territory and evacuated fortresses have been gained. Thus their strategy has clearly failed, and the victories they claim may only prove, as military history has so often demonstrated, to be defects in disguise."

Italy's Fine Showing. Dwelling on Italy's part in the war, Earl Kitchener said: "The achievements of the Italian artillery have been truly remarkable, and the manner in which heavy pieces were hauled into almost inaccessible positions on lofty mountain peaks and in spite of great difficulties evokes universal admiration. The Italian army now occupies strategic positions of first rate importance. The gallant conduct of the infantry of the line in action has impressed upon their enemies the great military value of the Italian army, while the bold feats of Alpine troops and Bersaglieri when scaling rugged mountain sides, were marvelous samples of successful enterprise."

Turks Demoralized. After briefly reviewing recent operations in Gallipoli peninsula, he added: "It is not easy to appreciate at their full value the enormous difficulties which have attended the operations in the Dardanelles or the fine temper with which our troops have met them. There is now abundant evidence of a process of demoralization having set in among the German-led, or, rather, German-driven, Turks, due no doubt to their extremely heavy losses and to the progressive failure of their resources. It is only fair to acknowledge that, judged from a purely military point of view, the methods of war pursued by the Turks are vastly superior to those which have disgraced their German masters."

Of the fighting in Mesopotamia, Earl Kitchener said reconnaissance has shown that the Euphrates was clear of Turks for a distance of fifty miles. "Since this victory," he added, "there has been no further fighting on the Euphrates, Tigris or Karun Rivers. Climatic conditions in this theatre of war have rendered the operations extremely arduous."

AUTUMN OPENING

MURRAY STORE
17-31 KING EAST

KAY STORE
36-38 KING WEST

Superb Suits at Reasonable Prices
An Outstanding Feature of Our Opening

It's a case of mutual satisfaction. Those of our customers who have been in the habit of spending anything from \$50.00 to \$75.00 on their Autumn suits—but who don't feel inclined to spend any such amount this year—are perfectly charmed, so they tell us, to find in our opening display of New York models, stunning-looking suits, quite in accordance with their ideas, yet moderately priced at from \$32.50 to \$47.50.

For our part, we're abundantly pleased that we have been able to meet our customers' wishes. Frankly, we realize ourselves that, in every respect, the suits which we are showing this season, while fully equal in point of materials, cut and tailoring to those of last year, are yet offered at prices which represent a saving of from \$15.00 to \$20.00; and we are delighted that we can feature such opportunities for economy. We give brief descriptions of a few suits at \$32.50 and \$47.50. There are scores of other models at in-between prices.

Two Suits at \$32.50

Navy Gabardine Suit, a particularly smart model, with beautifully tailored coat, trimmed with countless self-covered buttons. The skirt is charmingly fashioned with pleats at either side.

African Brown Poplin Suit, a stunning model with belted coat, the back showing a box pleat below the belt, the collar and cuffs of velvet. The skirt has set-in pockets and pleats at each side.

Two Suits at \$47.50

Soldat Blue Broadcloth Suit, a very beautiful model with coat made in military effect, buttoned up to the chin, the collar and cuffs of lovely fur. The skirt is a plain flare model, beautifully cut.

Prunelle Broadcloth Suit, a superb model in the season's most popular shade, trimmed with buttons to match, the coat buttoning up to the chin, and finished with a collar of very fine beaver. The skirt is smartly flared.

Women's Smart Walking Boots, Values to \$6.50, at \$3.95

It's not often that we can feature such an attractive offer as this. The smart new Fall Walking Boots to be placed on sale to-morrow at \$3.95 have just been passed into stock, and represent the very latest ideas in styles and shapes for the coming season. Here are details: WOMEN'S NEW FALL WALKING BOOTS, patent leather and gunmetal calf, most of them with black cloth tops. A few very attractive styles with colored tops; welt soles, Cuban and Spanish Louis heels. All sizes. Regularly \$5.00 to \$6.50 a pair. On sale Friday at, per pair \$3.95

Good English Cotton Sheets
Regularly \$2.50 a Pair, Friday, \$1.90

English Cotton Sheets, made of a good heavy quality of English Cotton Sheeting, 2 1/4 yards wide, torn 2 1/4 yards long, making a fine large sheet for double beds. A regular \$2.50 grade, on sale Friday at, per pair \$1.90

Irish Linen Huck Towels
The Value \$4.50 a Dozen, Special \$3

All Irish Huck Towels, full bleached Irish huck, hemmed ready for use, with red stripe border, size 20 inch x 26 inch. A special purchase made before advance in prices, value \$4.50 a dozen, Friday, per dozen \$3.00

Fine Irish Damask Table Linen,
John S. Brown's Make, Friday, \$3.50

Fine Damask Table Cloths and Napkins to match, four of John S. Brown and Sons' discontinued patterns. Cloths 2 x 2 and 2 x 2 1/2 yards, value \$6.00, Friday, \$3.50. Napkins, 22 1/2 in. and 24 in., value \$6.00 a dozen, Friday, \$3.50

Special Offer of Down Quilts
Regular \$7.50 Quality, Friday, \$5.00

Down Quilts, size 5 feet by 6 feet, just as good as our regular \$7.50 quality, but specially priced because they are made up of discontinued designs of down-proof sateen. Our special price for each, Friday, is \$5.00

Regular \$1.25 and \$1.50 Books
By Good Authors, Special at 25c Each

Here are splendidly bound Books, by such authors as Rupert Hughes, Edith Wharton, Mrs. Wilson Woodrow, Sewell Ford, May Sinclair, J. J. Bell, J. A. Mitchell, Irving Bacheller, etc., published at \$1.25 and \$1.50, Friday, each 25c (Postage 12c extra.)

Striking Bargain in Kid Gloves
Our \$1.50 and \$1.65 Grades at \$1.25

"Kayser" and "Niagara Maid" White Silk Gloves, our very best qualities, either all white or white with fancy black stitching. All sizes. Regularly \$1.50 and \$1.65 a pair, on sale Friday, at, per pair \$1.25

Lines of Women's Neckwear
Worth to \$1, to be Cleared at 25c

Special Lines of Neckwear, consisting of collars, collar and cuff sets, gimpes, etc., organdie, net and lace. A few of these pieces are slightly counter-soiled, regular prices to \$1.00, on sale Friday at, 25c

The New "Ondule" Suiting of
Silken Texture, Price \$1.50 a Yard

"Ondule" Suiting, a charming crepe poplin, with a delightful silky finish, very popular for dresses and smart suits. It is 42 in. wide, comes in navy, Belgian, African brown, amethyst and taupe, and is priced at \$1.50

Clearance Sale of Misses' Coats
Regular Prices to \$20, Friday, \$5.00

Wonderful Sale of Misses' Coats, Sizes 14, 16, 18 and 20, in tweeds, serges, black and white checks, etc., also a few very handsome capes in plaids and plain fabrics. Now that separate coats are a necessity, this wonderful bargain should not be passed by. Values to \$20.00 and more, Friday \$5.00

Women's Loose Knit Spencers
In Black, White and Colors, \$1 Each

Women's Loose Knit Spencers, made of fine soft wool, buttoned in front, a comfortable little garment that is light in weight, yet very snug for wear under Silk Sweater Coats, wraps, etc. These Spencers come in white, black, light tan, emerald and Copen. blue, special, each \$1.00

Club Bags, Suit Cases & Trunks
All at Very Reasonable Prices

Sea Lion and Windsor Grain Leather Hand Bags, 18-in. frame, \$6.50; 20-in. frame \$7.50. Smooth Leather Tan Suit Cases, 22-in. and 24-in. frames, your choice at \$8.95. Upright Wardrobe Steamer Trunks, something new in style and price, special \$21.50

This Semi-Porcelain Dinner Set
Worth Regularly \$20, on Sale \$12.50

97-piece Dinner Set, finest English semi-porcelain, the cups being of clear china, the decoration a single band of dark green, with a line of gold on either side, solid gold handles. The regular price of this lovely set is \$20.00. Our Sale Price, Friday, will be \$12.50

Blouse Bargain of Great Interest
Waists Priced to \$8 at \$1.50 Each

Here's a wonderful bargain in the Blouse Section, for we've made a special assortment of fancy waists in plain or figured silk and satin, some of them lace trimmed, others with silk embroidery, and have marked them for Friday at \$1.50 each. In the assortment are models worth up to \$8.00, Friday's price is \$1.50

Quotations on New Fall Goods
On Sale in Men's Furnishings Section

Men's Negligee Shirts, percale with smart stripe effects, stiff cuffs; also black and blue stripes with soft cuffs. Sizes 14 to 16 1/2, each \$1.50. Men's Silk Neckwear, open end, fancy designs; also plain crepes, special \$1.75. Men's Natural Fabric Gloves, with black stitched points, per pair \$1.00. Men's Fine Irish Linen Handkerchiefs, regularly \$3.50 per dozen \$1.25

Shipment of Wool, Grey & Khaki
To be Sold at the Old Price, \$1.25 Lb.

We have just received another shipment of wool of excellent quality, soft finish, yet very strong, in the regulation shades of grey and khaki. In spite of the continued advance on the price of all wools, we can offer this shipment at the same price as the last lot of this quality. Per pound \$1.25

Black Crepe de Chine Blouses
Unusually Good Value at \$5.00 Each

Black Crepe de Chine Blouses, a very special line, charmingly made with hemstitched front in two styles, fastened with fancy jet buttons, the sleeves long, the collar high at the back, and V-shaped in front. These blouses are remarkably good value for, though they are beautifully made of fine crepe de Chine, they are but \$5.00

36 and 38---

AT THE KAY STORE

---King St. W.

Sale of Beautiful Lace Curtains
Many Marked at Half-price for Friday's Selling

Friday of Opening Week will be marked at the Kay Store by a number of wonderfully good values in Lace Curtains and Sets.

The Fall cleaning is sure to reveal the need of new curtains, so Friday's special sale prices will prove welcome news to all good housekeepers. Here are details of the various bargain features:

Duchess Lace
Curtains, on Sale
At Exactly Half-price

36 Pairs Ivory-finish Duchess Lace Curtains, 45 inches by 3 yards, regular prices \$8.50 and \$9.50 a pair, Friday, half-price, per pair \$4.25 and \$4.75

Lace Curtains
\$5 to \$25 Values
Half-price, \$2.50 to \$12.50

25 Single Pairs Lace Curtains, in Point de Venise, Brussels, Irish Point, Renaissance and Cluny, all 3 1/2 yards long, slightly soiled. Regular prices \$5.00 to \$25.00 a pair. Friday, half-price, per pair \$2.50 to \$12.50

Beautiful Lace Curtains
At Special Reductions

A special assortment of very fine Irish point, Duchess and Renaissance Curtains, consisting of: (No. 3125)—12 Pairs Lace Curtains, 60 inches by 3 1/2 yards, Regularly \$12.00, Friday, per pair \$6.00. (No. 3118)—8 Pairs Brussels Lace Curtains, 60 inches by 3 1/2 yards, Regularly \$14.75 a pair, Friday, per pair \$7.37. (No. 31336)—6 Pairs Lace Curtains, 60 inches by 3 1/2 yards, Regularly \$12.75 a pair, Friday, per pair \$6.37. (No. 3102)—6 Pairs Lace Curtains, 60 inches by 3 1/2 yards, Regularly \$7.50 a pair, Friday, per pair \$3.75. (No. 31543)—10 Pairs Lace Curtains, 60 inches by 3 1/2 yards, Regularly \$11.50 a pair, Friday, per pair \$5.75. (No. 31544)—8 Pairs Lace Curtains, 60 inches by 3 1/2 yards, Regularly \$10.75 a pair, Friday, per pair \$5.37

Sample Panels
for Doors & Windows
Clearing at Half-price

Sample Fillet Panels for Doors and French Windows, size 3 ft. 6 in. by 7 ft. 6 in. Regularly \$7.50 to \$25.00. Clearing at half-price, Friday \$3.75 to \$12.50

Fine Sash Nets
Very Good Quality
Special, 25c to 50c a yd.

English and Scotch Sash Nets of very fine quality, 42 inches to 50 inches wide, Fillet patterns and small designs, special values, on sale Friday at, per yard, from 25c to 50c

Wonderful Bargain Offerings in
Electric Light Fixtures for Living Rooms, Dens, Etc.

In the department devoted to the display of Electric Light Fixtures we are showing a splendid array of special values for Friday's selling.

We have divided these special lines into three groups, and as each item quoted below represents unusual reduction, we advise early shopping if you would share in the splendid bargains to be featured.

Electric Fixtures
Suitable for Use in
Living and Dining-rooms

(No. 5356)—4-Light Cluster, in antique brass finish, complete with shades. Regularly \$22.50. On sale Friday at \$15.00. (No. 5352)—4-Light Cluster, complete with alabaster glass shades. Regularly \$20.00. On sale Friday at \$14.00. (No. 5354)—4-Light Living-room Fixture, with pear drop shades. Regularly \$15.00. On sale Friday at \$10.00

Electric Fixtures
Suitable for Use in
Dens and Libraries

(No. 3169)—Hammered Brass Fixture, 3 lights, with glass cylinders. Regularly \$18.50. On sale Friday at \$12.00. (No. 3213)—4-Light Fixture, with 4 mission shades. Regularly \$16.50. On sale Friday at \$8.75. (No. 3397)—Hammered Brass Ceiling Fixtures, 5 lights, with crystal shades. Regularly \$45.00. On sale Friday at \$30.00

Electric Fixtures
Suitable for Use in
Bedrooms and Boudoirs

(No. 5327)—3-Light Shower, with crystal shades, finished with matt gold. Regularly \$12.00. On sale Friday at \$8.00. (No. 370)—4-Light Shower. Regularly \$9.00. On sale Friday at \$5.00; 3-Light Shower. Regularly \$7.50. On sale Friday at \$4.00. (No. 5357)—Semi-indirect Decorated Glass Bowls, with silk cords and tassels. Regularly \$12.50. On sale Friday at \$8.50

Concerning Our Lunch Room

The dainty lunches served in our Lunch Room will more than satisfy you. Afternoon tea, too, or delicious ice cream will prove refreshing after a strenuous hour or so of shopping.

MURRAY-KAY, LIMITED

KAY STORE
36-38 KING WEST

STORE HOURS: 9:30 a.m. to 5:30 p.m.
Telephone Adelaide 2386.

MURRAY STORE
17-31 KING EAST

The Kay Store Decorators

All Exterior and Interior Painting in town or country done promptly by skilled members of the Kay staff. We will gladly submit estimates and suggestions for color schemes for interior decoration free of charge.