

The Season's Latest Novelties =Now On Display=

STYLES AND MATERIALS THAT WILL INFLUENCE THE TREND OF FASHION FOR FALL

Coats---

Suits---

Dresses---\$17.50-\$47.50

\$33.50 to \$100 \$20 to \$75

WAISTS

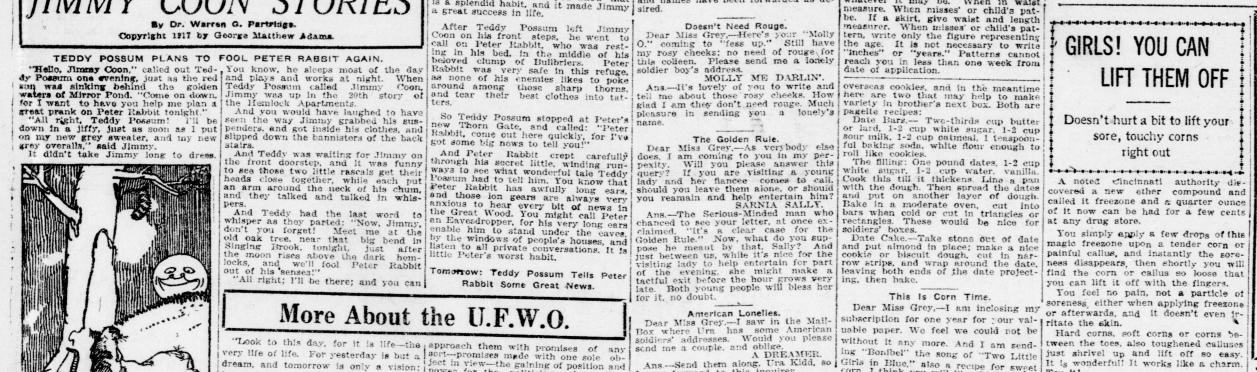
NECKWEAR

Brick & Dundas, Limited

London

188 Dund as Street

IMMY COON STORIES



More About the U.F.W.o.

Treds) is the day, to ent is till-of-the complete and the complete

Page of Interest to Women

SOCIAL AND PERSONAL

Readers Are Invited to Phone A News of This Kind to the Society Editor. Phone 3670.

The engagement is announced of deut. Harry C. MacKendrick, 4th C.M.R., now on the staff of No. District Depot, this city, to Dora Stephanie, daughter of Mrs. James Warnock of Galt, the marriage to take place on September 21 at Trinity Church in that

is spending her vacation with Mrs. George Flevet, Cleveland, Ohio.

Mrs. Edna Chenay, wife of Capt. J. S. Chenay of the adjutant-general's staff at Ottawa, and daughter Alice are visiting friends in London, after having spent some weeks in Michigan cities.

CYNTHIA GREY'S MAIL-BOX

Matches Her Name. Dear Miss Grey,—This is my first let-ter to your charming corner. I never let a day slip by without reading the let-

Dear Miss Grey,—I wrote to the Mall-Box some months ago, but never saw my letter in print, so concluded it never reached you. Will try again. Just have Name St. Thomas

In joint in print, so concluded it never reached you. Will try again. Just have one favor to ask this time: Please send me one or two "lonelies" addresses as soon as possible. If possible please send me some that you have not sent out before. I am going to send some boxes overseas shortly and would like to include a lonely or two with them. Hoping this don't meet the fate of my last letter. GIRLIE.

Ans.—I am sorry your first letter disappeared. Whether it ever reached me I cannot say. Anyhow, I am glad you wrote us again. It will be very kind to of you to send the boxes you speak of and names have been forwarded as desired.

Advertiser Patterns



A PRACTICAL DESIGN. a day slip by without reading the letters. I am inclosing stamped, self-addressed envelope. Mother would like the stocking foot pattern. Will you please send it? And I would like name and address of "A Soldier's Girl." I am near her age, and would like to correspond with her. Also a lonely's address if you have any left. Hope I have not asked for too much or I may not return. DAINTIMAID.

P. S.—What do you think of my writing? I'm quite out of practice.

Ans.—Not wishing to flatter you, I might say I think your writing harmonizes very nicely with your penname—see? You ask three queries and the replies to all have been malled you.

Lost—A Letter.

2508—This model will make a cool and comfortable dress. It is composed of a separate guimpe that may be used for the dress, which is finished with a suspender waist. Lawn, crepe and batiste are nice for the guimpe, and the same materials may be used for the gree, gabardine, gingham, seersucker, chambray and linen.

The pattern is cut in four sizes: 4, 6, 8 and 10 years. Size 8 requires two and a half yards of 36-inch material for the dress and one and three-quarter yards for the guimpe.

A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps. 2508-This model will make a cool

Please send above-mentioned pattern

Measurement: Bust..... Waist.....

measure, you need only mark 33, 34 or whatever it may be. When in walst measure. When misses' or child's patbe. If a skirt, give waist and length measurer. When misses' or child's pattern, write only the figure representing the age. It is not necessary to write "inches" or "years." Patterns cannot reach you in less than one week from date of application.

subscription for one year for your val- | ritate the skin. without it any more. And I am send- tween the toes, also toughened calluses ing "Bonibel" the song of "Two Little just shrivel up and lift off so easy Girls in Blue," also a recipe for sweet It is wonderful! It works like a charm



Gray's, Limited 140 Dundas Street.

Exhibition

Visitors

See Exhibit at London Fair

GUNN'S, LIMITED

soreness, either when applying freezone Dear Miss Grey,-I am inclosing my or afterwards, and it doesn't even in Hard corns, soft corns or corns be-

Women should keep it on their dress

CEETEE

UNDERCLOTHING Guaranteed Not To Shrink.

EDUCATIONAL

Don't Throw Your Old Carpets Away Beautiful Fluffy Reversible Rugs

that wear a lifetime. The cost is small. Send for leaflet. We pay freight SEE OUR EXHIBIT IN WOMEN'S BUILDING AT THE FAIR. CANADA RUG COMPANY, 98 CARLING ST. PHONE 2485.

EASIFIRST SHORTENING is a healthful, pure food product, better than butter or lard for SHORTENING and FRYING; 12 ounces will replace 16 ounces of either butter or lard, and will make pies, cakes and fried goods more digestible and with a delicious and appetizing

SEE EASIFIRST DEMONSTRATION AT PURE FOOD

St. Andrew's College TORONTO FOR BOYS

CALENDAR SENT ON APPLICATION REV. D. BRUCE MACDONALD, M.A.,LL.D

WHEN You Want Flowers, Think of WEST FLORAL COMPANY Phone 2187. 249 Dundas Street.



Comfortable, sightly

So Fine and So Shapely

West Toronto

The finest of cashmeres, cottons, mercerized lisles and pure silks -beautifully soft and luxuriously finished-

Hosiery

is in many ways superior to those fine lines of hosiery imported from abroad before the war. It is knitted on wonderful new machines in a big, new, bright and airy daylight factory, where the welfare of the employees is given every consideration. Consequently the better class of help is attracted and the most skilful workmanship put into Mercury Hosiery.

Ask your dealer to show you this new, shapely, full-fashioned, scamless hosiery. Black, white and all fashionable colors. No other hosiery knitted or fashioned the same. Mercury Mills, Limited

Makers of high grade hosiery for men and women. Also underwear for men, women, children.

POLLY AND HER PALS.—To Get What You Want, Advertise for It, Says Ashur. By Cliff Sterrett HOW ABOUT THE GERMAN IT'S PUFFICTLY SIMPLE AS YER HUN HEY, OFFICER! COME ACROSS TI SPY AINT GOT SPEAK PERFECT CALL A COP! KIN SPOT ABSOLUTELY 10) ENGLISH? L'EM AT BACK TO HIS TOO HEAD! T 1516HT! NO EXCEPTIONS ? OF STERRETTS 10