

Our Guarantee

IF AT ANY TIME UP TO NOVEMBER 1st, you do not feel you have saved money, you may cancel your purchase, and your deposit will be promptly refunded

London, New York & Paris Association of Fashion, Ltd.

Buy Your Fur Coat Now

PAY LATER.
ONLY A SMALL DEPOSIT REQUIRED—WE WILL THEN STORE YOUR PURCHASE UNTIL WANTED

Dominating Values Offered in Our First Annual Sale of GUARANTEED FUR COATS

WITH A COLLECTION OF THE FINEST GRADE OF FUR COATS THAT ONLY MONTHS OF PREPARATION COULD HAVE MADE POSSIBLE. YOU MAY BE ASSURED OF THIS STORE'S RELIABILITY AND GUARANTEED QUALITY IN EVERY COAT THAT WE SELL

<p>Values that are substantially under regular Winter prices—Savings of at least one-third. The newest creations of the best American designers.</p>	<h2>\$135</h2>	<p>In these groups you may select from Sealines, Northern Seals, Natural Muskrat; Raccoon Collar and Cuff—all handsomely Silk lined.</p>	<h2>\$220</h2>	<p>Beautifully selected Skins of Northern Seal, Hudson Seal, Natural Muskrat—all with handsome Silk linings, contrasting trimmings. All sizes.</p>	<h2>\$250</h2>
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OTHER SPLENDID FUR COAT VALUES ON SALE

<p>WE DO NOT MISREPRESENT.</p> <p>We sell only Fur Coats that are dependable, of high-grade Skins, and made in the best of styles.</p> <p>EVERY COAT GUARANTEED.</p>	<p>NEWFOUNDLAND SEAL COATS \$120.00 Made in the U.S.A. Newest Models. Wonder Values.</p>	<p>MUSKRAT COATS \$300.00 Finest Skins obtainable. Splendidly matched. Two individual models.</p>	<p>ADVANTAGES OF BUYING EARLY.</p> <p>You get the choicest Skins. You get better quality and workmanship. You find this season the largest SELECTION OF STYLES we ever had</p>
<p>HUDSON SEAL COATS \$285.00 Magnificent quality. Some Skunk trimmed. All Sizes and Stouts.</p>	<p>HOLLANDERS' HUDSON SEAL COATS \$330.00 Dyed by A. Hollander & Son. Finest quality Produced.</p>		
<p>Several Exclusive Sample Models From High Grade Makers-- Coats of Mole Skin, Hudson Seal and Muskrat-- \$180 to \$400</p>			

The Chief Causes of Motor Accidents

"I am often asked to what particular causes I attribute the increase of accidents. I think that apart from bad conditions they arise chiefly from three causes," writes Lord Montagu of Beaulieu in the Sunday Times.

"1. The inexperience of the beginner, and his or her ignorance or neglect of the manners, customs, and necessities of the road.

"2. The extraordinary carelessness of many pedestrians and bicyclists.

"3. The rashness and selfishness of a very small section of the motoring community, known as road hogs.

"There are other contributory causes, most of which could be removed by intelligent alteration, such as high hedges at corners, blind cross-roads, insufficient width of metal on narrow roads, and slippery surfaces.

"Lately, also, I have noticed a great increase in the number of cyclists riding two, three, four, or even more abreast on a busy highway, blocking sometimes more than half the road, and forcing the rest of the traffic almost into the ditch to pass them.

"May I remind them that all have an equal, but none a superior, right to the use of the road? In some municipalities...

principal areas cycling abreast is now forbidden, and considering the crowds of vehicles, rightly so. It is time that one vehicle at a time became the rule of the road in general, instead of in particular localities.

"All improvement in manners and behaviour on the road and off it is best achieved by a wholesome public opinion—more powerful, as we know and see every day, than the law," concludes Lord Montagu. "Let motorists remember always their responsibilities and drive with consideration, and let cyclists and pedestrians realize that they may easily cause great danger not only to themselves, but others by ignoring the altered state of traffic and forcing drivers into difficulties.

"Manners maketh man," said William of Wykeham, and they make the motorist and every class of road user a good citizen."

Radio Promises Big Development

NEW YORK, Sept. 16.—With all the static barred, New York's two radio shows are tearing along in merry meter, from the tiny finger-ring set to the ponderous cabinet that relegates Dad's easy chair to the ignominy of the coal-bin.

At both the Second Radio World's Fair and the Fourth National Radio Exposition, it seems to be a battle between art and science. The wonders of mechanical development fight hard to keep the centre of the stage from the decorative skill of the designers. The latest radio set fits into the color scheme of Madame's boudoir or the draperies of the drawing room. Delicate, cream-colored instruments vie with sateely sets of deep-laid mahogany.

And the transmission of sound, more clearly and from across the seas, is not the only promise of 1925 radio exhibitions. The time is coming, say the enthusiasts and the experts, when practically every household will have an attachment to the radio set just as loud-speakers are now plugged in, by which persons will be able to see in their homes events happening at a distance.

No longer runs the prediction, must Maine and Florida travel to Washington of New York to see Walter Johnson or Babe Ruth rise to the heights or sink to defeat. The Radio will carry the swing of the bat and the crash of the ball.

Blames Dole for Emigration Lack

DAILY MAIL DECLARES HUDSON'S BAY COMPANY HOLDS PROMISE.

London, Sept. 15. (C.P.)—The Daily Mail draws attention to the decrease in British emigration which, it declares, is being strangled by doles and pensions. The paper states that the greatest demand for emigration to-day is coming not from the hundreds of thousands of young lads and young men who are content to be workless while drawing the dole, but from the older men with families who are not yet demoralized.

Despite the increasing unemployment in Britain the total number of emigrants to the Dominions this year is less than last year. For the months of April, May and June last the returns show that 11,640 persons emigrated to the Dominions as compared with 12,449 for the same period last year. There has been an actual slump in the emigration to Australia, but this is partly due to the immediate effect of the signing of the new agreement between the Governments of Britain and the Commonwealth which will require another year before it is in full operation.

New Kelvin Hall

OFFER OF £162,115 ACCEPTED.

The Glasgow Corporation Committee on Kelvin Hall have agreed to recommend the acceptance of Sir William Arrol & Co.'s offer of £162,115 for the erection of a new steel-frame fireproof hall on the site of the new building recently destroyed by fire.

Many improvements will be incorporated in the new building, notable among these being an avenue at the entrance for vehicular traffic, thus obviating any congestion with trams or other traffic in Argyle Street. The hall will have a three span glass roof, the central arch measuring 200 feet and the side spans 60 feet. The front elevation, facing Argyle Street will be of stone, and the west side, on Bunhouse Road, probably of stone-facing, with the remaining walls of brick and roughcast. Block asphalt laid on concrete will form the flooring of the main building, and the upper floors, which will be situated over the entrance, will be of concrete.

There will be lunch and tea rooms a reception room, concert room, cinema accommodation, while the administrative offices will be, as formerly, at the entrance in Argyle Street. Accommodation may also be provided for conference rooms.

Fads and Fashions

Hats are still small, but have a clever variation in line.

The redingote has a decided influence on the ensemble.

Your hose may match your frock or be just slightly lighter.

Slim, short coats generally have fullness concealed in pleats.

Rosy-beige still holds a leading place among hostery shades.

Harry Carey Has a Thrilling Role

"THE LIGHTNING RIDER" GIVES HIM OPPORTUNITY TO SHOW HIS VERSATILITY.

"The Lightning Rider," which the Nickel Theatre is showing to-night, gives Harry Carey a splendid opportunity to show how versatile he is, because he has a dual characterization. By day, before the villagers, he is "slow Phil Morgan," who finds all his excitement in whittling dolls for children, but at night he becomes the fearless man of action, scouring the country to find the Black Mask, the bandit who is the bane of the countryside.

To draw the fire of the outlaw, Phil dresses like him. He makes love to his lady fair in the interesting garb, and, when the lady's father is murdered, Phil finds himself in rather a tight

hole. It is this and other situations as thrilling that make "The Lightning Rider" first-rate entertainment. The suspense is sustained throughout and there is plenty of rapid-fire action.

Unlike the usual "western," "The Lightning Rider" has vivid interiors as well as beautiful exterior shots. The photography throughout is excellent.

Virginia Brown Faire, a dark beauty of the Spanish type is a most alluring leading woman. Others in Carey's supporting cast are Thomas G. Lingham as the sheriff, Leon Barry as the real Black Mask, Frances Ross as his associate, and Mme. Sul Le Wan and Dot Hadley.

"The Lightning Rider" is a Hunt-Stronberg production, directed by Lloyd Ingraham. It's a mighty interesting picture.

CONFEDERATION LIFE. — aug.17.3mos

Smart fall shades are green, gray, red and a warm brown.

In the new ensembles we note that the dress and coat are of equal importance.

The Windsor Salt FREAKIES

Funny animals for the boys and girls in a real book. Cut out the one shown here and paste it together. Then send it to us and get a

FREE BOOK OF CUT-OUTS

containing many Freaks and verses that will make you laugh.

Also send what Bobby and his sister think of the way Windsor Table Salt and Regal Free Running Salt are made. Just send in this cut-out and mention this paper. Write to Windsor Salt, Windsor, Ont.

Also Makers of

REGAL TABLE SALT FREE RUNNING

Guest Ivory

As fine as soap can be

99 4/10% Pure
It floats

GERALD S. DOYLE, Sole Agent.

"How dainty!"



Yes, creamy white and just of a size for slim feminine fingers! To say nothing of Guest Ivory's blue dress to symbolize purity.

You really must see it.

Use PURE GOLD for Desserts

Jellies in sixteen flavors—Chocolate, Tapioca, Custard and Arrowroot Puddings.

All to make healthy children.

A home-made cake iced with Pure Gold Icing—A home-made pudding with tasty sauce flavored with Pure Gold Extracts For the Grown-Ups.

FOR SALE AT ALL GROCERS

