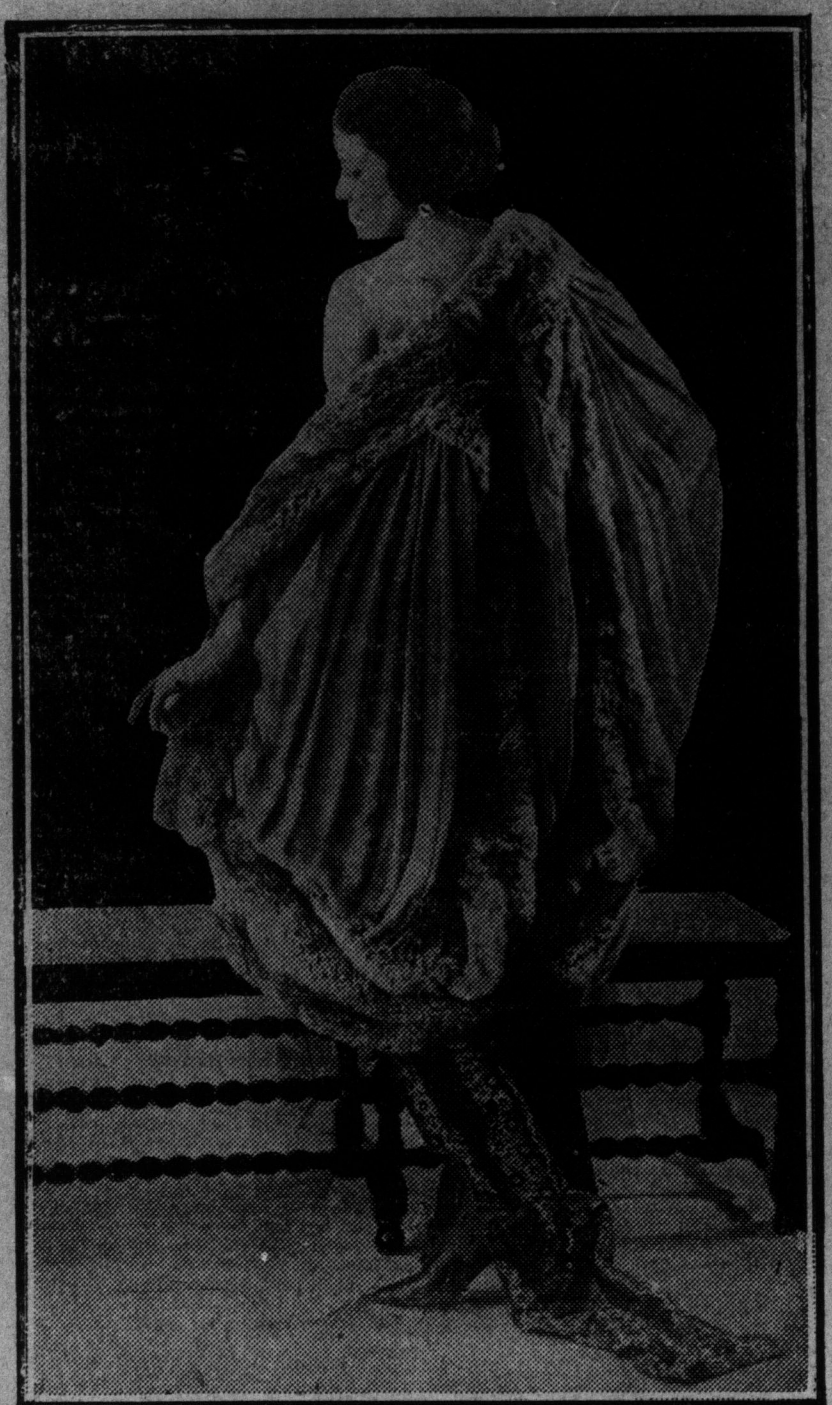


A GORGEOUS OPERA CLOAK



Of course this striking wrap and evening gown can be worn on other occasions besides the opera; in fact, it is extremely fashionable for any evening function this coming winter. A feature of the cloak is its train and covering of black lace chiffon. Fur is used extensively in the trimming of the wrap.

SOCIETY NEWS

CONDUCTED BY MRS. EDMUND PHILLIPS.

His Royal Highness the Prince of Wales will be at the Royal Connaught, Hamilton, on the 17th and 18th of October and at the Clifton, Niagara Falls, Ont., on the 19th and 20th of October.

H.R.H. the Princess Mary, as colonel-in-chief of the Royal Scots, for the first time in that capacity, recently inspected a battalion of her regiment and held an investiture at which decorations and medals were presented to a number of officers and men. The inspection took place at Redford Barracks, Edinburgh, where the 1st Battalion, under the command of Colonel G. G. Loch, C.M.G., D.S.O., is stationed preparatory to their departure for India.

Sir Clifford and Lady Sifton are shortly coming to Toronto to live, and have taken Mrs. L. Clark's house, 57 Douglas drive.

Mr. and Mrs. Robert Doherty announce the engagement of their daughter, Gretta May, to Mr. Edgar E. Lennox, son of Mr. and Mrs. E. J. Lennox. The marriage will take place in the Timothy Eaton Memorial Church on Thursday, the 23rd of October.

The annual reunion and dinner of the Canadian Mounted Rifles will take place at the Royal Connaught, Hamilton, on the 24th of October.

Mrs. White, Mrs. Miller, Mrs. Jarvis and Miss Jarvis motored to Toronto from London, Ont., yesterday and are at the King Edward for a few days. Miss Jarvis has entered at the university for the term.

Mr. Homer Proctor, late R.A.F., and Mr. Proctor returned last week from a motor wedding trip to the United States and left again on Saturday for Algonquin Park.

Mrs. H. C. Schofield, Highlands avenue, is giving a dance for her daughter, Miss Muriel Schofield, on the 29th of October.

Final arrangements have been made for the ball to be given by the acting G. O. C. and officers of military district No. 4, in honor of his royal highness the Prince of Wales, which will be held in Windsor Hall, Montreal, on Tuesday night, October 28, as definitely decided at a meeting of the executive committee. The number of invitations has been limited to 800. Dress for officers has been laid down in district orders as service uniforms of khaki, with Sam Brown belt and

SPEEDY CURE FOR BLUSHING

There is no need to suffer the disadvantages of the Blushing habit. You can be cured in a few days by the Dean System. A simple, private and convenient home method. It will put such new vitality into your nerves, so that you will speedily part company with your habit of Blushing. You will become the Master of your Nerves, imbued with a spirit of cheer, self-confidence and ambition. If you suffer from Blushing, Timidity, Nerve or Heart-Weakness, write at once for full particulars, which will be sent FREE privately, if you mention Toronto in Daily World. Write—J. E. DEAN, Ltd., 715, All Saints Road, St. Anne-on-Sea, England.

ANNOUNCEMENTS

Notices of future events, not intended to raise money, 2c per word, minimum 50c; if held to raise money solely for patriotic, church or charitable purposes, 1c per word, minimum \$1.00; if held to raise money for any other than these purposes, 6c per word, minimum \$2.50.

MEETING of Committee of Ladies on Doll's Bazaar, Heather bazaar, will be held at the residence of Mrs. G. R. Baker, 615 Huron street, Tuesday, Sept. 30, at 3.30. Mrs. N. L. Martin, convenor.

24th BATTALION Women's Club will meet on Wednesday, October 1, 8.30 p.m., in the Dominion Express building. Important business.

COMMITTEE meeting of Ladies on Bazaar, Caprice, Heather bazaar, will be held at the residence of Mrs. A. J. Battray, 32 Sussex avenue, Tuesday, September 30, at 5 o'clock.

HAROLD J. BINNEY GOT BIG SURPRISE

Didn't Know How Enthusiastically Toronto Would Welcome Picture Industry.

HE IS CONVINCED NOW

This City Has the Pioneer Film-Producing Concern for Successful Business.

Harold J. Binney, director-general Canadian Photo-Play Productions, Limited, got the surprise of his life yesterday when he realized to what extent Toronto is enthusiastic over the establishment of a motion picture producing industry here. And Mr. Binney is not easily surprised either.

For fourteen years he has been in the motion picture business, for fourteen years he has been getting surprise after surprise, for a good portion of that time he has been staging surprises and everybody thought he was immune. Not so. This is how it happened. On Saturday the announcement was made that Canadian Photo-Play Productions would place for public subscription a portion of its capital stock.

Reasons were set forth as to why the concern should be a success. One of the big things mentioned was that Mr. Binney would see that it was a success. Now, he knew the people of Toronto were interested in the movies, and he knew that they would welcome, at any time, a chance to get in on the ground floor on any good proposition. But he didn't know to what extent Toronto would respond on the first call. And that's what surprised him.

Not only is this interest in Toronto. Letters came from Peterboro, Hamilton, Oshawa, Montreal, and in one case a telegram was received. This shows that Canadian made pictures

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NOT SOLDIER, SAY POLICE.

Twelve dozen bottles.

Thomas Parrott had twelve dozen bottles of liquor in his motor car when he was stopped by Plainclothesmen Black and Ewing. He was fined \$200 and costs or three months.

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WARNS COMMITTEE TO BE CAREFUL

Project to Make School Swimming Pool Brings Word of Caution.

Chairman of Finance C. A. B. Brown warned the property committee of the board of education against all unnecessary expenditures at the meeting of the finance committee yesterday afternoon. This was in connection with the report by the property committee in favor of the expenditure of \$3,842 for a swimming pool at Keele Street Public School. The item went to the board of education for final action on Thursday night.

The finance committee, sent on the J. A. Berridge, Carlton School, under the tender to the board. This was the tender which the architects said was supposedly too low for good work. The price asked was \$18,397.

The finance committee took issue with the technical school committee over fees to outsiders. The committee wanted a low scale, but the finance committee reaffirmed the view that \$136 a year was a dead cheap cut rate figure for outsiders to get all the advantages of a school year's course at Toronto's two multi-million dollar vocational training palaces.

The committee decided to recommend that Major Percival C. Brown, solicitor to the board, be paid an increase of \$300, a raise to \$4,500, for the current year.

To Petition for Reprieve For Mrs. Lorice Thompson

Special to The Toronto World. Kingston, Ont., Sept. 29.—It is understood that a petition will be sent to the rounds and forwarded to the department of justice at Ottawa, asking that the death sentence be commuted to life imprisonment in the case of Mrs. Lorice Thompson, who was found guilty of murdering her baby.

They've Gone Back to School

YOU can picture them--- row on row of rosy-cheeked youngsters, all tanned and happy with holiday healthfulness.

Will they keep up that health?

Will they look as well and strong when winter comes?

Now is the time to protect them---to give them the right food, the nourishment that will fortify them.

In Farmers' Dairy milk you have Nature's perfect food.

A food that is rich in proteins and carbohydrate---in all the elements that nourish body and brain.

A food that is easily digested, that is light on the stomach, that helps digest other foods, that is from every scientific standpoint a balanced ration.

---and the most economical food in the word.

Surely, it's a mistake to be sparing with milk!

Double your regular milk order for the children's sake.

THE FARMERS' DAIRY

Walme r Ro ad and Bridgman Street

Save Extra Money-Buy Tickets

Phone---Hillcrest 4400. Our Salesman Will Call Next Trip.

