


## A Delightful Collection of Afternoon Gowns at Moderate Prices

All of Them Revealing the Trend of the Mode in Effect, and in Detail, and Showing That Autumn is to Be a Season of Soft Materials and Rich But Sober Colorings

He FIAT has gone forth. Skirts are shorn of their ripplo
and flare, and now the fashionable woman's desire is to present a tall and slender silioustte-a figume of long gracefol
lines. And to this end Fashion is utilizing the softest of silks - satin, charmeuse, crepe meteor, Georgette, and soft, soft velnew frocks in the little Grea Happily exemplifying this new rogue for slenderness is a
dress of taupe satin with most charming lines. A closely set row of satin covered buttons runs from beneath the small
round white Georgette collar to the hem and long sash ends, fringed and adorned with metallic embroidery, hang from the
girdle at the sides, giving a somewhat Oriental effect. Price,
\$47.50. With a somewhat similar arrangement of sash ends, is a
satin dress in the modigh Burgundy shade, its rather plain bodice frilled beneath a cord and descending in metallio em.
broidered points to match the sash. The sleeves are of Georroidered points to match the sash,
gette, and the collar is white. Price, $\$ 55$.
A most fascinating frock is made of French blue erepe
 corded belt and the bodice is topped by a mall collar of white
satin. Prien, $\$ 66$.
The immensely faahionable, kree length Rretian The immensely fashionable, knee length Russian blouse of bronze shade. The bottom of the blouse and aloeves are unasual
With marabou, and a white satin collar and vest, with a gloam of
ilver lece with maraboon, and a white satin collar and vest, wi
iilver lace, give a becoming touch. Price, 445 . In the always popular navy is a satin diress, with plain
a firt, its notewworthy features being the new rather full sileeores,
a wide sash, with metalic embroidered ends and deep pointed



## The Formal Fall Display

## Furniture

 end House Furnishings Beginn on Monday, Sepwith the Spacit Altraction of Professor Frank Alvah Parsons

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## The New Suits Show Fashion in Variable Mood

Wometh a Woying With the Directoire, But Always With a ${ }^{\circ}$ Prefer.
AD EVERY TYPE within the ken of Fashion
to be seen in the huge and very charming array in A to be seen in the huge and very charming array in thou Nomen sable every woman to choose a coat that ise just the orost becoming length for her, and the mater
ials-all of them smooth and supple as befts the de mand for a straighter silhouette and long folds-show nuch that is new.
Bolivia cloth, suede twill, gloveskin cloth, smakeskin an
other makes of velours, are all featured, and the new colors are




 Just as typical of the Russian blouse is a suit of Petrouchka long coat faced with grey plush, buttons down the side, and is trilled at the waist and falls within, buttons or threw the side of and is
fres the hem of the plain button-trimmed skirt. A deep cape hangs over
the shoulders at the back and is topped by a little round collar. Price, $\ddagger 75$.
Combining both trpes in moot charming offoet is a suit of Rus gote, its embroidered belt and bloused back Russian, its up-andown high collar of mole Direot
onff wholly 1916 . Price, 8175 .


## Qualritly Ploturesquo Aro Tho Now Fure

Some of the Friday
Bargains
Bargains
Women's Dressen. Inmported Thafete, Charmeas

 boides are in oratious rosesporer








Women's Sutts
$A$ mañataturers ${ }^{\circ}$ overmakee

$\qquad$

And These MuFs and Neckptrces of Budso
of Fashion Show the Nowe Cape and Tip $\mathbf{B}^{\mathrm{ACK}}$ WE GO to our grandmother's days, back to
 dreses and crinoliinest, for
And in no medium could ther be expressed than in the seal they ber more bemitchingly
 of these same newold styles is that most or them
trimmed with another fur which adds greatly to the effect. The illustration shows a very happy examplo-an imported, tippet like collar, draped in front and button-

ing by ititle ball muft to match, which the lady is holding by its shell bracelet, is is lined mith
(another modish innovation) and is
and round back, pointed sides, and is lined with rose flowered crepe. Priee, 889. shows a tippet, pointed back and front with stick-wh

## The Temposituous Pettlocoat Havo Lost, Litilo-Jus

 nima floor, Jame as

















## Such Smart Coats For Girls

Extlotiting the Rival Charms of Velours, Broad
cloth. Zibeline, Veivet and Push, Many of Them Being Trimmed With Fur $T$ HET AEE SIMPIT fullo At Atractions, the new eatas little Miss School Girl's Winter wearing. Never have styles been
more charming, or materials prettier, and not for an instant
has it been forgotten that warnth isen afrst e-
cessity, for all of the cessity, for all of the
coats are interlined coats are interlined. And since one of
t he e distinguishing t he distinguishing
features of the new modes in children's
coats is splenty $f$ rin coats is plenty of rip-
ple at the sides and
oftat often considerable
tunness
these interlininings are
res these interlinings are
attaehed to the linings attached to the inings
and bang ing stiaght
lines, not attacheied to the outer eloth, so that bulkiness is avoided.
 broadeloth is madede wreen beatit from sides to foront
holding the fullness, and a
square yoke-like collar at the
back, above which is a smaller back, above which is a s.
one of skunk. Price, $\$ 32$.

> ofe of skunk. Price, $\varnothing \Delta z 2$. In the fashionable Russian



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nd Melon Muffs in Most Alluring Guise collar, and long flat stole of ermine. The muff match is a small "granny" shape, with ermine cuffs. The value is particularly good at $\$ 65$.
A bib-like cape is another fascinating affair. This has pointed back and front and has a rolling turn-up In melon shape-the muff to match it is banded with skunk at the ends and lined with grey velvet. Price, $\$ 27.50$.
round cape collar with one stole end edged with sill ball fringe. Price, $\$ 30$.

A little "Two-way" collar is a most useful possession, for shaped like a collarette it can be worn down,
or turned close up about the throat a la Directoire. or turned
Price, $\$ 11.50$

Exactly like the hussar cap muff of the early 19th century is a seal muff, its middie banded
braid which ends in a tassel. Price, $\$ 22.50$.

Another quaint muff is draped and trimmed with a dd bow and tassel. Price, \$20.

- Third Floor, Yonge St. Jumat cind

Big Spoolal Enillina of
Notions Commonoos Fridey
$F_{\text {exceptional values in every-day no. }}$ OR
tion needs and dress-making supplies. Even the usual pricesos of these ortictese are below the present market value, so when the reduction is noted you may judge for Yourself fust what bis byargains they are
Phone orders will be fille it it possibe but Phone orders will be nilied ii possibe. buu In some cases the quantity is bimed ted Luoure
the list over carefully ana buy for future the lid


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筒 12 -inch celluloid knitting pins ; size, $7-9$; reg.
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ber; Reg. .ec card Friday 2 for s.
Mereerized belting, $21 / 2$ inches wide, black



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# Boston Won Second Straight From Detroit 4-3 



HOTEL RYAN



BRAMPTON BOWLERS WIN CHAMPIONSHIP

## Defeating Strathconas Hamilton in Final for $T$ sonto District Honore.  <br>  <br> 

OU
UR Fall Exhibit of Young Men's and Men's Clothing is now complete. We're showing a variety of new models that surpasses anything ever produced by the master designers of America.

See our windows today,
HICKEY'S
97 Yonge St.
A.DEMARE PITCHES
Philadelphia Twirler in Un usual Performance-Giants
Win Fifteenth Straight
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Donovan and Jennings
Differ About Shocker
AUTUMN MEETING
September 23-30


FIRST RACE DAIL
AT 2.15 P.M.
A CAMADIAM FIRMM LAWN BOWLS


SAMUEL MAY \& CO.
TORONTO

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## Ontario Jockey Club

 TORONTO

| From The Boys At The Front "Why Don't They Come?" $\qquad$ <br>  <br>  <br>  <br>  A call doos not put you under any oblizzatons, we will appreclate it, and triendly chat may perhaps help you to make your decision. Our addross: "C" Battery, R.C.H.A., C.E.F 'Phone Main 6795 20 Victoria Stree |
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FIRST CHOICES WIN


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That Son-in-Law of Pa's :-: Poor! Poor! Poor Overworked Boy


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By G. H. Wellington
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New Fall Silks and
Dress Goods with many reduced prices.
Unusual displays of new Suits, Coats, Skirts new Suits, Co
and Dresses.
The fall weights in Underwear.
A Sale of Children's
The New Boots for Fall Wear
Two particularly good styles today at $\$ 4.00$ and $\$ 5.50$.

The Notion Sale with hundreds of low prices. Specials in Children's Dresses and Coats.

## Boots for Men Well Priced

MENS "ACTIVE SERVICE" BRAND BOOTS.
Black Box Calf Blucher Boot, made from heavy best-grade leather,
cotton lined; double weight, standard cotion ined; double weight, standard screw, reinforced and sewn
soles; solid counters and box toes; full-fiting round toe shape. soles; solid counters and box toes; full.fitting round toe shape
Sizes 6 to 11, per pair, $\mathbf{\$ 2 . 7 9}$; same stye, leather lining, $\$ 2.95$. "SIMPSONS SPECIAL"
Dark Tan Lace Boot, made on English recede toe, dark brown will
low calf, straight hace boot low calf, straight lace boof, blind eyelets, light weight Gooodyear


## "DOCTORS' SPECIAL"

Made of best grade genuine black box calf leather, 3 -ply antiseptic
Coordyear welt sole, extrat eeavy shankk,brown teather ininin, EE full
fitting round toe shape. This boot is highly reammended by fitting round to shape. This soot is higriwn recommendinded by, EE foctlifs
for burning or other foot ailments. for burning or other foot ailments. Sizes 6 to to 11 , per pair, $\$ 5.00$;
Same style, dark tan calf leather, per pair, $\$ 5.00$.


## This is Overcoat Day

Get Them Today!
in the Men's Store. All the new fall goods are displaying their attractive textures and smart lines to give you the opportunity to decide what style best suits your needs. From youth to maturity every age is considered in the choosing of these wonderful stocks, and the variety of styles is almost unlimited.

| fik Lined Coats \$18 | In |
| :---: | :---: |
| English thack cherioo | Ginglish cloths, beautifuly tailore |
| Stil | brem |
| silk. Most satisfactory in service. 18.01 | Siece 36 to 44. Price .......... 24.00 |
| glish Worsted Coats | English G |
|  | domm around the |
| dol loth in grey, almost plain pe | tra |
| S 36 to -4. Price .... 22.00 | Sizes 36 ate 4 42. |

## New Styles for Boys in Fall Wear <br> Are Now Ready for Your Inspection



In the Men's Furnishing Section we are of
ing at special prices many of the ing at special prices many of the
things your wardrobe reguires things your ward
Just look at these:

## Fall Underwear



| Flannelette Ni | ht Pobes at 75 |
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| Flannelette Nig | ht Robes at 75 c |
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Included in the Blanket Sale
is a clearing of Soiled Bedspreads, to which we invite particu
lar attention. Here are the items: \$5.25 Blankets Clearing $\$ 4.19$














Men's Irish Linen Handkerchiefs Mern, Lrish Linen H
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 Khaki Hendkerchief, for the soldiers, lawn, full size, 25
hemstitch borders. 4 for

| In Our Stationery Section |  |
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New Pictures 50c Reproductions of famous
paintings, suitably framed in paintings, suitably framed in
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mission aak, 50 c ; larger size, $\$ 1.25$.
1,000 POSTCARD FRAMES
At 15c Each.

The Market

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Rugs to Make Cosy Bedrooms, Sell at Low Prices Today
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 ANOTHER MAAK Witr




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Thousands of Pairs of Fresh Lace Curtains





