

"The Smartest Shop in Town"

Distinctive
Accessories



Harmonizing
Ensembles

KNITTED SPORTSWEAR

— Perfectly Adapted to the Sports Mode

SMART, comfortable and becoming knitted wear has this season achieved a real triumph in styles that are equally practical for street wear or sports. Two piece suits and dresses may be had with the popular cardigan top or in pull over styles—just as proves more attractive—in fine or heavier wools—or in wool and rayon mixtures.

Bramble suits from Scotland are featured in White and all the new heather mixtures at \$25.00

731 Yonge St.
at Bloor

**The
Evangeline Shop**

1440 Yonge St.
at St. Clair

WINDSOR LONDON ST. CATHARINES

McKinnon's Furs Gowns & Wraps

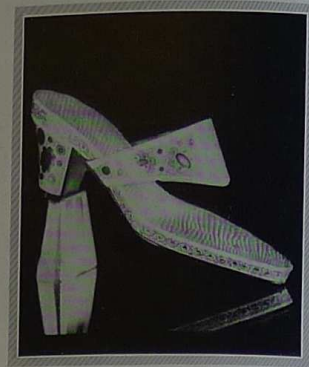
Cold Storage for Furs

during the Summer Months

Have Us Do Your
Remodelling
and Repairing Now

116 West Bloor Street
Toronto

MAYFAIR GOES SHOPPING



The last word from Paris—the work of Perugia the world's finest shoe designer. This mule is of white kid, fine as silk. Wide strap, heels and rims are enamelled in the manner of the ancient jewellery on precious leather tomes. The colors used here are gold, red and green. Interlaced gold kid in the lining of the sole simulates a basket weave, and is very soft. A smart addition to the trousseau

ABOUT this time of year Every woman's hosiery decides that it has done its noble duty during a strenuous season, weakens, languishes and all in a panic flutters into uselessness. The thought of putting in a new supply is appalling, at least we thought so before dropping into John Northway's store, Toronto.

If you have not yet tried Van Raalte chiffon hosiery, or at least if you have not seen the lovely silk-to-the-top sort at \$3.95 a pair you have overlooked something beautiful. Silk chiffon to the

hem are \$2.50 and \$2.98 and the fine heavy sort for daytime wear are \$2.00.

We lingered longingly over a French lingerie set, nightie, step-ins and chemise of heavy silk crepe in a delicate orchid shade, embellished with drawn threads and eyelet flowers with net petal inserts. How lovely for a bride!



NEW YORK is all agog and the smart world is interested in the bit of fashion Frenchness that has just arrived on this side of the water in the form of a young sculptor who cuts the hair of half the European nobility. In his wake have come many delightful French customs—the little salons panelled in choice woods, the low soft cushioned chairs—Voilà! even the cigarettes which madame may smoke while considering the hat, or the last word in lingerie. But here is the wonder of it all. There is in Toronto, on Bay Street in the Bloor Building, just such a shop or series of petits salons under the name of Davidson's Ladies Toggery. The walls are panelled in beautifully grained walnut, the chairs are luxurious, the lights discreet, and lol on the elbow tables are crested silver boxes of one's favorite cigarettes. A chic hat or two lying about in subtle carelessness piques the curiosity—what loveliness lurks behind the walnut panels? Hats with magic labels maybe? Lingerie that is a perfect dream? We saw a trousseau set of white flat crepe edged with the filet of France and another with the wide bandings of Swiss net applied in graceful flower designs. There are the new crisp fresh linen flowers for one's lapel—hosiery so fine and clear and undies in infinite variety—a little bit of Paris lurking in the heart of Toronto.



The vogue for parasols is becoming more pronounced with the return of other feminine fashions. There is decided chic about this one of radiant green taffeta. Undoubtedly it is the perky rim of pepper-like points