



The Last Word in Style

HERRINGBONES

The chipper young fellow shown above is happy about "owning" his athletic appearing tweed suit...

INSPECT OUR NEW SAMPLES

Let us show you our many smart new cloths for Fall and Winter. You who appreciate rich quality fabrics, will be intrigued by the infinite variety of both Suitings and Overcoatings on display at our store.

Be Wise—Order Before Prices Rise

INTERNATIONAL TAILORS

First Avenue Schumacher Phone 1062

AGENTS FOR TIP TOP TAILORS

WM. H. LEISHMAN & CO.

Plastered bodice and full skirt. This is Molyneux's favourite silhouette—a new variation of the full-skirt idea. Your waist and bodice are held in

within an inch of your life, the skirt starts from the hips and broadens with the help of gores or godets, gathers or pleats, or circular cut.

Individuality is Noted in Men's Selection of Clothing Say Retailers

Men Flouting Style Rules to Select Combinations Pleasing to Themselves. Dark Colours Favoured in Suitings and Overcoats. Stripes in Shirts This Year and Paisley Patterned Neckwear. Hat Brims Wider

Individuality in men's clothing is more marked this year than ever before. Disregarding the style rules set up by those who set style rules, men are asserting their independence, say clothing retailers.

And the effect, except in isolated cases, is not at all displeasing. Left to themselves men are probably more conservative in their choice of clothing than the edicts of the clothing manufacturers would have them be.

In the matter of rain coats for example. Manufacturers are finding a demand for coats of light, water resisting material that combine good appearance with utility value.

Overcoats for the most part will be conservative in style and colour this year. The fall stock received by many Timmins stores contains many blues, greys and dull browns.

Overcoats for the most part will be conservative in style and colour this year. The fall stock received by many Timmins stores contains many blues, greys and dull browns.

A feature of many coats this year is extra breadth and flexibility around the arms and shoulders. Such garments are particularly of value to the motorist. He finds no binding around the shoulders and has ease and freedom of movement in his car.

Hat brims are about an eighth of an inch wider. On paper that does not sound like a great deal but it is very noticeable when the hat is being worn.

Necktie styles remain more or less constant. If there is any change it is in a toning down of brilliant colours. Dark reds and maroons seem to be favoured.

The combination of jackets and trousers of different but harmonizing colours, which used to find favour only in summer, is now being used for winter wear.

Dictatorships are as unpopular in fashions as they are in politics, says one fashion journal.

Jewelry Fascinates the Majority of Women

Associated with Love, Birth, Age.

Probably every love-story has at some time or other been consecrated by a gift of jewelry. There is something about even the most modest jewels which makes them more precious than anything else.

The association of a certain stone with every month of the year—so that everyone has his or her own "birthstone"—dates to Biblical times.

Grandmother's Jewels. If you have some jewelry which has come down from your mother and grandmother, you need not lock it away as being "old-fashioned" and unsuitable to wear with modern clothes.

One Every Year. The very latest idea is to present a girl baby with a narrow gold chain on her first birthday and to add a jewel to it on each subsequent birthday until she is twenty-one.

Cameos and Opals. Cameos have been popular for hundreds of years, and though they may become unfashionable over a period, they are always sure to return to favor sooner or later.

Costume Jewelry. While there is nothing that can compete with the fiery sparkle of real gems, a certain amount of costume jewelry has a place in every woman's wardrobe.

Colour Scheme Favoured by the Duchess of Windsor. London, England.—Black and mustard yellow is a color scheme favored by the Duchess of Windsor.

A favourite ensemble consist of a loose dress-length tweed coat in a black and mustard dog's tooth check; a small flat rolled-edge yellow felt hat with a veil; a yellow woolen dress; and black accessories.

The loose fur coat that you used to wear over your suits or throw carelessly over your shoulders is being outstripped by the full-length, fitted fur coat.

Brown for Chic!



Poised and ready for the closest scrutiny, this fashion-wise young lady dons a brown mink-dyed muskrat, made on stunning swaggar lines...

The Horseshoe Considered the Sign of Good Luck

Among the novelties of the season there is frequent use made of the horseshoe design. It was about the middle of the seventeenth century that the superstitious use of horseshoes as emblems of good luck originated in England.

Vogue says:—"You'll have to count on a corset this year. You'll have to learn how to lace yourself in—a lesson that even your mother has forgotten. You'll discover that the lacing is not only bearable, but thoroughly comfortable."

Mink Tone Muskrat and Persian Lamb Lead Fashion

Beaver Fur Shoppe Has Striking Array of New Models.

Mink tone muskrat and persian lamb lead the fashion parade in furs for the 1939-1940 season, beautifully fashioned into fitted and swaggar style coats, as shown at the Beaver Fur Shoppe on Third avenue.

Fur coats have changed a great deal in the past years, furs now adhering to fashion as do their brothers, the cloth coats. Made on long fitted lines, with flared skirts, or on loose swaggar lines, with flaring backs, the coats are the "last word" from the fashion front.

International Tailors Offer Big Range of Suitings

Feature Three Button Tweed with Herringbone Pattern in Green, Grey and Blue.

International Tailors, First avenue, Schumacher, are featuring this fall a tweed cloth with a herringbone pattern—a sure fire favourite with the younger generation.

Fast service on made-to-measure suits is guaranteed by this firm and its Toronto connections.

Fleecy blues and soft warm grey cloths are favourites for overcoats. In addition however, there are many tweeds from which to choose.

There are tiny boned corsets that can be worn over a regular girdle. Laced one-piece corselettes are designed to give heavier women the hour-glass look.

Fashion This Year Takes Inches off the Waistline

New York—Wherever two or three style-conscious persons are gathered the conversation is apt at any moment to turn into a discussion of corsets; by that we mean of the new corsets, the boned and laced affairs that caused the wires to hum in August when the corset openings were at their height.

The conversational volley sounds somewhat like this: "I think they're marvelous." "I wouldn't wear one." "I'm crazy about mine, it makes my waist inches smaller." "They're the most exciting things that have happened in the clothes business since grandmother took her corset off and put on a ferris-waist."

While the model was being evolved in ateliers abroad American designers were working on their own conception of nipped-in garments in their work-rooms. So it happens that now there are many versions of the wasp-waisted foundations to choose from.

There are tiny boned corsets that can be worn over a regular girdle. Laced one-piece corselettes are designed to give heavier women the hour-glass look.

Trends Show in the New Suits for the New Season

Ottawa.—Smart new suits in the early fall collections show contrasting materials in skirts and jackets—rough wool jackets with a smooth surface with a smooth surface wool skirt.

FASHIONS in Fine Furs



You are invited to inspect our large stock of Furs and Fur Coats. All of course, are advanced in style according to the dictates of the fashion centres of the world.

- COON, SQUIRREL, PERSIAN LAMB, MUSKRAT, BROADTAIL, AMERICAN BEAVER, HUDSON SEAL, POLAR SEAL, CARACUL, LAPPIN, COLLARLESS PERSIAN LAMB WITH EXAGGERATED SKIRT

Coats made to your individual measurements in any desired style at no extra cost. Hundreds of satisfied customers in this district is your assurance of complete satisfaction.

Order Before Prices Rise

Present indications are that raw fur prices will increase, particularly imported skins. Order now and save.

Repairs, relling, restyling estimates gladly given free. All work done on the premises and fully guaranteed.

See Our Display of Better Cloth Coats

BEAVER FUR & LADIES' WEAR

2 EMPIRE BLOCK TELEPHONE 1160 TIMMINS

SATURDAY is the LAST DAY of REMUS' GREAT Community Plate Sale



ON ALL PATTERNS

- 50 PIECES SERVICE FOR 8 \$39.75, 39 PIECES SERVICE FOR 6 \$29.75, 62 PIECES SERVICE FOR 12 \$49.75, 82 PIECES SERVICE FOR 8 \$67.65

Table listing prices for various items like spoons, forks, knives, and miscellaneous goods. Includes '10% DOWN \$1 a Week' and 'ASK ABOUT OUR XMAS LAY-AWAY PLAN'.

C. A. REMUS JEWELLERS and OPTOMETRISTS 17 Pine St. N. Timmins Phone 190