

Our Fall Opening

Ladies Hats, Coats, Suits, Dresses & Accessories
TAKES PLACE

THURSDAY AFTERNOON

Sept. 19th, from 3 p. m. to 5.30 p. m.
AND SUCCEEDING DAYS

Fall Hat Success!



Pompadourables, Berets, Bonnets — black, brown, Autumn color hits in velvet and felts. American designed hats for stylish, conscious ladies! Young, feature-flattering at streamlined prices.—

\$1.95 to \$7.95

Be a 1941 glamour girl in one of these exciting new hats. All new entrancing, from \$1.95 up. You can have several. Hurry!

MORE FUR than fabric on these New Winter Coats \$17.95 to \$110.



Silver Fox! Persian!

Fabulously furred (more fur than fabric!) Winter Coats to keep you warm and beautiful from now on! Look for big side-swirled fur borders, rippling fur hemlines, waist-deep fur collars, fur plastrons, full-length tuxedo fur borders! And such furs! Persian lamb, mink-dyed muskrat, silvered fox, skunk! Beautifully tailored or rich woollens, warmly interlined... choose your Winter coat here today... rejoice later! Black, newest colors.

Misses! Women!

Juniors!



Prowse Bros., Ltd.

THE STYLISH CENTRE



Heights In Millinery

Bright reds which reflect Indian conceptions are being featured in a number of fall hats. Made of felt or suede, these include off-face berets with side tabs and natural quills, puffed felt beret and high arrow trimming of the hat medium and a high, narrow toque with puffed crown finished with tassels of monkey fur appended from a "totem pole" ornament. Height is liked for many of the small shapes shown, most of which take brimless form. Off-face effects are also in favor, one such in a beret with faceted outline and deep back, the latter punctuated with square metal buttons.

Men's Styles

Single-breasted suit coats for men are making a comeback. All coats are longer, trousers are narrower.

Topcoats continue last year's trend to shortness. Ace for collegiates is a camel's hair shorty with huge pockets. For "dressy" suits, dark fabrics, as always, are best. Suit accessories to your suit... patterned suit takes plain accessories and vice-versa. For long shot better: Keep an eye on slip-over sweaters to finish strong in place of vests, for casual wear.

Enhance Personality By Becoming Clothes

If you want to be smart — be yourself. Don't let your clothes or your make-up stamp you as being something you're not. First impressions do count.

The smart girl is not presumptuous enough to think that new acquaintances have time to look under the surface to find out that her unattractive appearance really hides a heart of gold or a fine mind.

And she wouldn't dream of putting loyal friends in the position of having to say, "Janie isn't like that underneath. You mustn't judge Janie by her looks."

She avoids, for instance, "the plush-horse-look." This can be achieved simply by wearing an elaborate dress, then adding a necklace, two bracelets, dangling earrings, a drooping face veil, a couple of large rings and a lapel ornament.

The jewellery may be good, the dress expensive, but the wearer will give the distinct impression that she is dressed up with no place to go.

Too Athletic

The "I-stroked-on-the-college-crew" look is something else that hostesses, eligible young men and business executives find none too pleasant. The say hearty too half-fellow-well-met, back-slapping athletic type, who wears flat heels and a slouchy felt hat to tea and, while there, sets straight every man's thinking on any subject, falls neatly into this category.

This good-girl type doesn't bother to do anything with her hair. She wears little or no make-up. And she stands with her feet planted firmly about a foot apart.

The smart girl avoids also the "just-a-little-bit-cheap" look.

She doesn't wear fancy shoes, heavy make-up in the daytime, peek-a-boo blouses to the office. Her dresses aren't several inches shorter than the currently approved length. Her clothes fit, but not too snugly. She knows that unless she wears a giraffe, the neckline of her dress must not be tight.

She is equally determined to avoid the "one at any cost" look. You don't catch her making herself just plain ugly by wearing the latest coiffure simply because "they" are wearing it.

She doesn't adopt a hat fashion that brings out her worst features and conceals the best ones. Not in a thousand years. She adapts current styles to suit her own features and figure, of course. But she doesn't try to be so chic that men are frightened by her sight of her.

Don't Be Dull

Then there's the "clean-but-colourless" look. The really smart girl shies away from it with equal determination. You'll never see her in a nondescript print, an unpoorly-fitted coat and a shapeless, three-year-old black leather purse. Her clothes may be conservative, but they aren't dull. She makes sure that every item in her ensemble is eye-catching.

She depends on a gay hat or one fabulous piece of jewellery or a wonderful white collar to add real zest to a plain black dress. If she likes print dresses, she searches until she finds one that is exciting. And she manages to find shoes that are comfortable but not malnourished. She experiments with new make-up twice a year. And she changes her hair-do not less than once every two years.

TOBACCO FERTILIZERS

Extensive experiments on tobacco fertilizers, including the balance of nutrients (nitrogen, phosphorus and potassium) and sources of materials for the different types of tobacco, have been conducted for many years by the Tobacco Division, Dominion Experimental Farms Service. As a result of these experiments, fertilizer recommendations for the various types of tobacco are drawn up annually and submitted to the fertilizer manufacturers and tobacco growers. Special tobacco fertilizers, meeting these recommendations, are available and fertilizer practices have been reasonably well standardized for the different tobacco growing districts.

Heavy rains recently caused \$5,000,000 damage in Chile.

All T.C.A. Traffic Records Broken

MONTREAL, Sept. 17 — All Trans-Canada Air Lines records for passenger, air mail and express traffic were broken during the month of July last, according to figures given out by D. B. Colyer, TCA vice-president. All three, the highest peaks since the inception of the service, were reached in July.

Passengers numbered 5,098, an increase of 416 over June and nearly twice as many as in July a year ago.

Mail increased 8,002 pounds over June. The total was 60,552 pounds, which is more than 20,000 pounds better than the corresponding month in 1939, or 10,600 pounds better than December, last year's top month. With a volume of 8,779 pounds, air express went 591 pounds over June and 5,310 pounds over July 1939.

During the first seven months of the current year, passengers aggregated 29,982. This is nearly 5,000 more than the number carried in the whole of 1939. Mail amounted to 356,262 pounds and express 50,593 pounds. More express was carried in the first seven months than in all of last year.

Toronto provided more passengers in July than any other city, with Montreal second and Ottawa third. It also accounted for the most express, Vancouver, second for express was first for air mail. Toronto was second and Winnipeg third.

"LODESTARS" HAVE MIGHTY POWER PLANT

The new Lockheed "Lodestars" which will be used in the trans-continental service of Trans-Canada Air Lines will be equipped with Pratt & Whitney twin-wasp engines, each motor developing 1,200 horsepower at take-off. The "Lodestar" is an all-metal mid-wing monoplane equipped with all the latest instruments for modern scientific flying. Six of these powerful planes, each of which will have accommodation for 14 passengers, have been ordered by the TCA, the first to be delivered by October 31st, next.

You are invited
to see our



THURSDAY Afternoon

DAME Fashion has been trying on new hats, dresses, fussing with colors. She's debated over the length of dresses and where the waistline should be. She's changed her mind dozens of times, but at last we've received her final decree. There are thrilling surprises in store for you... come in and see them Thursday afternoon, September 19th.



See Our
Window
Displays

S. A. MacDONALD

The Island's Leading Store

Make The Most of Old Clothes

Before you throw up your hands in despair because your budget won't permit a complete new wardrobe this fall, try the system of making the most of what you have in your present one.

Don't be downhearted about not being able to get a new suit until you have taken last spring's suit out of moth balls and thought about it in terms of new accessories. They should be quite unlike the accessories you wore with it during spring, of course.

New Accessories

Last winter's wool dresses won't look or feel the same if you have them shortened, refitted through the waistline if necessary, cleaned and pressed by an excellent dry cleaner. And then wear them with good-looking shoes, bag, hat and gloves in one of the new, exciting accessory colours, such as benedictine brown.

Perhaps a new, inexpensive jacket and a skirt you already have will solve the suit situation in pretty good order. Maybe if the old black dress had a new bright scarf or a new clip at the neckline, it wouldn't look like the old black dress.

Even shoes often can be recondi-

tioned to look and feel like new. Before you throw away a pair of old favorites for which you paid quite a tidy sum, consider having them resoled or perhaps dyed.

Dress and Jacket

If you can have one new outfit, you might get a wool dress and a matching jacket and accessories which will be smart with it and with one or two left-over dresses in your wardrobe. The dress and jacket will be right for street and general wear. And, if it isn't too severely tailored, the dress minus the jacket will be useful for bridge and dressier occasions.

Also, remember that spic and span white gloves often will make an old outfit seem not so old. Washable white doekskins are a real investment. Have several pairs if you possibly can, and be sure to wash them after each wearing.

Random Ways Not Excusable

The woman who is practically beautiful one day and not even nice looking the next annoys me more than the girl who just never bothers about her appearance at all, a well-known writer said recently.

"If a woman always is haphazardly groomed, you can put her down as frumpish and forget about

her," he went on. "But if she is a chic, nicely turned out person one day and a frump the next, a man never knows where he's at. He never knows until he arrives at her door, whether she is going to look like something he can be proud of or like something to hide under a table behind the orchestra."

It might be a good idea for every woman to ask herself whether she maintains a consistently high standard of beauty, or whether she has definite, conspicuous ups and downs.

For instance, the business woman ought to remember how she looked when she looked the day she applied for her job. And then admit whether or not she grooms herself as carefully every morning as she did the morning of her appointment to be interviewed.

The young married woman might find it a good idea not to forget completely how hard she tried to look her best every night when Joe came home for dinner during the first few months of marriage.

But though she has children and does her own work, it's certainly possible for any woman to spend ten minutes for "hair-combing, face-cleaning and a fresh coat of make-up" before her husband comes home from the office. And it takes no more than ten minutes to comb hair and put on make-up in the morning before sitting down for breakfast.

London zoo's panda has learned to present arms with a broom.



Light and Flaky

Christie's PREMIUM SODA CRACKERS

THEY GO
WITH ANY SPREAD