

### Fashion Decrees Simplicity

The spring bride, opening her eyes on her nuptial morning, realizes that this is the parting of the ways, the dividing line between the old and the new. Solemnly she ponders on the future before her, at times with rapturous joy, and then again with a percentage of timorous hesitancy. For now she has reached the great milestone of her life. Ding-dong, ding-dong, ding-dong, echo the Easter bells.

Being a bride of the post-Easter season, she is perhaps more spiritually minded than many of her giddy sisters who have approached the altar with fatigue lining their faces and nervous tension marking their every movement. But our little Easter bride has, in the orthodox fashion, attended her Lenten duties with keen devotion. At the expense of parties and bridges, dances and teas, she has gained in poise and freshness. So she rises to meet the day with a smile on her lips and a song in her heart.

From the ghosts of bridal costumes dating we know not how many centuries back, rise before us the modern conception of the fashionable nuptial robe. Although Edwardian precepts of style are influencing dress to a very large degree at the moment, there clings to the wedding garment a simplicity of line and detail that is at once charming and dignified.

Here comes the bride slowly marching to the strains of throbbing wedding music. Her surroundings heighten her glory, and her pristine freshness gives the impression of a scintillating jewel in an antique setting. Warm rays of the golden sunlight are chasing across the flowered channel, and a spirit of expectancy presides over the hushed gathering. She is clad in a picturesque gown of bluish-pink satin whose grace lies in its simplicity. Close up to the neck, her monastic collar forming a cape of ecclesiastical cut, falls to a train at the back. A few unpressed pleats at the waist allow for fullness in the skirt. Her long train is clouded by yards of tulle veiling which are caught with a simple bandeau of orange blossoms to her head. The



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sleeves are long and fitted tightly and she is carrying a sheath of real Easter lilies, symbols of the period recently celebrated.

**Contrasting Attendants**

Her maids-in-waiting are frocked in pastel tones of pale yellow, orchid and blue. In contrast to the bride, their costumes are more worldly, fashioned with closely-fitted basques, which are buttoned demurely to the neck, meeting an innocent little collar. Their skirts are very full and wide, trainless and the sleeves are severely unadorned. Mary Queen of Scots hats of moire to match the dresses bear dainty little wreaths of flowers on the crowns, while tulle forms long veils falling to the back, and reaching below the knees. All the bridesmaids are carrying similar bouquets of violets arranged in the old-fashioned Colonial style.

Mendelssohn's wedding march is thundering its glorious passages in rich harmony through the sacred edifice as the bride in her trailing garments passes from the picture. It is agreed by all and sundry that she is the epitome of grace and beauty. She may not be so befrilled as her grandmothers were and perhaps there is not that spectacular dash of the Gibson Girl type, but she has something of Madonna-like grace, something of the simplicity of the novice in her bearing and with it she carries a winsomeness that is hard to repel.

### Busy Fingers Achieve Much

Crochet work is permitted to encroach upon the precincts of the sleeping chamber, and bed-spreads that will play their part for almost a lifetime can be hooked into the cotton. Many other household necessities are worked off the crochet-hook so that the busy housewife has at her disposal serviettes, table-cloths, towels, table runners, edging for pillow-slips and many other delightful expressions.

Crocheted handbags are waiting to be made up for summer days, and perhaps nothing looks crispier and fresher than the crocheted costume and its accompanying crocheted handbag. One's ingenuity is allowed a free hand in this regard and the originality that is called from its hidden sources may be expressed without fear of criticism.

Before attempting to plunge in-

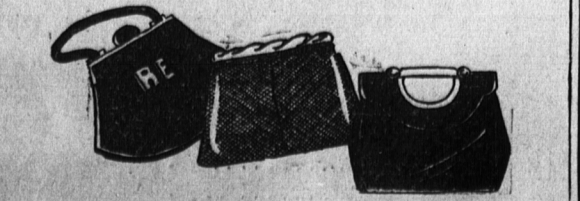
### Putting Your Line Out For Chic

If you keep abreast of the fashion currents you'll line up a row of saffish or tarpon on your spring sports frocks. Among the latest sartorial tricks are wee replicas of the gametfish that abound in southern waters.

A yellow shantung sports frock was buttoned from throat to hem with tiny saffish carved from wood. A blouse of white fastened with tiny flying fish of imitation jade. Alphabetical buttons, that spell the wearer's name, are another and amusing trimming to be seen on sports frocks.

to the very heart of crochet-hook consciousness, it is well to consult the specialist so that the right wool and the right pattern may be obtained, thus lessening the danger of fatal mistakes. To rip is heartbreaking, but better rip than discard the material.

### Handbags Of Interest



Contrasting handbag lining and pipings are most popular and effective in velvet.

Shoecalf suede, baby calf are among the supple leathers that admit of fabric-like treatments, subscribing to the belief in Paris that the more dressmaker type of bag is coming into fashion.

Among the Easter novelties is a vanity and matelasse mounted in an etched gold metal frame which tips around three sides. Afternoon bags with frame that opens wide and gathered to a twisted wrist strap are also shown.

**COLORED BAGS**

Among the highlights in spring bags are the following: color, exemplified in models of English suede, reptile-trimmed pin calf, calf and doeskin, as well as other leathers. There is consistent sponsorship of color throughout, choosing deep wood-velvet purple for a bolster bag to be worn with matching hats and other accessories. A pin calf trimmed with matching python. In London, tan, dark brown, navy, black gray, red or green, make something new and different.



To See What's Right in Spring Wearables, Visit the Fashion Show Here **THURSDAY Afternoon** April 2nd and Following Days

THE Season calls for dresses, suits, coats, of superior elegance and excellence. You will be more than satisfied with the notable array of lovely garments assembled for your inspection Thursday afternoon. Make it a point to go all through the store, there's something good and something new in every department.

- ... New Coats for ladies
- ... New Suits for ladies
- ... Delightful new Dresses
- ... Charming new hats
- ... Coats and Dresses for girls
- ... The largest showing of Silk Stockings in P. E. I.
- ... New Gloves
- ... New Neckwear
- ... New Costume Jewelry.



**You'll be interested in the Extended Store**

You are invited to visit this store Thursday, we feel sure you will be interested in the improvements and extensions. For weeks we have been in the hands of carpenters, painters, cabinet makers, plumbers, electricians, floor finishers, who have been working day and night to make this store a better place for you to shop.

There's more room. When you come on Thursday you will find now over fourteen thousand square feet of well-equipped floor space filled with the smartest new merchandise on the market.

You'll be interested also, we think, in the fact that all the improvements including the handsome new cabinet work is the product of skillful Charlottetown workers.

We invite you to come and see.

**One Day Sale Thursday only Dollar value SILK STOCKINGS 79c**

Every pair of stockings offered in this sale is perfect, no seconds or "sub-standards." They are made by one of the foremost Silk Hose makers in Canada. We are not allowed to advertise the brand... but you'll guess it when you see the wonderful stockings.

Full fashioned crepes, shown in sizes 8 1/2 to 10 1/2 colours are Baccarat, Fawn Taupe, Dust Beige, London mist, Marimba, Ash Taupe. All individually cellophane wrapped. Regular DOLLAR VALUE. One Day only 79c

For this special value ..... Cash Only

**Be Sure to See the clever new KAYSER Marvel-Tex Lingerie 50c**

Kayser, Marvel-tex Lingerie, Bloomers, Panties, Vests, Tea Rose and White. Run proof. In all sizes. Only 50c

Tight fitting Panties to wear under the Easter Evening Gowns—or the new Spring Suit. In a fabric delicate but durable. Flowered patterns and plain. Only 89c

Glove Silk "Honeys" Roseblush. All sizes. \$1.00

Balance of Kayser Glove Silk Vests and Bloomers selling off. Pink and white. Worth to \$1.35. Only 59c

Pantie Girdles. Two-way stretch \$1.00

### See the Spring Opening in The Boys' Shop

Spring Showing of Junior Boys, or Youths CLOTHING

Late arrivals in Junior Spring Toppers and Ensembles—consisting of coat, cap and Trousers, Raglans, Balmacaans, etc., in the newest Tweeds and Donegals. Sizes 21 to 27. 3 to 9 years. Prices \$2.50 to \$7.50

Our largest and smartest showing of boy's and students Suits All the newest styles, "Clark Gable," "By Swing" backs in the latest colorings and patterns. Some with shorts, others with golfers and longs while the students have 2 pairs of longs. Prices \$4.50 to \$18.

We invite you to come in—look over our suits—we will appreciate it—and promise you won't be disappointed! It's Junior's Day—for one of our smart knitted—flannel or serge Oliver Twist Suit. A large range to choose from, about twelve shades and styles to pick from. Sizes 2 to 7 years. Prices \$1.50 to \$3.75

Boy's and Youth's new Spring Caps, fancy all wool Tweeds and Donegals. All unbreakable peaks. Sizes 6-8 to 7-8. Prices 75c and \$1.00

Boy's Golf Hose for Spring wear in Blues, Greys, Fawns and Browns. Prices 50c to \$1.00

Boy's Broadcloth Blouses in plain and fancy patterns. Sizes 6 to 12 years. Prices 50c to 65c and 75c

Boy's and Youth's Shirts—plains and fancies. Sizes 12 to 14 1/2 inch necks. Prices 60c to \$1.25

Great showing of Boy's Pullover Sweaters in Polo Neck, V-neck and Zipper Neck styles. Truly a great array of color and style to choose from. Prices 95c to \$2.50



**We have dressed up the Men's Store too!**

Dressed it up with new fixtures and new merchandise. The Clothing Department is showing the finest array of wet weather clothing we ever saw. Gabardines, Tweeds and Poplins right from England. \$7.25 TO \$25.00

Everything that is right in the latest styles of Men's Suits is here in the newest shades and patterns with sport backs or plain backs, in Tweeds and Worsteds, Single or Double Breasted, one or two Trousers. \$15.00 TO \$25.00

Royal Yacht Shirts by Tooke A new fabric with the appearance of linen. Smart and sensible in white, blue, green and yellow. Price \$2.00

New spring patterns in the famous Never Wilt Collar Shirts by Louis, Forsythe and Arrow—both styles—collar attached or two separate. \$1.55 TO \$2.50

English Foulard Ties in grand patterns with handkerchiefs to match. The tie \$1. The Handk. \$1. two

Shorts with the new Balloon Seat by Arrow. No more seams to cut you in two 75c

Shag Felt Hats—another Biltmore innovation with new snap brims, wider and lower. All shades. A he-man's hat. \$3.75

New Garters and Suspenders in the narrow width style, more freedom, more stretch, more wear. The Garters 50c. The Suspenders \$1.00

Botany Wool Pullover Sweaters in a riot of color. Brushed wool zipper coats, with new sport backs. Pullover \$3. Coat \$4.95

New Pyjamas in more color and smart styles. You'll never get to sleep in these. \$2.50 TO \$3.50

*Moore & McLeod Limited*