

GREENDAL'S Big News For Fall



EVERYTHING NEW! EVERYTHING AMAZINGLY LOW PRICED

COATS!
Season's smartest Coats, Tweeds, Boucles and Plain materials, untrimmed or luxuriously Furred with Silver Fox, Red Fox, Wolf, Persian Lamb and Beaverine. All coats warmly interlined and extra chamois interlining to hips. Prices --- \$16.95 to \$65.00

DRESSES!
Checks, Plaids, Velvets, Crepes, Wools! Smart new dresses in Black and all new colors. Sizes 12 to 52. Prices --- \$2.98 to \$16.95

HATS!
All the smartest and newest in millinery --- \$1.49 to 2.98
Also a complete range of Sweaters, Blouses, Skirts, Sport Jackets, Underwear, Hosiery and Hand Bags.
Our prices are reasonable and all our stock new Fall merchandise.
Terms available for your own convenience

The GREENDAL CO.
Phone 1501 99 Queen Street

"Black Coffee" and "Green Tea" Are New WARDROBE STIMULANTS



Bag and shoes in "black coffee" and hat and gloves in "green tea" comprise an accessory ensemble fit for a queen—a queen who knows how to make one good fall suit do multiple duty all winter. The shoes have reasonable heels and cover a large area of the instep. The blouse is of red, yellow, brown and plaid silk.

FALL OPENING

Thursday Afternoon, Sept. 28th,



We extend a cordial invitation to the people of Prince Edward Island to visit our annual Fall Opening on Thursday afternoon for we feel that this year our assortment of styles and fabrics is the finest that we have ever had the pleasure of showing.

S. A. MacDONALD'S

And the HAT Came Back!

FALL, 1939, SPELLS FINIS FOR SILLY WISPS A TOP HEADS

BY MARIAN YOUNG
NEA Service Staff Correspondent

NEW YORK.—Smart hats in the best fall collections, as suggested in the midsummer showings, really are hats—and not mere wisps of felt or ribbon, perched precariously over one eye and always anchored on by means of elastic or fabric bands. The newest models have head-molding crowns. They'll stay on come fall breeze or even winter gale.

They're more handsome than pretty, too—more dashing than silly, more flattering than amusing.

Among the important shapes are berets, in dressy as well as tailored versions; turbans in all materials and sizes and for every hour of the day and night; Knights of Old or crusader types which wrap up the throat and chin as well as the head; copies with variations, of course, of the hats

In the Nicole collection, visor-brimmed hats with some kind of material gathered to the back of the moderately deep crowns look very French Legionnaire. Azure blue ostrich trim, "Henry VIII" a brimmed hat of black velvet. And this one has a blue ostrich muff to match.

Feathers and ribbons and veiling are the highlighted trimmings. Flowers are seldom seen on hats straight off the boat or on those at American hat bars.

Henry VIII is the name of this formal afternoon and dinner hat of black velvet, lavishly trimmed with azure blue ostrich feathers. It's shown with a matching muff and a suave black velvet dinner dress.



worn by French Legionnaires; Positively—always high-crowned, but with brims in varying widths; fur saliors, pillboxes, with and without snoods.

There are snoods galore in coarse net, which confine all of the back hair or just half of it, also in felt, ribbons, velvet and other fabrics. Nicole de Paris, who created the chic models shown here, features snood effects rather than actual snoods. She puts long-bob-length veiling at the back of hats but doesn't drape it into snoods.

With such a wide variety of shapes to pick and choose from, no woman should have any trouble finding something utterly becoming and which won't elicit cat-calls from her husband. Her first fall bonnet will lend further interest to the first fall day dress or give a lift to last year's dresses. Her second hat of the season more than likely will be right with her suit and, later on, just as right with her winter coat. Anyway, she keeps both suit and coat firmly in mind when she buys it.

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COIFFURE AND JEWELRY ARE IMPORTANT FACTORS IN COMPLETING SMARTNESS OF FORMAL ENSEMBLES



Here are three interpretations of the bustle for three different types of figures. The silk chiffon model, left, with alternating panels in contrasting tones of blue and double bustle bow at the back, was designed especially for college girls and sub-debs. The black silk lace gown, center, with fullness and a bow at the back, has a matching bolero jacket. It's perfect for the college girl's mother. At right, is a creation of rose silk satin with a modified bustle—ideal for the woman of 30. Notice the ostrich feather fancy in the up-and-down coiffure.

BY MARIAN YOUNG

NEA Service Staff Correspondent

NEW YORK—For the average girl, buying a new evening gown is twice as much fun as getting a day dress or even a suit, principally because fewer musts and must-nots are involved.

She doesn't have to think at all whether "this will go with my one coat and with all those accessories I simply must wear out." Unless she's a social butterfly or in the habit of dressing for dinner every night, she doesn't even have to ask herself whether the gown she likes will stand frequent pressing or is practical in other ways.

In fact, just about the only questions she has to ask herself are: Is it utterly flattering? And will it be suitable for the occasions on which I expect to wear it? An extra evening gown is to the average wardrobe what desert is to a meal—not exactly necessary to life, but awfully, awfully nice.

Can Choose From Many Silhouettes

This year, in collections of evening gowns as in day dresses, the choice of silhouettes, colors and fabrics is wide. It should be an easy matter for any woman to find something she'll be crazy about.

Sophisticatedly modest, long-sleeved, high-necked gowns are shown side by side with daring décolletages. Pre-war hobble skirts vie with real bustles and copies of Balenciaga's courtly Infanta gowns such as Veasquez painted. Romantic crinolined effects contrast smartly with trimly tailored dinner suits with removable tackets that cover elegantly simple blouses of wonderfully thin metallic fabrics.

Attention is focused at the back. In addition to real bustles, there are bustle bows, flared peplums, softly shirred panels.

Among the headlined materials are stiff slippers, satins, luxurious brocades and other upholstery fabrics. Also chiffon, sheer wools, velvet, lace, handsome crepes with smooth, as well as pebbly, textures.

You'll wear your hair up in front and down in back by day, but, for evening, you may want to put it up all the way around. Upswept hair-dos still are talked about by leading hairdressers—but only for evening. Real flowers, bits of ostrich feathers, tiny birds of real feathers, and, of course, handsome jewels, are used in evening coiffures.



An upswept—but softly upswept—coiffure is shown with the pink satin evening gown, left, which has the new corset bodice. A laced corset is worn beneath it, making the figure tiny-waisted with high bosom and rounded hips. At right, is a long-sleeved dinner gown of wine-brown silk taffeta with apron and bodice front of red silk taffeta. The hair is up in front and down in back with back ends turned softly under.

As a matter of fact, jewelry—genuine and costume—never has been more popular. If you have a few good pieces in the family vault, by all means get them out and start wearing them. If not, and no jewelry with real stones seems to be forthcoming, save up your pennies and buy one fine piece of costume jewelry—a clip earring, a bracelet, a necklace, a pair of earrings or something for your hair. The evening picture is one of elegance. Jewels are an integral part of it.

TIPPIE AND "CAP" STUBBS



MOM - YOU DON'T THINK GRAN'MA WOULD MARRY OLE BUDGE, DO YOU?
MBCY! I SHOULD HOPE NOT!! WHY, HOW COULD SHE STAND HIM?-- THAT OLD BORE--UH--

UH -- THAT IS, I MEAN, WELL, HE'S A TRIFLE BORESOME AT TIMES, UH-- WELL, THAT IS--

MOM SAYS MR. BUDGE IS AN OLE BORE --
SHE DOES! WELL, IF HE'S ANY WORSE THAN SOME OF HER FRIENDS --- GOONNESS!!--

YOU SEE, MOM-- SHE SAYS HE ISN'T A BORE! WHAT IF SHE LEFT US AN' BAKED ALL HER COOKIES AN' PIES, FOR THAT OLE -- THAT OLE --

The George Matthew Adams Service, Inc. 1939