

Discreetly clothed woman wears less than Cleopatra

Not since Eve in the Garden of Eden have women been so lightly clad as is the fair sex for Spring 1965.

Not only is the modern woman the lightest dressed, but also the coolest and shapeliest in outerwear and undercover garments created in the wispiest, sheerest and most comfortable fabrics ever.

The experts at a famous makers of foundation garments, say that spring is the harbinger of some of the breeziest shape-makers in the history of women's apparel.

Even the women in Cleopatra's era wore more clothing

than does the discreetly-dressed woman of today. Despite the warm climate of the Nile valley, Egyptian ladies wore over ten pounds of clothing. Though tunics were light and filmy, they disguised metal girdles and jeweled ornaments they wore were quite heavy too.

In the days of Shakespeare, iron corsets were in fashion. Those ten pounds of torture, Elizabethan ladies added farthingales and heavily-ornamented gowns and cloaks for a total of about 55 pounds.

In the lush, plush Victorian days, the woman wore a mere 37 or so pounds of fashionable

attire. Although her girdles were made of linen or cotton, reinforced with whalebone, it weighed about a pound. However, petticoats and dresses added up the poundage.

Following World War I, woman's cultural and social status changed — as did her wardrobe.

Even when the flapper cast off her corsets but donned bosom flattening brassieres, her short-skirted dresses, "leddies"

and other accoutrements were still in the light-heavyweight division.

But now, long-legged panty girdles weigh in at as little as an ounce. Cottons are as light and airy as tissue and even bosom-shaping contour bras use a new kind of fiberfill — so light that it floats on air — nor do they mat or shift.

Spandex fibers have reduced the weight of fashion's finest creations — from the inside out. Miraculously, a costume of dress, shoes, bag and all needed accessories, could weigh as little as two pounds.

The modern woman has the unique advantage of being able to dress as glamorously as she desires in complete comfort — at all times in new, gossamer-weight wardrobe ensembles.

Patent leather for more foot sparkle

What's downright flashy this spring? Why the new gleaming black patent leather shoes, of course.

There's fresh sparkle and gleam at ground level as slim slings, sexy sandals, neat spectators and round toe pumps step out in real patent leather. Lighting up the daytime scene will be shining all-black patent leather shoes, black-and-white so dear to the heart of the tailored woman, and black with tiny jeweled accents for the cocktail hour.

With the open silhouette fashion's favorite footwear at all seasons, it takes the brilliance of patent leather to really signal the approach of spring. Patent leather adds greatly to the open look of fashion by making each cut-out, sling and missing-back mule stand out in its obsidian black frame. Even the inside of an open shoe takes on more fashion importance when the insole has a heel-rest of patent leather.

If your foot looks lovely in the mirror-like sparkle of an all-patent leather shoe, it will look even better in springs colored shoes set off by patent accents. It's amazing what a strip of patent will do to brighten a pastel or even a Paris green shoe. Patent leather buckles will also be prominent on closed pumps of many colors.

Today's patent leather is truly modern in its no-fuss maintenance. It doesn't crack when flexed, is almost completely scratch or scuff-proof, and is wiped clean with a damp tissue.

There's another bonus for you in genuine patent leather — its true leather structure. Only real leather has a natural fibrous structure that bends and flexes as you walk, yet resumes its foot-pampering shape when you are at rest. And set on a leather sole, your shoe gives you the supple support and long wear needed to get you gracefully through a busy day.

Soft look in make-up

The season's change of fashion calls for a corresponding change of make-up... and this spring is seeing a revolution in beauty techniques. It's the quiet look, calling all women to be their feminine, natural selves, rather than a blatantly made-up Someone Else.

This soft new look in make-up, perfectly complementing the soft look of spring fashions, is not to be construed as a casual look. On the contrary, it requires the utmost care in the doing and has brought out all the professional secrets of famous make-up artists out into the open.

Utilizing three basic ideas—minimal color, texture and professional techniques—the quiet look is seen at its best with hair set away from the face, allowing the features to be more readily apparent. It calls for a soft, muted foundation and eyes that look large and natural,

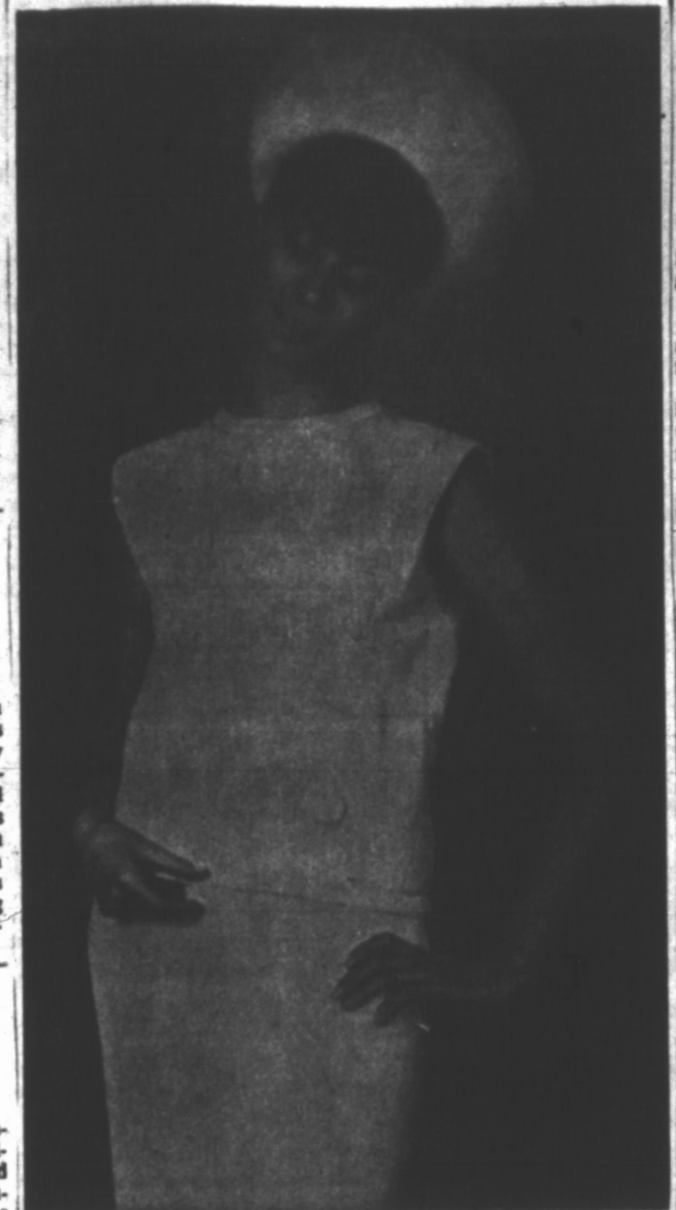
clearly defined. Lips emphasize depth and are not brazenly colored.

Everything that goes into this natural look is put on with a brush: lips, eyes, brows, lashes, and cheeks are all brushed on for greater subtlety.

The first step to the new natural look is the application of a moisturizer. Then two neutral bases are smoothed on, the

darker beige being placed under the chin. A third lighter beige is worked under the eyes to combat artificial light... under the brows, use an ivory or oyster tone shadow.

The final effect is a subtly stated, natural beauty that doesn't try to improve on nature but plays up your own naturally lovely features for all they're worth.



WIDE SILHOUETTE

Jean Patou chooses Ultracl for this two-piece dress with flanged shoulderline and welt seams to emphasize the neckline and edge of the blouse. Buttons balance the widened silhouette while the skirt is straight and narrow.

Jewelry more colorful and glamorous than ever

This year's collection of fashion jewelry is more colorful and glamorous than in many a season. The stores now have wide assortments to suit every taste and create any mood a woman may wish.

High fashion jewelry ranges from dainty and delicate creations to bright, bold and colorful designs.

The newest looking necklaces are long and swinging — dashing flashes of colored stones and crystals that give a dazzling effect. "Give her enough rope" seems to be the current

fashion credo: ropes of golden chains or links, pearls or glistering stones go to great lengths — some up to 120 inches.

Shorter necklaces are almost in the choker length and feature brilliant jewel-toned clusters to fill in today's open necklines.

One of the biggest fashion jewelry trends is the popularity of pendants. They range from dainty jeweled lockets, and cameos to big, bold, elegant medallions set with colored stones and hung on heavy gold-colored

chains. Some pendants are actually pins which can be worn separately or with their necklaces.

To "pin down" the fashion image, pins that are bigger than ever — in popularity as well as size. Jeweled pins add colorful accents with a variety of gold-colored finishes.

Fashion rings are enjoying phenomenal popularity. Adjustable to any size, and available in a variety of colorful, dramatic designs, they provide brilliant accents.



Buy Now!
Fashion Shop
The Easy Way
'Charge It at Zeller's'



YOUR CHOICE
29.99

THREE IMPORTANT LOOKS IN SPRING'S GENTLE-MANNERED COAT FASHIONS

The textured look in a laminated wool blend coat, jewel necked and with A-line flare... the knit in a laminated cotton knit coat, slim line with contrasting braid trim... the skimmy semi-fitted look, with Chelsea collar and bow, in bonded wool loop! Beautiful ways to start Spring... in off-white, navy, delicious pastels... sizes 8 to 18.



159 Kent Street
Charlottetown
Phone 892-2473

island furriers Ltd.



--- fashions for Spring
Presented in the foreground
of the ultra-modern
Confederation Centre Theatre

A distinctive setting for eye-catching Fashions! Here are just two of the many new and appealing Spring creations now on display... won't you call in today and add fashion plus to your Spring wardrobe?

island furriers Ltd.

HENDERSON & CUDMORE



spring suits
color your
thinking in
the light
direction...

SILK and WOOL
SUITS

Yes men see the new worsted suits with 15 per cent silk added for lightness of texture and weight. The ideal 3 season suit—early spring into late fall (many men prefer it year round). They sparkle with lightness and pep.

Priced from **79.50**



Men's All
Weather

TOPCOATS
by "Croydon"

Weather-wise coats for our fickle climate. Three styles in neat silhouette with giant flap pockets, button flap, multi-color vertical stripe linings. Laminated, neat checks reversible to plain... neat checks now reversible and plain poplin. Olive, beige, brown, grey. Sizes 34 to 46.

29.95

STETSON

London Taper

THE TOPS IN MEN'S HATS
Lighter, brighter, this spring... whether you're looking for a dressy or casual topper, you'll want to see our selection first! Famous "Stetson" London Taper in your choice of Spring shade.

12.95

Others from... 7.95



Open a New Optional Credit Account for all your Clothing Needs.

HENDERSON & CUDMORE

WHERE QUALITY IS SURE