



KITE SHAPED WORSTED OVERCOAT FROM BRITAIN

FOR A SLEEKER SILHOUETTE

Lingerie goes glamorous

Lingerie has gone glamorous with a capital G this year. Coordinated with a capital C! No longer need the wandering bra strap slip steadily to the side of the slip strap, or the long slip bulge bulkily across the diaphragm to distort the line of your dress.

The big news is made-for-each-other bras, girdles and slips, with the bra straps falling precisely where the slip straps fall, the bra and slip bodice shapes being identical.

The result is perfect fit, from the skin out, to make an infinitely sleeker silhouette under your new fall outfits.

And the colors are divine! Blues and greens, new tony taupe, lemony, yellow, newly delicate pastels all add to the over-all feminine feeling.

PLURAL COLOR
But the color story doesn't stop there. Plural use of color in bold prints appeals to the seat and gaiety of dressing, the fun and pleasure of being a girl who loves nice things.

For the really adventurous females, fall's lingerie in fur prints — minks, zebras, all the spotted cats like leopard and jaguar and ocelot and even tiger stripes — are a truly new departure, utterly delightful to wear under sporty tweeds and suits.

And if a teeny lack of slip should show by accident, in one of these exotic prints, it will merely add to the touch of fur look that is so big in the fashion picture this fall!

The new mood of fashion — the pared-down look — calls for enticingly lovely lingerie and all the stores will be full of it this fall!

DELICATE LACE
New ways with delicate lace and brook, luxurious lace and embroidery, plus intricate satin accents, all add radiance and femininity to fall's new lingerie.

New shapes are appearing, too. Back in favor is the full slip, newly slimmed in its coordinated shaping, for a more adequate protection of your un-

lined outer wear. And here's the chemise that major undergarment of the flapper of the 20's — sweeping, triumphantly back in many versions — pretty and frivolous little flares to wear under lined

FROM ROMPING TODDLERS TO GROWING-UP-GIRLS,

ALL THE YOUNG FASHIONABLES CAN CHOOSE HERE!

Wide selection of weskits, suits, dresses, coats, skirts, etc. In latest styles, new colors, attractive fabrics and wonderful values too.



"THE STORE FOR GIRLS"

THE MISSES
HOMLES & BRADLEY
159 Queen St. Charlottetown

'Breath of outdoor air' sweeps sportswear picture

The "authentic" look has swept the fall sportswear picture with a breath of outdoor air right from the hills and moors of Scotland and the foxy fields of England.

Inflational sportswear is going all-out for the "genuine" the "correct" and the "real thing," giving a new stamp of authenticity to the prevailing Sportive feeling of fashion.

The new influence pops up in many ways for fall... fabrics which almost smell of Scotland's heather and gorse... leather trims on pants, jackets and shirts... leather vests and coats... long sleeved shirts with accents... rich new plaids in misty Highland colors.

Tweedies bulk large in the sportswear scene. Big heringbones... big checks... even men's wear fabrics such as whipcord and covert show the sporty influence.

And the four footed besties have left large prints over everything in sportswear, from fabulous fake fur fabrics with everything the real stuff has except the breath, to patterned prints with all the rich colorings of the originals on lightweight and drapable silks and rayons and cottons.

There's everything from phony pony to make-believe mink in these genuine man-made furs. And they make vests and coats, jumpers and linings, pants and tops and pullovers, hats and gloves and bags and boots — almost any garment or accessory you might want can be had in animal accents.

This is the big year for leathers in the sportswear scene, too. Leathers alone, leather trimming everything from velvet (with lizard or snake) to corduroy with suede or calf. Suede is by far the most popular of the Sportive leathers. Real or simulated, it appears again and again, teaming with soft wools or outdoory knits, making vests and jackets, making dramatic coats and very high style boots.

Equally important with suede are the stretch fabrics, with a wonderfully handsome stretch corduroy outstanding as new.

It makes a fitted pants that team handsomely with coordinated tops or bulky sweaters — it makes vests and tops and easy jackets usually shown with turtle-necked knit dickeys or suede fill-ins.

New, too, are the novelty stretch wools and printed Hellenas in bold patterns to add spice to the coordinated sets of pants and sweaters looking tops, often made very bulky to contrast with the slim long-legged line of the pants.

Colors aren't drab in the

Sportswear picture, either. Very yellow, the panache plaid, the attainment to the tweeds and same new and dashing are the fast ultra-violets that add such ex-l or charcoal wools.

Fall Footwear for all the Family

THE RIGHT SHOE FOR THE RIGHT OCCASION

At

LePage's

QUALITY and FITTING Guaranteed

"The Home Of Good Shoes Since 1920"

FALL... from a Man's Angle
Men's Quality Clothing

The Fall of the year means a lift in the looks of the man who assembles his new wardrobe for the up-coming season here! All the newest, freshest fashion influences... the lighter, brighter look of the colors... the crisp, masculine distinction of the styling... are handsomely reflected in everything you'll see here now. All our fall stock arriving Now!

Fashion Approach in FALL SUITS

All wool English worsteds, Checks, plain and neat patterns. Colors Grey, Brown, Blue. Sizes 35 - 46. In 2 or 3 button styles.

49.50 to 79.50

The Look of Fall in SPORT JACKETS

In worsteds, tweeds and wool blend. In neat and large patterns. Two and three button styles. Sizes 36 - 46.

24.95 to 47.50

STYLE NEWS in FALL TOPCOATS

Styles Sportsmen or Regular. Plain and neat patterns. New colors. Sizes 35 - 46.

39.95 to 65.00

MEN'S HATS

Smartly Ahead For Fall
New styles, new colors. In plain and mix, silvertones. Sizes 6 1/2 - 7 1/4.

5.95 to 8.95

MEN'S PANTS

All wool worsteds and flannels, terylene. Colors Black, Brown, Grey, in plain and neat checks. In regular and continental style. Sizes 38 - 44.

9.95 to 24.95



Men's All Weather and Reversible TOPCOATS

ALSO Plastic and Rubber
Sizes 36 to 46

4.95 to 29.95

