

# Parade of Spring Fashions

The annual "Parade of Spring Fashions," presented by the Junior Ladies Aid of the Prince Edward Island Hospital to raise funds for Hospital work was given the applause of a very appreciative audience at its premier showing yesterday at The Charlottetown. The discrimination and good taste of the clothes committee convened by Mrs. W.W. Reid, has brought out the very best in this year's spring fashions in the eighteen wardrobes which were modeled. This year you're either tailored, casual, or dressed-up, never partly one and partly another. Good fashion is the co-ordination of hat, suit, shoes and accessories. And, it's also the right fit of your clothes.

"The costumed look," which we hear about in fashion shows and centres in a well-purposed button look from head to foot with fabric, color and type of clothes all in perfect harmony. A Charlottetown lady who is noted for this sort of thing across the Dominion, Mrs. George Buntain, stepped into spring wearing a lilac silk suit, an Adella hat of tiny violets, and her fur neck piece from the Island Furriers.

All the suits shown were cut with a softer than tailored look, nipped in a bit more at the waist, and all with interesting button trim. The Gloria shows a blue grey Poslums suit in a fine tweed. Navy accessories were worn with this. Perennial navy blue still continues to take the lead in suit fashion though, and is brought out by the crispness of white plique, or bright red. Adella shows by her hat collection that the mood of a suit can be changed by a choice of straw, fine felt, or nylon with accessories, of course, all being in tone.

Little folk are born mimics, regarding what they wear. Like the look of grown-up clothes and Betsy Ives, Mark MacPherson, Donna Sutherland, and Karl Duncan modeled the very best for the very young with a lighthearted confidence. Especially for little ladies a navy blue coat with white trim and for young gentlemen burberry's with raglan sleeves. There were trim woollen coats and matching hats and dresses and play togs—all welcomed by mothers as each garment by Gay Togs is sized in accurate measurements. Takes some of the guesswork out of shopping, some of the weariness, too, when you don't have to bring the children around for fittings!

As the Island has a suit climate, we had suits again, this time in heavier wools for very early spring wear. Mrs. V. L. Dingwell wore a smart three-piece outfit in a sage green, trim and beautifully tailored in English herringbone. In tricotine and feminine styling, Mrs. Green wore a slim-skirted model with a flaring coachman's jacket held out from the hips by a stiffening of buckram.

Colors dominate fashions for rainwear with Provse Bros. belted suede cloth, completely waterproofed, and being mistaken for a Sunday best spring coat. The Teenage rainy day wardrobe is coordinated, with a Poslums sport coat in a brown Glen check and matching cloche worn by Miss Joan Marie McGuire and a warm red topper worn by Miss Norah DeBlais. Their brown non-splash rubbers came from LePage's.

Three piece costume suits were preferred by some with a brown milliteen with beaded trim, and a smart black wool and its accompanying gold and black three-quarter length coat as favorites.

Most unusual of the jacket and skirt ensemble shown was the tartan Border check jacket with its shoulder plaid, worn with a black wool skirt by Mrs. Kent Irwin.

Importance of "Little Furs"

Outstanding in the Spring Fashion Show were the furs presented by Island Furriers. As witnessed at this showing, "Little Furs" are practically a must with all daytime and evening costumes. They range from dainty little two-piece mink neckpieces to luxurious cape stoles and jackets. Neckpieces in two, four, six and eight skins of Squirrel, Kollinsky, Russian Sable, Stone Marten, Mink, etc., were shown with suits and dresses. Cape stoles and jackets command a prominent place in Milady's wardrobe this Spring. Favorite furs in these styles were Scotch Mole-skin, Russian and Canadian Squirrel, Chinese Kidskin, Muskrat, Fox and Mink. Outstanding in these styles was a Mid-Nite Blue Mole-skin Jacket worn by Mrs. George Buntain over a pimento red tailored suit. Another favorite among these styles was a full backed softly rippled mink jacket worn by Mrs. Alfred McNeill. Miss Joan Bulmer, the bride, as part of her going away costume, carried four luxurious Russian Sable furs. Mink in all of its glory was outstanding among the smaller neckpieces, such as breathtaking shades as Royal Pastel, Silver Blu, Breath of Spring, Blu Frost and Standard Ranch were shown. The slogan "For 1951—It is not a Spring Wardrobe without Furs" was truly exemplified at this Spring Fashion Show.

Trousseau Advice

Every bride has a trousseau problem. Whether she is a business girl on a budget or a deb with a doting father, clothes take a lot of planning and the giving of wedding advice has become a career in itself. Miss Joan Bulmer who plays the role of a Spring bride, shows how a trousseau should be chosen carefully for the very best, and for the budget as well. Today's bride does not clutter up her wardrobe with a lot of "little dresses" but chooses clear cut lines and fabrics that are versatile. Almost every bride today wants a wedding dress that is quite definitely a wedding dress she says and the most modest wedding dress is likely to have at least two bridesmaids. Most girls have set themselves a clothing budget of sorts, but they approach it from different angles. Even our most conservative types

Joan's bridal gown is of lace and satin, brought to Charlottetown through arrangement with Sun-terra. The bodice is of lace and fitted, the collar is Peter Pan and the long lace sleeves come in points over her hands. The sweeping train of her gown spreads out like a circular fan of lace. The gathered bouffant skirt is satin, as is her head hugging medieval white coil which holds her full-length veil.

Bridesmaids dressed exactly alike seem to be the trend this year, and colors are veering away from bright pinks and blues to the season's favorite lilac tones or shades of Tangerine and beige. Brides' counsellors everywhere make a point of keeping in mind what flowers will be readily available at the wedding date and keying the color scheme to them.

And so for this reason the bridesmaids, Miss Betty Horne and Miss Norah DeBlais, wear sheer nylon gowns of ombre shading from deep crimson to cream champagne, tangerine to biscuit tones. Adella designed their tiny hats.

Throughout the show, Joan makes her appearance against the taupe and green backdrop arranged by Mr. Maddigan of Moore and MacLeod, to show the newest addition to her trousseau. Her music cue is naturally, "Here Comes The Bride," played by Mr. Royston Mugford on the Solovox which was brought from Moncton by the Willis Co. through their representative Mr. Roland G. Newton.

Hats and Accessories

Let the men laugh at our hats. But watch their eyes follow a pretty girl who's wearing a fabulous one from Adella's! And you'll note that the hat's color and shape are pure flattery...it's right with the hair-do (or hair-do with hat!)...and it's in perfect harmony with the rest of her costume. It's that knack of recognizing hat flattery along with its costume harmony which puts the signature of fashion awareness on your ensemble. Consider the hat for your suit.

This spring there's wide choice in pert little numbers called "suiters," planned just for suits. Generally speaking suiters are shown in two shapes. First are the smallish head-huggers, cloches, pill-boxes (plain or with pointed crowns), mushroom brims rollers and berets. They're shaped at the back for longer hair or chignons and may be almost bonnet small at the front or extend right to the forehead.

Second, sailors and bowlers worn straight on the level, never at an angle. Whatever a suiter's shape, we're given wide choices in color. Many are of the fine felts...good for any season...and for right now, gorgeous straws that look like and are spring '51. White, navy, black...dull or shiny...there's nothing like straw hats to give that lulling note to spring suits.

All the models gave a splash of color to their spring costumes by arranging a tie-up between hat and gloves or scarf and gloves or corsage and gloves. This year's colors are sharply vivid in burnt orange, apricot, tangerine. They're delicately soft in pastel shades, and very dressy in oyster white or snow white.

What is happening to fabric gloves makes exciting news. If you haven't already done so, better take a look at their exceptionally smart styling, their wide range of colors. Fabric gloves have the added advantage of being easy on the pocketbook and practically fool-proof to launder.

Nylons are also making headlines in the glove industry. Their extreme sheerness makes hands appear very lady-like—and they're just right for silk suits and light dresses.

Mrs. Douglas Hill wore bright red nylon gloves with a summer dress of navy, and white net for a summer print.

This year, long 16-button gloves have the right fashion look when they're worn with short sleeves or push-up sleeves. They can be crushed casually down the arm with a brilliant jeweled bracelet at the wrist.

Mrs. Dingwell with her off-the-shoulder midnight blue gown wears a pair of doekin elbow-length.

Riviera Fashions

In a setting arranged by Mr. Val Magee of Woolworth Company Ltd., Fairway sports clothes were modeled with an eye to summer and the sun. Linen, fine Chambray, and solid colors for sun dresses, which this year are sleeveless, not backless as well, and have suddenly become very lady-like. Denim for peddle pushers, shorts and sunweskits. Clear blue, and red, cocoa, and beige are sports colors.

Navy blue linen, and eyelet Chambray are stocked in all dress departments as summer preference, for casual afternoon wear.

Starlight Moods

The evening gowns made a striking finale to the morning to mid-night wardrobes. A Tudor gown of lace and nylon in turquoise, or pink eyelet organdie with tiny sleeves and collar for someone in their middle teens. A yellow strapless nylon, a black gown with an over-skirt embroidered with pink leaves and with rhinestone straps. A lilac nylon model with a bouquet of violets tucked inside the draped neckline of the gown, and furs, furs, furs. The small and practical fur coat, shown earlier in the show with tailored suits, becomes soft and feminine with evening wear.

Jewellery

Stone set jewellery is another hit of the show—so cleverly designed that only the little man with the magnifying glass in his eye can tell fads from real—particularly as the stones have a rather subdued look following the lady-like trend in clothes.

have come to recognize costume jewelry as part of costume planning. The important thing is to use good taste in choosing what jewelry to wear with what clothes.

Necklaces have adjustable chokers—to fit comfortably around your throat—prevent semi-strangulation, yet have no droop. You adjust the size of the choker with links in the back fastening. Chokers come in rhinestones, head and pearl combinations and in metal chains.

Glamour pins are outsize too; huge "ice" pins made of solid, glowing quartz; rhinestones clusters of three to a set. You'll wear these pins on lapels, on pockets, on blouses, on your hat, on your fabric handbag and on the cuff of your suit—not all at once, of course, or you'll be lit up like a Christmas tree, but just a day-by-day change of pattern.

Watches for evening are news and a diamond Gruen watch mounted with 62 perfectly matched stones and valued at \$1200.00 is a priceless item. It was loaned for the show by the Gruen Watch Co. in cooperation with local Gruen watch dealers. Wellner's and Taylors loaned the jewellery which is shown during the two day Fashion parade.

Pumps for Fashion

The pump, with all its variations in style, is a fashion headliner. The spectator pump for tailored clothes and the shell pump for dress-up. The shell pump has a flattering outline that makes feet—even good sizable ones, look quite small and feminine. This pump comes in a wide variety of patterns...narrow straps, button trims, cutouts, deep side dips, off-side ornaments—all happily foot flatterers.

Colored shoes are rarer than ever. Black and navy, of course, are favorites for early spring, but red is popular especially in smooth calfskin. It makes a vivid accent with black and white, with navy and white and with all grey.

A clever interlude by blonde twins Nadine and Irene McMahon, demonstrated that proper care and dry cleaning by Sterns Laundry are needed for every wardrobe. Both models were dressed in ensembles from Charlottetown stores.

PROGRAM

Introduction—Mrs. H.J.A. Brown, President, Junior Ladies' Aid.

Suited for Springtime—Suits, raincoats, coats.

Bridal Bouquet—By Suinter's and Adella's.

Dramatic Entrance—In Mid-night-Blue Mole-skin.

Kindergarten Kapers—Gay Togs. Campus Casuals.

Honey-moon Fashion—By Kennedy's.

Preview for Summer.

Sportswear—By Fairway.

Starlight Moods—Evening gowns.

PRODUCTION CREDITS

Commentators  
Mrs. Robert F. Large  
Mrs. Alan A. Macmillan.

Musical Background  
The Solovox, courtesy Willis & Co., Limited, Moncton, N.B. Played by Royston F. Mugford, A.R.C.O.

Decorations and Settings  
Gerald J. Maddigan, Art Department, Moore & McLeod, Ltd.  
Banana Tree—Mr. Val Magee.

Make-Up  
Belcano—Courtesy S. A. MacDonald.

Beauty Consultant—Mrs. Mildred Royce Crowell.

Coiffeurs  
Kent Beauty Shoppe.

Photography  
Mr. George G. Barter of Meyers Studios.

Gifts  
Belcano—Courtesy S. A. MacDonald.

Judy Bond—Courtesy The Gloria. Orient Hosiery—Courtesy S. A. MacDonald.

Coro.  
Ronson.

Northern Electric—Country Toombs Music Store.

Gifts wrapped by The Abegweit Gift Court.

Models  
Mrs. G. D. I. Agnew, Mrs. E. V. Bell, Mrs. G. H. Buntain, Mrs. V. L. Dingwell, Mrs. S. E. Green, Mrs. H. D. Hill, Mrs. J. K. L. Irwin, Mrs. K. M. Johnston, Mrs. A. W. McNeill, Mrs. C. M. Mellish, Mrs. W. T. Mr. Miss Nadine McMahon, Miss Patricia Barrett, Miss Joan Bulmer, Miss Norah DeBlais, Miss Betty Horne, Miss Joan Marie McGuire, Miss Irene McMahon.

Children  
Betsy Ives, Mark MacPherson, Donna Sutherland, Karl Duncan.

Bridal Party  
Courtesy—Sunter's Ladies Wear and Adella's.

Bride—Miss Joan Bulmer.

Bridesmaids—Miss Norah DeBlais, Miss Betty Horne.

Co-operating in the "Parade of Spring Fashions" are the following firms:

Provse Bros. Ltd., S.A. MacDonald, Moore & McLeod Ltd., The Greendal Co. Ltd., Holmes & Bradley, Kennedy's Ladies' Wear, Sun-terra, The Fashion Shoppe, The Gloria, Adella's, The Vogue, Jack Cameron, Tip Top Tailors, Holman's Little Shop, The Charlottetown Hotel.

Jewellery—G. H. Taylor, W. W. Wellner Ltd.

Shoes—LePage Shoe Co., The Wright Shoe Co.

Settings—Gerald J. Maddigan; Art Department, Moore & McLeod Limited.

Properties—Banana tree by Mr. Val Magee, of F. W. Woolworth Company Limited.

Rugs—Provse Bros. Ltd.

Sound System—Radio Station CFCY.

Flowers—

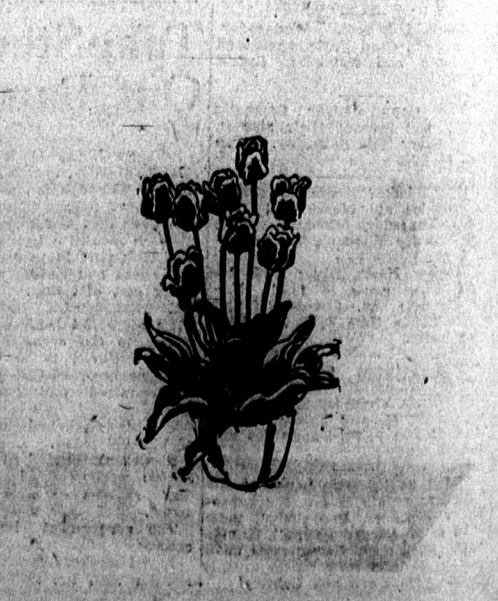
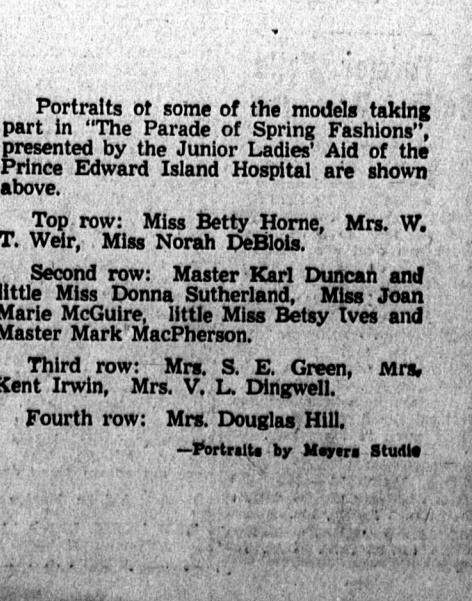
Bride's Bouquet—James Tait.

Bride's Corsage—West End Nurseries.

Bridesmaids' Bouquets—Est. Mrs. John Williams.

Lighting—Mr. E. S. Chandler, Chappell & Co.

Gift Wrapping—Abegweit Gift Court.



Portraits of some of the models taking part in "The Parade of Spring Fashions", presented by the Junior Ladies' Aid of the Prince Edward Island Hospital are shown above.

Top row: Miss Betty Horne, Mrs. W. T. Weir, Miss Norah DeBlais.

Second row: Master Karl Duncan and little Miss Donna Sutherland, Miss Joan Marie McGuire, little Miss Betsy Ives and Master Mark MacPherson.

Third row: Mrs. S. E. Green, Mrs. Kent Irwin, Mrs. V. L. Dingwell.

Fourth row: Mrs. Douglas Hill.

—Portraits by Meyers Studio

