

## Bureau recommends variety for reasons off health, style

"There are many looks to women's shoe fashions for Spring and Summer", says Mrs. Elizabeth Hammond, director of the Shoe Information Bureau of Canada. Dressy shoes for late-day occasions continue to have the fine toes and heels, the Bureau reports. Daytime and walking shoes show some modification of the fine toe, with heels in many instances lower and sturdier. The opened up look will be seen more particularly in dressier shoes. Styling, elegance and comfort are the keynote of Cas-

adian-made shoes for the coming season. To be well-shoed at all times without sacrificing the health and comfort of your feet the Bureau recommends that you have a variety of shoe styles in your wardrobe. Make sure that you have the right shoe for the right occasion.

Look for comfortable shoes for daytime wear. During the day you're more apt to be on your feet and low to medium heels are recommended. High, slim heels are more appropriate for dress occasions. You don't have to worry about the dictates of fashion when selecting heel and toe shapes. Whether it is a pointed, crescent or snip-square toe, low medium or high heel all are in the fashion picture. You have a wonderful opportunity to express your individuality by the shoes you choose for Spring.

When buying a pair of shoes make sure they feel comfortable on the foot before leaving the store. The question, simply posed, is this: To be in style do you or do you not, wear a vest? The answer: It all depends. According to Tip Top Tailors Ltd., Canada's largest tailoring establishment, vests are finding favor with young men who also prefer natural shoulder suits which are essentially Ivy League inspired. The younger man, who came of age when vests were emphatically "out", tends to look upon them as sophisticated articles of apparel. The more mature Canadian male, essentially a conserva-

## QUESTION: TO WEAR A VEST? ANSWER: IT ALL DEPENDS

tive when it comes to clothes, on the contrary was among the last to rid himself of the vest and, in the opinion of Mr. Ben Dunkelmann, Tip Top's president, will be among the last to return to it. This view, of course, doesn't take into account such special groups as industrial tycoons and members of the financial community. They, in fact, never stopped wearing vests and many would consider themselves improperly dressed if they appeared in public without one.

Women will be easily sued in this spring—in their footwear, apparel and accessories. Yes, suede leather is back for Spring—and in a great variety of colors and shoe and apparel styles than in any of the last six seasons. On view at the spring previews at Shoe Fashion Service of Leather Industries in New York were dozens of suede leather pumps for afternoon and suit wear, for late day and evening and for at home wear. Sueded leather will be used by itself and in combination with other leathers—including grain, smooth and patent leather.

## Suedes hold sway in 1963 footwear

Playing up to fashion's handsome soft pastels in new suits, dresses and coat for day and evening wear, supple suede leather shoes lend a depth of color as well as a flattering silhouette to the fashion picture. The soft, nappy suede leather highlights textured and patterned suits and coats.

DAYTIME PUMPS Pumps for daytime wear feature understated lines, yellows and apricots, golden browns and browned blacks. Suede leather shoes are elegant in black and soft yet bright in white.



LATEST IN WOMEN'S SHOES

## Plated jerseys step into fashions of '63

That delight of summer travelers, the plated Arnel Jersey dress, steps into sharp fashion focus this year as figure curving shift with accent on fabric texture.

The combination of styling, surface interest, and resiliency in movement, has all the comfort of a fine knit, with a light coolness that is all Arnel.

Canadian designers have refined the basic tube construction with contoured and tapering seaming, to give fresh nuances of fit and flattery. Together with new sleeve and shoulder treatment, this popular Arnel casual becomes the subtle "little nothing" dress par excellence for elegant occasions.

Yet none of Arnel Jersey's famous manichair is lost. These permanently pleated styles still ignore the iron and drip dry

quickly. They pack as compactly as lingerie, and are ready for a date as soon as you unlock the suitcase.

The textured look for 1963 fabrics is shown in new dimensions when the matt-surfaced Arnel Jersey is permanently patterned into shirring, gathers, ribbing, or Jacquard and matelasse effects. Vertical pleating comes in various gradations called mushroom, acedion, crystal, knife and sunburst. These may have horizontal accents in various motifs.

Pleated Arnel Jerseys are available in all shades of dark and pastel colours for 1963, from frosty white to navy and black, as well as in prints, to make them fashion right from dawn through midnight, wherever saute sheaths are comfortable and correct.

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SPRING 1963

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*of exciting fashions*



### LADIES' SPRING DRESSES

Just arrived in stock our newest styles and fabrics of spring fashions to wear with comfort. In easy to care Arnel and Cottons, Linens, Dan River, Crepes, Rayons etc. In styles of shirtwaist, round neck, ¾ length sleeves, sheath styled skirts, and other styles with button down front and soft pleated skirts. In a rainbow of new spring colors. Also in petite sizes for 5' 11" and under. Sizes 5-19, 8-20, 14½-24½.

Priced \$6.98... \$10.95

### LADIES' DRESSES

Come and see our new stock of spring dresses arriving daily in the better fabrics. In materials of Pure Silk, Crepes, Faille and Jerseys, Linen, Ruff Raff, Styles in gored, slim, sheath, and full skirts, round V-neck and square necklines. In plains, florals, checks in a host of new spring shades. Sizes 5-19, 8-20, 14½-30½. Also in petite sizes.

\$25.95



### ACCESORIES...

### FOR THAT TOUCH OF ELEGANCE

See our Spring selection of Gloves, by Kayser and Paris. Many assorted styles in the latest spring shades.

Priced \$1.98... \$2.98

### HANDBAGS

New Spring styles. Handsomely detailed, in leather and plastic leather. All popular shades.

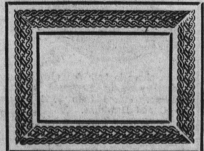
Priced \$2.98... \$9.98

### FANCY SCARVES

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### LADIES SPRING SUITS

In all woods, pinpoint and double knit cottons. In 2 piece and 3 piece styles with matching sleeveless button back blouses. Skirts have walking pleat at back in plains and checks. Colors of Blue, Beige, Grey, Coral, Red, Black and Navy. Sizes 8-18.

Priced \$16.95... \$39.95



## Spring and Summer Shoes

For the "young moderns". Why not choose from the new spring fashions on display in our shoe dept. "There are available now" Fashioned for the Career Girl, the Homemaker, the Debutante. You will find a good assortment of styles and colors to choose from. A.P. and B widths.

**6.98 to 9.95**

## Your New Easter Bonnet...

### LADIES HATS

Compliment your new spring wardrobe with any one of these newer than new Spring Hats. Choose from stylish straws, failles and fabulous flowers in head hugging and brot filled fashions.

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