

Old favorite fall fashions to look new

On campus, on the job or busily engaged in homemaking, the young set has always been noted for fashion awareness and a willingness to try the new and the different in styling.

Now, with a ready acceptance of the trends to natural shaping and to the classic, young fashionables are proving that they know the worth of this tried and the true—especially when it looks as new as this season's editions of traditional favorites in design.

The princess line, long a young set favorite, adapts well to the shapelier look of fashion. Even the easy shift, a young indispensable, now becomes more curve-conscious in design.

DIVERSITY RULES
"Shape" meets "spare" in many young fashions. This usually calls for a narrower shoulder line, with longer and slimmer set-in sleeves. Bodices are gentler at the waist, defined or suggested, while skirts may vary from slim to flared to full.

"Matchbox" skirt styling, panel fronts, trouser pleats are other ways of interpreting the spare line shapely silhouette.

"Classic" too, means many things for fall—among them, neat patterns in stripes, checks and geometrics; more plaids with black watch coming back strong; more men's wear fabrics; more tailored jackets; more walking-pleat skirts; more "separate" separates, that is, the classic mood finds the traditional double-breasted camellair and other sporty, half-belted styles well to the fore.

COATS TRADITIONAL
In coats, the classic mood finds the traditional double-breasted camellair and other sporty, half-belted styles well to the fore.

ENHANCE IMAGE
This season's deep leather colors enhance the oversize bag image. Oblongs and squares, in darkened greens, vintage hues, deep reds in a sleek, as fashion splash against plaids, woolsens and leather coats.

FUR ON SUITS
Fashion adorns fall suits with fur, real and fake. Generally, fur makes necklines news in scarves, mufflers, coats and as-liners, but it also appears as cuffs, hatters, belts and sashes, go-with-stoles and luxurious jacket linings.

SUITS MADE OF FUR
The ultimate in elegance. The whole animal kingdom is used as trimmings, but emphasis centers on mink, fox, beaver, sable, racoon, Persian lamb, broadtail, muskrat and the new fashion favorites, leopard.

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PROFILE HAT

Values close carbon brown velvet for this tailored profile hat shown in his fall collection.

Brim stitching and a shobring bow complete the detailing.

Bigger and better is handbag rage

"The bigger, the better" is the trend in handbag fashions this fall. With every costume, Clutches are still feminine and petite, though slightly roomier.

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WRAPPED UP' LOOK POPULAR

Variety adds spice to fall hats

What's ahead for fall? The answer seems to be hats as varied and individual as other autumn fashions, and hats that complement new silhouettes in dresses, coats and suits.

CUMPLED IN FUR
Along with the toque and the turban, there are many brimmed hats, too. The brim appears importantly, while hats with slanted profile, the full-blown crown with rolling brim, the tailored suiter, the forward tilting toque.

Several designers have fashioned hats to go with the clothes they create, pointing up the fact that fall styles, simple and shapely, seem to call for the finishing touch of a hat.

OVER-TALL TIE
Over-tall tie is toward more hat, more height, but on the theory that opposites attract, milliners have included a head-tall array of little hats—beaded, brimmed, or perky, with fans moving to back or side, advanced styles with visors or under-chin ties.

HEIGHT FOR HATS
Height for hats is achieved variously — in towering turbans with a far-Eastern look, big, rounded crowns and high-crowned dome shapes, for example.

wools are used, in prints and med and profile hats. Beige to brown is a neutral color range, but there are velvours, soles—appear in brimful hats aplenty.

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LADIES' WEAR
"Where Smarter Women Shop"
Great George St. Charlottetown

TWEED OUTFIT FEATURES CAPE

This putty-colored airy tweed outfit features a cape that fits like a suit jacket in front. Made of wool and Orlon acrylic fibre, the suit has a peplum front and shawl collar with tunic-effect skirt and

Shaped suit takes all honors this fall

The shaped suit walks off with fashion honors for fall. Gently sculptured jackets and easy, mobile skirts add up to an ideal way of dressing for modern living.

Curve-conscious, but never clinging, fall suits combine front shaping at bosom or waistlines with eased or fitted backs. Skirts move fashion front and center in a variety of important new ways. Appearing too, on autumn's fashion horizon, are pared-down silhouettes, curves lightly sketched to create a lean "spare" look.

Jackets come in every length. Shorter jackets predominate, but the new longer fitted styles are important. Included in fall's jacket variety are tiny boleros and spencers, waist skimmers, Chanel types, tunics and fitted styles with belts or sashes.

Camel, gray, brown lead style color

Camel and gray, closely followed by brown, lead the color parade in little girls' fall fashions. These tones, together with such shades as muted green and demure as well as bright plaids, herald a more sophisticated look which is borne out by the styles, showing many adult fashions trends and fitted styles with belts or sashes.

FRESH INSPIRATION FOR CASUAL
Fresh inspiration for casual

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DRESSES ... never looked better with the emphasis on figure flattering wools and double knits; we think you'll like the latest in party frocks too!

SUITS ... again we find wool comes forward with an air of freshness in ladies suits for fall featuring double knits in 3 pec. suits.

SPORTSWEAR ... our usual wide selection of quality sportswear has been spruced up with the best in stripes, skirts, sweaters and blouses ... we hope to see you soon!

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FALL PREVIEW

MEN'S QUALITY CLOTHING

New HATS

Smartly Ahead for Fall
(Water Repellent)

Styles Monte Carlo. Pinch front and new Oxford Shape. All stain resistant, lined Satin. Colors Medium and Dark Grey, Brown, Tan, Loden. Black. Sizes 6 1/2 to 7 1/2. Priced—
5.95 to 8.95

MEN'S SUITS

All wool English dyed worsteds in 12 and 14 oz. Cloth in plain and neat patterns and large checks. Colors Brown, Grey, Blue and Greens. Two button style with centre vent. Sizes 36 to 46. Priced—
49.50 to 69.50

SPORT COATS

In Worsteds, Tweeds and Crombion. In two and three button styles. Centre and side vents. In checks, neat patterns, also plain shades. Sizes 36 to 46. Priced—
24.95 to 47.50

TOP COATS

In Harris Tweeds, English worsted, also laminated reversibles. Colors Medium and Dark Grey, Loden, Black and Blue. Sizes 36 to 46. Priced—
24.95 to 59.50

FLANNELS

In medium and dark grey, brown. Also new mix tones styles to be worn with or without belt. Single, Plain or Double, Pleat. Sizes 36 to 46. Priced—
14.95 to 24.95

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