



### BLANKET CLOTH

Strong chamois blue blanket cloth coating is used by Britain's number one designer—Merchant, Grogne. Jaunty little brimmed cap to match.

## Peppy but polished ideas

The young, spirited look—knacky but not kooky—joins hands with the tasteful, elegant look—polished but not pretentious to project, for fall, a fashion image of femininity and freshness. Throughout, the well-planned costume scene, whether the center of attention is a lively new pants suit or a dramatic evening ensemble.

**Individuality Prevails**  
Silk styles focus on simplicity of line, lean and lithe or full and flowing. Perhaps the most talked about development in autumn fashion is the tent shape, seen in coats and suit jackets, reflected in "baby trapeze" and smock dresses.

The tent, however, is just one view of a widely varying, adeptly flattering fashion picture. Individuality prevails, and unity of fashion feels stems, this fall in so much from any one approved silhouette as from the unanimous agreement on vibrant colors, exuberantly combined.

**EXCITING COLOR**  
Fabrics loomed in America for fall of this year present a depth and range of creativity that is truly unmatched by fashion seasons of the past. An assemblage of fall wools is notably profuse in variety, imaginative in design, luxuriant in quality.

Color excitement exists, as always, at the commencement of a new fashion season, but more exciting is the wealth of variation and innovation in pattern designs, weaves, weights and textures of wools loomed in America for fall, 1966.

Bi-color and tri-color combination are basic to fashion, in coats, suits, dresses, sportswear. Rich borders and bands of color, racy stripes of color, "cutout" effects, achieved with color, color in wide open windowpane plaids and checks all these, and more, illustrate fall's vivid approach to "how to look, what to wear."

While color news is young and high-spirited, fabrics bring to fashion the desired note of unassuming elegance. The silky depth of zibelines, the crisp aplomb of gabardines, the supple ease of crepe and jersey—keynote fall textures.

Like colors, two fabrics are newer than one. Fashion combines one texture with another covert with velour, jersey with tweed, for instance to complete the picture, with richness.

**Furs Are Bordered**  
This pairing of colors and textures extends to furs, where designers are doing their share to develop the young, elegant, individual look.

Fall's fur coats are of bordered, lavishly, in still another fur and some show "half and half" pairing of two colors, two furs.

In the over-all fashion picture, the "army-navy" influence is a notable. Coats in this vein take trim and jaunty styling, with double-breasted brass buttoning, epaulettes a shoulder. Shorter-than-

short copy the navy pea jackets. Suit, adapt the pea jacket to their requirements, or borrow style inspiration from World War I battle jacket. Separates add up these same ideas creating a suit look.

When they're not "baby trapezes, dresses like the high-rise look the lean look simple, basic "nothing" styles that are definitely something, due to cut, color, texture or the look of the torso ending in a flip of pleats.

### YOUTH KICK

With the youth kick still riding high, we see more and more man-tailored shoes, new shapes and cutouts, hardware treatments, laces and more lace, mules for after-five and at-home, straps—ankle, vamp, instep and T's, more buckles and bows. The high-rise look manifests itself in over-sized tongues, cockades and buckles riding high over the instep—toplines and throats covering more of the foot.

Squares are in the picture, but they're more rounded off.

## A colorful Autumn ahead!

An interesting aspect of fall's color "picture" is its almost endless spectrum, encompassing palest pinks, strong reds, deep blues, sparkling primary brights, deep, subtle darks. And unusually vast color palette of this sort indicates that a number of color groups—rather than one or two—seem equally destined to dominate the fall fashion scene. Color leaders appear to be:

The Plum—Grape Group dark with reds, blues and browns in its deepest tonalities of burgundy

purple, aubergine then lightening into shades of violet, violet and strawberry pink. Equally plentiful, however, are greens ranging from vibrant jades touched with blue or yellow to dark and light olives and deep forest tones.

Then there are blues the cheerful sort—bright Bristol and teal as well as softly grayed medium tones sapphires and clear winter navies. Leaf Colors Of Autumn and other hues that appear perennially

on nature's dazzling fall color. As have also been reproduced in plenty in the artful medium of wool bright bittersweet hues, lighter, brighter, pumpkin shades, rich brick and rusty reds, mustard and goldenrod golds.

Dark, almost black-browns, the tone of a group of earth colors that also includes somewhat lighter, redder oranges and clay colors and then lightens into a variety of wheat shades.

# Fall Fashion Opening

Fall looks just great... and all those great looks are right here, in our store. Coats, costumes, dresses, accessories... in all their exciting charm and colorful glory... are waiting for you to come and choose. It's such a lovely season!



### Ladies' "Fall" Coats

In the newest styling, the finest fabrics, the best workmanship, plus the special elegance of magnificent furs. Choose from wool and mohair tweeds, Ayrs all wool, Suedes, Alpaca un-trimmed and trimmed. Clors of Muskrat, Fox, Lamb, Persianne Mouton and Bleached Racoon. In all the latest shades for fall. In Petite and regular sizes 8-20, 38-44.

PRICED FROM

25.00 to 89.95



### Ladies' "Fur" Coats

In elegant "Dunbar Seal" (looks like Beaver). Sincerely flattering, wonderful warm elegant coats. In colors of black and brown. Sizes 8 to 20.

Jackets ..... 29.85

3/4 Coats ..... 39.95

Full Length Coats ..... 49.95

With Lamb Collar ..... 59.95



### Ladies' Fall Dresses

Choose from all wools, Crepes, Arnel Jerseys, Wool Worsteds, wool tweeds, silk knits, Dacron and cottons and Dan Rivr wash and wear dark cottons. In one piece and two piece Jacket style dresses. In all the latest styles and colors for fall. In Petite and Regular Sizes 5 to 20—14 1/2 to 3 1/2.

PRICED FROM

7.98 to 29.95

### Ladies' Flattering Fall Hats

Nothing enhances a woman and her New Costume more than a new hat. This season hats come in a delightful variety of styles to flatter every woman. The perfect hat for your new outfits is here. Come in and choose yours now.



PRICED FROM

7.98 to 29.95



## Wardrobes have new personalities

As costume components or separate fashions, new dresses have character—fresh, invigorating character. Most likely to be chosen for leading roles in the autumn wardrobe are: "Nothing" dresses, simple as a T-shirt or sweater in style, but far from simple in their colors and fabrics; long-line swingers, with fluid tops ending in a ripple of motion that's often provided by pleats; the tent shape, molded high, then flowing free to fall's higher hemline; the coat-dress, sometimes double-breasted, and often with the longer, fashion, important sleeve.

**COSTUME DRESS CAN**  
That merger of the dress with coat or jacket which is usually referred to as a costume plays its part, and a prominent one, in fall fashions. But to really be a costume, a dress needs more than just a "matching" jacket or coat, this season. It needs fabric interest, color impact.

New dress-and-jacket or dress-and-coat duos prove this point by the liveliest combinations of both color and fabric. Some typical ideas are: checks or plaids paired with solids; solid color dress and jacket but the jacket

lined with a different and brighter color; dress and jacket in a "basic" color, such as taupe, but the dress banded by a bright hue for a high-rise effect.

Notably, the dress that looks well with its coordinated coat or jacket now also has the fashion character to go it alone.

For fall's mini dresses there are spare little dress slips that are so fashionable they sometimes go out on their own. Chemise slips and "full slips" that end at mid-high complement abbreviated fashions.

Slips may be prettier but they no longer peek out where they shouldn't. Now there are slips with cutouts, backless slips and slips with one shoulder necklines.

There are slips to fit under every fall fashion, and they come in all the favorite prints, geometrics, stripes, dots and two-toned looks of the season. Fall's deep mysterious hues, very much on the slip scene, are not to be outdone by the bright, bold and soft shades. Although there are many tailored looks, deep, feminine lace and sheer chiffon overlays are still in the fashion news, to make a woman feel more womanly.

### Lingerie meeting 'minimum needs' of shorter skirts

What a Scotsman wears under his kilt may be an unanswerable question, but what today's fashionables wear under the new short skirts, mini dresses and new necklines easily answered by the new "bare minimum" lingerie.

For short, short skirts there are shorter pettiplaps and pettiplaps. Some pettiplaps are attached to their own bikini panties, and a few pettiplaps have attached themselves to hip-length camisoles to create undercooler jumpsuits.

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## Look Great, Man!

## IN TUNE WITH THE TIMES

ALL WOOL AND SILK AND WOOL STRIPES CHECKS PLAINS

All the new fall tones including the ever popular charcoals. Tailored by Warren K. Cook, Saville Row and others.

PRICED FROM

54.50 UP

**Maurice Mill Ltd**  
CLOTHING OF DISTINCTION FOR MEN

Water Street

Summerside



### SKINNY SHIFT

Cardin's slim shimmy shift is enlivened by bands of beads trimming on the neckline, cuffs and hemline. Op Art breaks out in the tricolor plastron effect of beads on the bodice.

### Sunglasses move into fall scene

Remember the time when you tucked your sunglasses away into a drawer at the end of the summer season and didn't bring them out again for months? Not so any more! Now one of the most important fashion accessories in a wardrobe, sunglasses are being worn all year 'round—indoors and out—as the added dramatic touch to an ensemble.

Once the prerogative of the avant-garde, the coffee-house bohemians and the long-haired hippies, sunglasses wearing has now become the trademark of the fashion-conscious as well.

The reason for this year-round popularity, according to a leading manufacturer, is that today's smarter styles and fashionable shapes make them too attractive an accessory to be put away, even for a few months. The consensus among the fashionable is: if they complement an outfit, wear them!

And like all the exciting accessories on the scene today, the bigger and bolder the style, the better. Fashion experts cite the large octagonally-shaped sunglasses frames, right in step with the bigger handbags, immense rings, bracelets and pendants, swinging geometric earrings and dramatically draped fur hoods—real or fake—that combine to add striking accents to fall coats and suits.

### WATCH OUT!

In our times, the watch becomes important. You'll see new giant-size wrist watches (like grandfather's) mounted on vinyl or patent or suede in all the new hues; even, some made of matching fabric to the costume. Or in-set in the popular shoulder bag.