



### Make-up artists mixing new shades and shadows

Hair stylists are working out headlines to enhance the new silhouettes... make-up artists are busy with their alchemy, mixing up new shadows and shades for Fall.

The natural look evolves in new ways, with more wave movement, the look of longer hair, fuller curls at the ends... a slight part.

In a season of the asymmetric, the picture: ivory foundation flecked with gold... off-pearl powder. Eyes rimmed with brown-black iridescent liner with white and violet pressed powder towards the brown. An

Day, evening looks exciting

Day and evening looks for Fall are exciting and new... want to update her wardrobe.

Look for the... small fur dress, perhaps in the whitest white mink, with little white kid gloves, and, with a curtsy to M. Courages, white kid boots. Definitely not kid-stuff.

Look for the dirndl skirt, perhaps in creamy worsted, probably with asymmetric closing to the brief jacket... the skirt big, and full of motion, soft, rippling.

Look for... suit jackets like officers' coats, with high military collars, high armholes on long narrow sleeves, a precise parade of buttons.

### Day, evening looks exciting

Look for... the guardsman's coat back again, shaped and double-breasted, with a panache of pleats in the back of the full skirt... lending free-swinging Motion (the Word for Autumn).

Look for the Funnel Coat for evening... small and gently shaped, glitter and sparkle woven into the soft wool fabric.

Look for... another Big Look in suits: with a longer jacket, single-breasted, often in black and white tweed.

For evening, the one-shouldered, asymmetric blouse worn with nubby tweed dirndl suit... a big-skirted coat, often in black brocade, a real swinger, with its roll of pleats.

Look for... dresses with a high-busted Empire feeling, a cascade of pleats falling from crisp military shoulder caught briefly by high front-beltting.

dress with narrow "cigarette" sleeves... all on the bias in perhaps a rich-toned plaid.

Look for... a column of evening glamour, a long bare-shouldered dress of scalloped lace lighted with sequins... its Empire line in sharp contrast to provocative slit skirt.

No need to look for... it's here, everywhere! — the one-shoulder dress for late-day and "little" evenings. Often in midnight black velvet, with trapeze shaping giving swing to the skirt.

Look for... short evening dress adrift in swirls of net... the Cage repeating its success, for Fall.

HOW SWEATERS LOOK

Added to the classic range of knit patterns are the crocheted look, the fringed look, the silken look in sweaters.

### Full spectrum of colors hit fall fashion

light to dark, and merge into violet, grape, magenta. Heather hues are prominent.

Spice tones — gingers, cinnamon — add variety.

Reds mix with reds, in shades tinged with pink or brown, russet and oranges are part of a brilliant fashion season.

Vintage wines lend their colors to a bevy of bluish reds.

Gold, coppers take on polish. To every fashion, fall colors add extra dimension of interest and importance.

Color and pattern blends create special excitement for the array of new fall styles.

### RE-CAPPED

A variation of the cap theme in fashion this fall is a draped cap by Sally Victor. The head-hugging style is in golden velvet with a knot at the back. (CP Photo)

### High riding hat elegance

Riding the crest of summer, the scarf hat is staying right on top for fall. Women everywhere like the adaptability with so many costumes.

Elegance is also riding high, with a great show of plumage. The "star" — ostrich, reminiscent of the glamorous 20's. One designer shows ostrich in a triangle that billows about the head... also a model complemented by woolen plaid.

Space-age fashion... the ski slopers, helmets in shiny patent with space goggles... a chenille helmet worked in bubbles which buttons under the chin.

One leading designer shows hat shapes leaning over backward, as well as models with forward movement. She also endorses a new, dramatic pitch on risers. Velvets, suedes, velours are prominent in interpretation.

Fall geometries have infinite fashion possibilities and — add up to a most exciting look. They begin life as squares... some with drapery — to be crushed and shaped as you please.

Various materials lend their own drama — plushy pile fabrics in disguise as a 'way-out black-and-red ocelot, or in black-and-white houndstooth — they are especially favored, since they are washable.

Costume suits are every woman's joy. There's one with baby's topcoat over a slim skirt and jersey weskit. There's a Princess coat over a slim sheath. Every shape, jacket or coat length contributes to the costume look.

Certain to be a big hit are the many duets... slim-fit dresses with flattering coats or jackets in such wonderful materials as cashmere, mohair, wool and boucle tweed.



### DIOR DESIGN

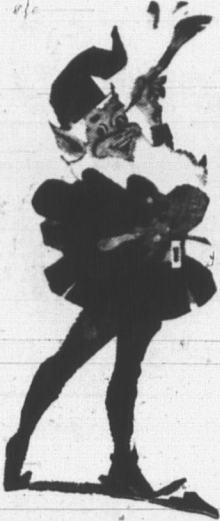
Red woolen from Yorkshire, England is used by Dior in a suit with just the right amount of flatness and dryness to meet the season's demand where fabrics are concerned. The skirt is easy with slit pockets in the front seams; the top features the slightly flared peplum that is a Dior fashion point for fall. Black silk taffeta ribbon makes the dashing tie finish under the narrow, turn-over collar.

### SLEEK LOOK

On and off the slopes, the ski look of fall means sleek stretch pants in brilliant colors. Tweedy, butter fabric means warm, easier parkas, while nylon boys paisley print, embroidered or pleated trim. Headgear is also sleek and close fitting in helmets; caps

Moore & McLeod Ltd.

# Fall Fashion Opening



ladies fashions -- second floor

## Dresses

Swinging skirts, shifts, sheaths and semi-sheaths... in a multitude of fabrics, both new and classic... favorite bright new colors of fall and black. Regular, petite and half sizes.

14.95 to 39.95

## Suits

Slim skirts and box-pleats... expert tailoring and fine new fashion details... wide size range... plain wool and tweeds. Sizes 8 to 20.

24.95 to 95.00

## Coats

Fashion welcomes Fall with beautiful textured coats... lavishly trimmed with fur... in stunning new shades... sizes 6 to 20... Canada's foremost makers.

29.95 to 175.00

Fashion greets Fall with a light-hearted look... a look of easy motion... here are fashions imaginatively conceived, enormously flattering, in colors to set your spirits soaring. Come, see them all... there's a beautiful Fall in store for you at ----

## Millinery

Latest in fall millinery, velvets, velours, fabrics and feather hats.

3.95 to 14.95

### Store Hours

Mon. - Tues. 9 - 5

Friday 9 - 9

Saturday 9 - 12:30

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