

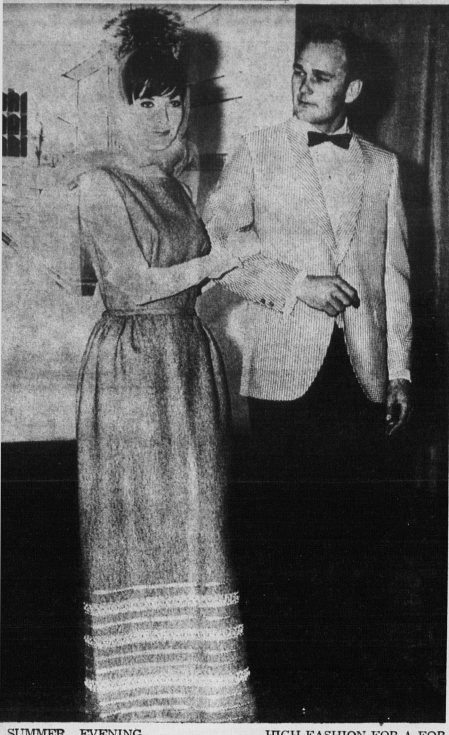
TO CONTROL AND MOLD IS OBJECTIVE

Long and lean look predominates

Smaller and shapely figures control is the prime requisite figure. They recognize too the for this coming season's fashions. The "long lean look" on the fashion horizon accentuates the feminine form with slim lines, narrow silhouettes, bias cuts and belting and m'lady's underpinning must be selected with extra care to achieve the required sleek line shape, and form. Canadian foundation garment manufacturers recognize the necessity for garments that con-

one's natural assets with an ingenious push-up feature.

This same manufacturer, Carl Jantzen, was one of the first to introduce figure control in bathing suits produced under his internationally-known diving-girl insignia. Now producing foundation garments in Canada, he offers another figure "accent" in seamless cup brassieres, designed specifically for flattering wear under fine knits and fashionable sheers. In catering to the junior figure, his designer puts particular emphasis on defining the smaller bustline, and uses an airy type of padding to raise it to its best advantage.



SUMMER EVENING HIGH FASHION FOR A FOR

NEW LOOK FOR NOW!

BRITISH IMPORTS

Knitted Suits in two and three piece on classic lines.
\$29.95 up



Mackenzie's
HOUSE OF FASHIONS
SUMMERSIDE, P.E.I.

SPRING 1963

Moore & McLeod Ltd.

Three Lovely Ways to Look This



Spring

Ready to play a leading role in your Spring... three fashion favorites from Moore & McLeod... sparkling-fresh styles with lift and zing... for a lovelier you this Spring!

coats
Exciting new fabrics predominate sun-lit shades and blends inspire you to look more lovely... see them soon
\$24.95 - \$89.95

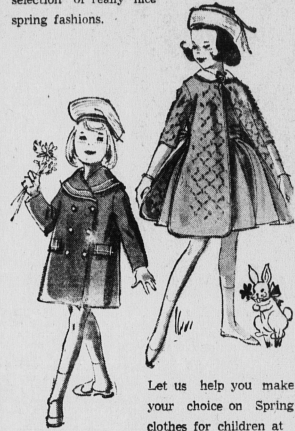
dresses
The costume look is achieved with the dress and matching jacket... floral designs and new fabrics are the keynotes
\$16.95 - \$49.95

double knits
Truly beautiful... two and three piece double knits... especially chic because of their extra fashion details.
\$24.95 - \$85.00

ON THE ISLAND IT'S
MOORE & MCLEOD LTD.
"YOUR FAVORITE SHOPPING CENTRE"

Spring Fashions for little people...

For the little folks this Spring we have a full selection of really nice spring fashions.



Let us help you make your choice on Spring clothes for children at

MISSES
Holmes and Bradley
159 Queen Street Phone 4-3414



100% SUPER SOFT HI-BULK ORLON KNITTED SUITS

Because you deserve the best... you'll always treasure a Knitted Suit by Art Knit... These fine knitted suits are fashioned from beginning to end with finest needling construction. Permanent style and fit assured. Easy to wash and dries quickly, retains softness.

Norma's Ladies' Wear
Kent St. Charlottetown

EASTER

Is Coming Up!

How Is Your WARDROBE!

That's right. The Easter Bunny arrives in just two short weeks. This means a lot more than colored eggs to most families. It means dress-up time. We suggest you start checking the families' fancy duds soon. Make sure everything's clean and in good repair—and ready to wear when you need it—we'll make last year's clothes look so pretty the Easter Bunny will swear they're brand new.

For FREE Pick-Up & Delivery
DIAL 894-7366

New Method

Laundry and Dry Cleaners
"THE HOME OF BETTER CLEANING"

130 Longworth Ave. Charlottetown

