



WINNING DESIGN

"Foreign Intrigue" by a Toronto designer was selected by a panel of retail fashion buyers as the most outstanding garment in the rain-wear category of the Canadian Cotton Council's Second Annual Cotton Fashion Awards Presentation at the Queen Elizabeth Hotel in Montreal on February 23rd, 1965. The coat is belted, semi-fitted with stitched-down pleats in the back. The fabric is water-repellent cotton poplin in traditional beige. Hat designed by Anita Pineault Limited.

Delicate feminine lines bring ladylike loveliness

Soft, feminine lines and colors pervade the spring fashion picture, and hats and hair styles, footwear and accessories, cosmetics and fragrances all join in to assure not only a "complete look" but an all-enveloping atmosphere of ladylike loveliness. Starting at the top, fashion succeeds with hair styles somewhat shorter and fluffier, and hats in a soft mood, shapes to flatter faces "made-up" in new cosmetic shades that create a very natural, delicate glow. Individuality of spring's fashions is evident in hats that offer a choice of big brims, little brims or no brims at all. Halo styles curve gently out and around the head; bretons sweep back to show a pretty face; little hats tilt forward and then turn up their little brims, again to reveal spring beauty. Some brims slant toward the side; some flipple from front to back; still others stand out jauntily and smartly. Provocative ideas appearing in many styles of spring hats is back interest, for femininity from any angle. This is achieved with everything from bows to soft shaping. Another news note is the hat with snood, as interpreted by several designers. Under, usually, a brimmed hat is a color-matched snood, for more color interest and versatility. Hat and snood can be worn together, or either can be worn alone. Coverage for teen heads highlights the helmet by day, flower adornments by night. Refinement in the best sense is evident in new straws, and in fabrics wove to look like straw — airy and open or with texture in miniature. Realistic flowers and petals blossom softly, completely covering many hats, or adorning others. Fabrics sheer and silky shape turbans and other head-hugging hats; veiling wraps many Spanish-look styles. Shoes step into spring with the open look most often developed through sling backs. Low-cut pumps, sometimes strapped, contribute to the airy feeling, as do sandals. The "always well-dressed" idea in a more casual vein gains impetus with walking shoes, spectators and sandals that display simple elegance enhanced by texture and color interest. Delicate detailing for spring femininity comes from handbags, gloves, jewelry and belts. Softness leads the way, with here and there the bright, bold touch that only makes the message clearer — be lovely, be ladylike. Hosiery accompanies the prettiest costumes in sheers that cast a pale veil of color on the leg, or in sheer textures that are leafy or lacy, light and right.

Handbag forms important accessory in fashion picture

This spring, new leather handbags present a well rounded picture of arm swinging styles endowed with delicate detailing, beautiful leather textures and luscious lightened colors. Your handbag is an important element in the total fashion picture. It should integrate with the rest of your ensemble to create a "costume look". And this season, that look most often reflects the very feminine "romantic" trend in women's clothing. Handbag sizes vary from small to quite large, shapes are generally deeper and softened in silhouette. Bringing a light-as-air, easy-care beauty to these pretty purses are elegant leathers — grained, smooth, suede, waxy, genuine patent. In the daytime dress division, the smartest leather handbags display dressmaker details — draping effects, overlays, scallops. These charmingly feminine envelopes, pouches and boxbags complement the graceful lines of this season's dresses, coats and suits. For daytime wear, casual category, it's still the leather satchel or tote — no longer oversized, but still roomy enough for those hundred-and-one essentials no lady would be without. Expandable sides and pretty pale colors endow these casual carry-alls with that up-to-the-minute "soft touch". Look to the light when it comes to color. Pastels are bustin' out all over — blue, pink, green, as well as white. The stocking tints in spring leather footwear may be accessorized with matching leather handbags. Also important are bright shades, particularly reds. The "natural leather" colors and that spring perennial, navy, are other favorites. Late-day and after-dark handbags — styles spotlight glossy smooth leathers, distinctive reptiles, glowing lusters and sleek suede leathers. Principally envelopes, clutches and flat pouches with chains, they use a minimum of styling detail such as burnished gold closings, a touch of jewelry or self-leather bow.

Ladylike look, soft handbags

Soft handbags and the soft "ladylike look" are ready to stroll arm in arm through this stylish spring. In the most elegant leather textures, and prettiest colors, the new handbags are fashioned with great flair and a new-found femininity. Bag shapes are rounder, detailing is more delicate, and leathers are more distinctive than ever. Among the interesting leather textures this season, are grained, smooth, patent, embossed, waxy and suede. With fashion in a feminine mood, daytime bags — from the pouch and box bag to the envelope — display a variety of charming touches. Cut-outs with contrasting or printed underlays, are used effectively. Scalloping, dainty brushed gold hardware, and self-leather trim are other style notes designed to point up the textures. Back for another season is the soft quilted leather Chanel-look bag with its brightly shining gold chains, sometimes braided with matching leather. For the gal who likes to be casual, the unadorned satchel or tote in grained, waxy or smooth leather is the perfect answer. Simple — but smart enough to pass any fashion test — these bags for the tailored taste are a trim, yet proportioned to hold all the essentials and more. Many versions of the returned-to-favor shoulder-strap bags fall within this casual category.

Pearls will again add luster to spring fashions

Pearls have been a sign of elegance since they were first worn by the empresses of China four thousand years ago and this spring they'll be adding their incomparable luster to the latest fashions once again. Nothing quite matches the beauty of pearls from the ocean — unless it's the beauty of exquisite simulated pearls in Venetian's new spring collection! Never and very close to the oyster's creation in perfection, these fine imitation pearls, like the real thing, can be recognized by their mating of size and shape and by their uniformly rich luster. They range in price from \$5 to \$30, depending on the length, number of strands and quality of clasp. To achieve their flawless beauty, each of these pearls is started with a carefully selected glass bead of perfect shape. The bead is then individually hand-dipped 16 times in a saccharine substance, which imitates the layers generated by an oyster. The simulated pearl is then carefully hand-polished until its radiance reflects the delicacy of feminine skin tones. Only such repeated individual treatment can produce pearls that simulate and retain the ocean-depth quality of the real thing. Tiny, invisible French knots between each pearl complete the expensive, pains-taking hand operation involved in creating the circle of lustrous beauty that will ultimately grace milady's neck. Little hats move closer to the head this season, look soft and smooth in sheers, silks, finely woven straws. Big, sweeping brims cast a romantic shadow across spring. Sudden exposure surprises in spring sportswear: from play-time coordinates to casual dresses. Cut-outs, large and small, appear in unexpected, but discreet, spots.

Knitted styles retain beauty

Outstanding as always — and even more so — knits develop new ways for this spring of '65, while at the same time following and expanding their classic themes. Now pervading every sphere of fashion, knits appear in under-fashions, loungewear, suits, coats, dresses and separates. Out of all these fields, the primary knit news for spring revolves around the authentic, crocheted look; the two-way nylon knit stretch and the long look in knitted sweaters — so long, a sweater sometimes extends itself all the way to the knees to become a slim, shapely dress. Linen blends move into the spring knit picture prominently. Generally, while woven fabrics are trending toward more flatness and smoothness, naturally-smooth knits are taking on greater texture interest. Costume coordinates, spring fashion newsmakers, are nowhere so delightful as in knits: Two-piece dresses in natural or man made double knits, two- and three-piece costumes and knit go-togethers of every kind combine to make this a delightful, versatile spring in fashion. With the ladylike mood in the ascendancy, spring knits respond by taking on many feminine details.

Get Ready FOR THE EASTER PARADE NOW!

Bring In Your Family's Easter Fashion for Expert **DRY CLEANING**

You'll be the smartest-looking family in the Easter Parade. Clothes look crisper, like new with our special renewing process... and there's no extra charge!

RITWAY CLEANERS

Fitzroy St. Ch'town

The Fashion Shoppe

THE NEWEST COATS ARE KNITTED wear them everywhere this spring

Knits

In town or country, at work or play, Knits go where you go with the greatest ease and practicality. A ladies' most fashionable fall!

See our large selection of Spring **COATS** in all the latest styles and colors. also **All weather COATS Ladies' Spring SUITS** in all the latest styles and colors. Priced from **16.95 to 49.95**

Complete your Spring wardrobe from our selection of...

- Gloves
- Handbags
- Hosiery

The Fashion Shoppe

"Open All Day Saturday"

Great George Street Charlottetown

Taste in hats seen varied

By LYNNE EDMUNDS LONDON (Reuters) — May-fair millier Gina Davies believes American, Canadian Australian and European women all have their own specific tastes in hats. And she proves it in her spring collection shown here Wednesday with ranges of model hats labelled with the countries whose buyers have ordered them most enthusiastically. The favorite with young Americans is a tiny trilly in softest felt, with a narrow upturned brim. The less formal Canadian buyers enthused over a head-hugging hat with tiny upturned brim, pepped up in a hand-crocheted mixture of navy and white straw. But both nationalities agree that Miss Davis' winning big occasion hat was a frothy swirl of shocking pink organza, mounted turban-style on silk tulle. Australian buyers are scooping up tiny bretons in a new, featherweight Irish tweed that is cool and virtually uncrushable. Rhodesians will be sporting a more sophisticated version of the school panama this spring, made of white straw and brightened by emerald green-striped streamers. The sophisticated French and the practical Dutch have chosen styles as appropriate as a gigantic navy cartwheel worn over a cap of white feathers and christened Giselle, and a classic, head-hugging beret in navy and white straw.

Jewelry's new look

There are two notable trends in fashion jewelry this season: the very bold, strong and colorful and the conservative, dainty and delicate. The gold look continues very strong. Charming and excitingly smart effects are created by the combination of a bright polished finish with the matt, brushed or Florentine. Necklaces are long or short. The long ones are swinging, dashing flashes of colored stones and crystals, many with huge, round, octagon or circle pendants of the same stones. An assortment of these coordinated necklaces add a dramatic touch to Spring dresses and suits. The shorter necklaces are closer to the choker length and feature dominant center groupings for the "fill-in" necklace. Bracelets are prominent this Spring, especially because of the sleeveless dresses. Very popular are the tin bangle bracelets — five or six of which are worn together — as well as the wide, almost cuff-like bangle bracelets. Woven bracelets of colored crystal bring a dash of welcome color and there are textured gold finishes, many set with pearls, rhinestones or other attractive colored stones.

PEEKABOO! Peekaboo cutouts abound in skimmers, shifts, swim covers and pants tops for spring. Often, they're smartly bound in contrasting colors.

TUNIC TONIC Tunics take a line on spring suits, in a long, smooth way. Seaming is subtle, gently defines the shape.

READY FOR RAIN Swinging in the rain are sunny new coats in weather resistant, vinyl-coated prints with exciting, off-beat patterns.

Bracelet watches displaying glamorous new case finishes

The many new designs in watches give them a greater fashion importance this season. Leading in popularity are bracelet watches, which serve both as fashionable jewelry, as well as accurate timekeepers. Glamour has been added to gold and gold filled cases and bracelets by exciting new finishes. Besides the Florentine, matt and brushed finishes, there is a new "leather-textured" finish for semi-tailored watches. Watch faces come in round oval, square marquise and pear-shapes and the lovely hexagon shape is back. Better to show off blouses with important, fuller sleeves and pretty neckline interest. Spring's gentle, graceful motion is marvellously built into the coordinated skirts, which take their ease with galloping, low-placed flounces, pleats galore.

Suits shaping up for sports-wear

Shaping up in the sports-wear picture are suit looks — jackets, skirts and tops to put together with ease. Jackets are cut longer, in take-your-pick designs including belted and skinnily open and blazer, or precisely detailed and tailored. Some jackets show up sleeveless, the

Fashions Change

BUT

The Bible Suits Every Age and Circumstance

THE BIBLE HOUSE

Kent Street, Charlottetown — Opposite Eaton's P.E.I. District of Canadian Bible Society. An Auxiliary of the British and Foreign Bible Society

Crockett & Storey Ltd.

The Sleeping Choice Of MILLIONS

DEEPSLEEP by SIMMONS

There's a saying: "Saved Money is Found Money", and you'll find \$30 of welcome savings during Simmons' Great Deepsleep Sale. The Superb DEEPSLEEP Mattress has been reduced to its lowest price of the year. A welcome saving of \$30. You build your saving up \$60.00 if you also buy the matching box spring... and get the bonus of even longer mattress life. Sure, prices have been trimmed drastically! But Simmons quality mattress craftsmanship hasn't compromised one inch! The DEEPSLEEP is still the finest mattress you could possibly buy in its price range.

Reg. Price **79.50** NOW ONLY **\$49.50**

Carpet by BARRYMORE

"TRAFFIC RATED" to save you money — and to make CARPET buying easy. Moon River quality made with Hercules Carpet fibre. One of the best dollar values in CARPETS on the market. Ask our qualified salesmen about many other CARPET values.

\$9.95 Per Sq. Yard

Chesterfields

By nationally known Manufacturers — all made with selected covers and custom crafted finish, priced at only **\$179.** and up

Crockett & Storey Ltd.

"Dedicated to Home Improvement"

Kent St. Phone 89 4-5559 Charlottetown