

British Woollens Are Product Of The Centuries

The British are old hands at making good wool cloth. In fact, they have been at it since the time of Julius Cæsar. The invaders from the Roman regions found the native Britons weaving wool and encouraged them in their craft. They established an "imperial woollen manufactory" at Winchester where cloth was made for the emperors, thus marking the beginning of Britain's long history of exporting fine woollens, worsteds, and speciality cloths.

In the Middle Ages wool was England's great source of wealth. At the port wrote: "Though James's Fleece was famed of old, The British wool is growing gold."

So important was wool to England's welfare that in the parliaments of Henry VIII the members of the king's council were seated on sacks of British wool to put them "in mind of weaving and advancing the trade and manufacturing of wool." Even today the House of Lords opens with the announcement: "The Lord Chancellor took his seat upon the Woollack."

TO GUIDES
The fine reputation of British wool cloth reaches back to the 13th century guilds of London, Winchester, Lanes and Oxford with their stern insistence on good workmanship. Even in those early years British woollens and worsteds were exported far and wide by the Merchant Adventurers. Dick Wittington, the "orphan boy who became Lord Mayor of London," was apprenticed as a lad to one of these woollens export merchants.

GOOD THING
The Kings of England, who saw a good thing when they fostered the woollen industry by royal decree. Edward III invited Flemish weavers to come to England and ply their "mystery." Later Henry VIII welcomed Dutch and Walloon weavers fleeing from Spanish religious persecution, and they also stimulated the British industry with new fabrics and new ideas.

In the 18th century, factories arose along the mill streams of Yorkshire, and the West Riding became the wool-manufacturing center of the world.

Today this Yorkshire district produces most of Britain's woollen and worsted cloth, but the West of England, the Border country of Scotland, and the Scottish Isles contribute the special types of woollens for which they have long been famed. British woollen and worsted manufacturers remain alert to the changing patterns in world-wide demand for their products. They export as much wool cloth as the rest of the world put together.

APPLIED FOR ISRAEL
CAIRO (AP)—Two Gaza Arabs convicted a year ago of spying for Israel were hanged Wednesday, Egyptian authorities announced. Officials said three others were hanged early Monday after conviction on a similar charge.

FOR YOUNG SOPHISTICATE
A sleek sheath for the young sophisticate. Knitted dress with button-on hood in heavy British wool. From the Spectator Sports autumn collection.



The happy combination of a distinguished appearance plus a rugged ability to withstand wear have made a suit or coat tailored from British Woollens the best dollar-for-dollar value you can buy. See our Fall selection now.

FABRICS FOREVER IN FASHION
Kangol Caps—as illustrated 2.95

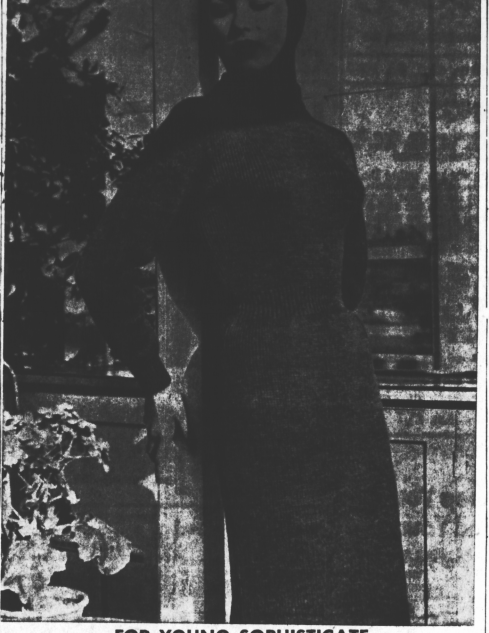
HENDERSON & CUDMORE
WHERE WASHES BUREAU

Hallmark of Quality
... A suit or coat tailored from imported British Woollens.



FABRICS FOREVER IN FASHION
HENDERSON & CUDMORE LIMITED
CHARLOTTETOWN BRANCH

British Woollens
The following standing next to you when wearing very expensive clothes but the whole effect may be ruined by a small mistake. That is because he has never learned the basic principles of good grooming.
If you doubt your own judgment, try the test below which is designed to give you an idea of just how smart you are — sartorially speaking, of course. If you score 12 you should be listed among Canada's ten best-dressed men.



FOR YOUNG SOPHISTICATE
A sleek sheath for the young sophisticate. Knitted dress with button-on hood in heavy British wool. From the Spectator Sports autumn collection.

Here Are some Tips On How To Choose Good Clothes

Buying a new suit in 1957 is now a vast choice of patterns, colors and fabrics, but a new question you have to answer before not to sneezed at. Consequently, the most important thing after making color and fabric choice is to make sure you get a good fit.

WHAT STYLE TO BUY? Where to buy? How much to pay? Those are questions you have to answer yourself after conducting a junior-sized survey. Let's assume you've made up your mind and are rarin' to go. Now a word of caution on fitting.

A good fit, in perhaps, more important than any other feature of a good suit. It can ward off for a while the eventual poor appearance of fabrics and — no matter what style you choose — it can make the suit look as if it's yours.

It's to the salesman's advantage to make a sure you get a proper size and fit in ready-made and custom-tailored clothes. However, you must also help yourself.

SHOULD FIT
Don't buy a ready-made suit unless it needs major alterations. Adjusting lengths of sleeves and trousers, fitting the waistband, and raising the shoulder slightly are possible changes, but don't allow anything else. If the suit needs more work than this, try another make or style.

While you're trying on a ready-made suit or having your final fitting, check the following points one by one: Remember, the small faults you may strug off today will be the faults which will persuade you to leave the suit hanging in your closet in the future.

1. Collar must sit smoothly, close to the back and side of your neck; showing at least a quarter-inch of shirt collar.

2. There should be a firm, unbroken line from neck to shoulder point; no lumpy padding.

3. Armholes should be comfortable. Lift your hands above your

head; there should be no strain on the sleeve. Not only is there a tapered too tightly or too wide by so that they will wrinkle. Above all make sure that about half an inch of shirt cuff shows on each sleeve.

5. Button the jacket — if the waistline is immediately pulled, put it back in the hands of the tailor. An easy, smooth fit is not disturbed as you move — but a tight jacket will allow nothing for that little extra poundage to which nearly everybody is susceptible.

6. Is the coat long enough to cover the soles of the trousers? The short jacket may look terrifically smart in Southern Italy but in Canada it simply means a bad fit.

7. Important! Make sure the trousers hang straight, crease on straight. There should be no back pull when you walk, no bagginess in the seat and no wrinkles below the crotch.

One more point to remember: Whether you buy the finest British woollens or the poorest synthetic, all fabrics will eventually look rather limp unless the fall inside a suit is of high grade canvas, with fine haircloth, covered with thin felt or flannel inside the shoulders.

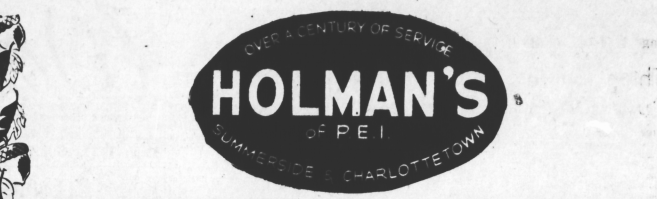
Appearance is particularly important for the summer season. A couple of hours in the sun, especially if there is high humidity, will make a badly made suit of poor fabric show up so badly that it might as well have a sign declaring "I'm an inferior suit."

According to the fashion experts wool is held in the esteem of the top clothing manufacturers in Canada. Why? Wool is porous and absorbent. — In other words, it gets the air in to cool your body but also absorbs uncomfortable dampness.

SARTORIAL IQ TEST
Score 12 and Good Taste Should Place You in the Ten Best-Dressed Men in Canada.
Have you ever stood on a crowded street car or in a line-up somewhere and looked at the clothes other men are wearing? Really looked? Try it. You will realize what a sorry sight some men and you should be able to pick up a few good tips.
The fellow standing next to you when wearing very expensive clothes but the whole effect may be ruined by a small mistake. That is because he has never learned the basic principles of good grooming.
If you doubt your own judgment, try the test below which is designed to give you an idea of just how smart you are — sartorially speaking, of course. If you score 12 you should be listed among Canada's ten best-dressed men.

1. With what color suit should you wear a green shirt?
2. Would a grey hat blend well with a brown suit?
3. What kind of suit pattern would you recommend for a stout man?
4. Are worsted materials suitable for sport jackets?
5. Which are more fashionable: single or double-breasted jackets?
6. Would you be absolutely correct in wearing a tuxedo at a function described as strictly formal?
7. What style of hat would you recommend for a tall man with a long face?
8. Which is correct — the tubular or Windsor tie knot?
9. How far should shirt collars show above a suit collar?
10. Are cufflinks more desirable than button-cuffs?
11. Are patterned dress-shirts in bad taste?
12. Should button-down shirt collars be worn with dressy suits?

ANSWERS
1. brown; 2. no; 3. stripes aid in giving a slimming appearance; 4. yes; 5. no, only tails are technically correct for after-six formal functions; 6. a hat with low crown and wide brim; 7. either; 8. half an inch; 9. no; 10. no; 11. not if conservative and worn with plain colored suits.



British Woollens FABRICS FOREVER IN FASHION

Fabrics Forever in Fashion! Perfection has been achieved through centuries of skill and inspired craftsmanship. Handsome yet hard-working—these famous cloths are available in a wide variety of subtle blends of color. British Woollens give that extra touch of distinction and years of rugged wear to the coat you buy. See "British Woollens" at Holman's Ladies' Wear TODAY.



NEW FOR '57
"CLOUD 9" COATS

Lustre for a lifetime—thanks to a clever blend of Orion and Dynel pile in lovely shades of grey, taupe, brown, and always-popular smart black. Beauty unsurpassed in the studied casual look—small shawl collar, loose back, and slash pockets. For the latest in luxury at amazingly low prices, see the "CLOUD 9".

Jackets 59.95
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The Excitingly New "Cloud 9"

STEELWORKERS STRIKE
TOKYO (Reuters)—More than 110,000 Japanese iron and steel workers Wednesday began a 48-hour strike for higher wages. The strike is the fourth in a series of stoppages launched by Japanese unions Oct. 8.

LONG ADMITTED
First women graduates were admitted to Durham University in England in 1886.



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Choose the color best for you—blue, brown, grey, charcoal or green—from this budget-wise selection of fine tweed and imported wool coats. You'll find your fashion-right style in this group in sizes 10-20.

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by popular demand

This year the style focus is on the loose-back coat. Featured as well is the smart shawl collar, set-in tapered sleeves, and patch pockets in shades of blue, brown, charcoal grey and green, you will find all these style-right features in coats expertly tailored from all-wool fabrics and tweeds, as cleverly trimmed with your choice of fur or Chinese braid. Full sizes from 10 to 20, plus a few half-sizes.

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styled by "JOSHAR"

For daytime or date-time you'll be smartly dressed in this all-wool tweed. "Chic" is the word for this Joshar creation—loose-back, raglan sleeves, set-in pockets, and Chinese-braid trim. In this selection you're sure to find the color you want (grey, brown, green-mix) in the size you want (10 to 18).

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famous "KILGORNOCH"

So popular, so famous, with smart women everywhere—the name is almost enough. Choose YOURS from Holman's complete selection of 27 glowing shades for fall in classic style—loose-back and smart shawl collar. Expertly designed from Elysian de luxe—a blend of lambs wool and angora—these truly beautiful coats come in a full range of sizes from 8 to 20. You'll wear YOUR Kilgornoch with pride.

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