



Worn high, front and center on an easy overblouse, heraldic pendant pin defines fashion's classic mood. Charm bracelet, button earrings repeat the pin's motif. By Coro.



Choosing an up-to-the-minute fashion for fall, she wears a high-crowned, man-tailored hat with femininity revealed in the face-framing, curving brim. Equally aware of home fashion trends, she selects an electric clock with Pennsylvania Dutch design as a practical and decorative room accessory. "Dutch Treat" clock by GE-Telechron; hat by Emme.



Three on a match is good luck in new fall leathers—for example, this handbag, belt and gloves in matching rich red, lightly grained leather. All have the well-tailored look, enhanced by discreet ornamentation—for the bag, a gold buckle on self-leather tab; for the belt, a heraldic emblem; for the gloves, lighter red leather foldover at cuff. Bag by Jana, belt by Dane, Launderer Leather gloves by Perrella.

**SPARKLING ACCESSORIES**



Elegant, luxurious and on fire with color are fall fashions in pearl jewelry. Shown here, the model wears a four-strand necklace that's a cluster of vibrant, exciting color around the neck and, to match it, a bracelet and earrings. All are designed by Richelieu.

**Costume Jewelry Becomes Fall Fashion Focal Point**

Fall's fashionable lower necklines and subtly muted colors, call for the excitement of accessory touches.

And, from a glance through the shops it becomes apparent that costume jewelry, designed and styled with these new fashions in mind, provide the ideal way to highlight a new costume with individuality.

Tailored pieces are more elegant and luxurious than ever with brushed, brocade, woven and matted finishes replacing the smoothly polished gold and silver finish.

Many of these tailored pieces are stone-set, with the stones appearing in the rich, deep hues needed to complete dramatic cocktail and evening wear. Plum fuschia, ruby and green appear most frequently in stone-studded jewelry.

Pins are a style must and are worn in many ways—singly or paired, on sleeve, collar or pocket; at the neck, shoulder or waist; in short—almost everywhere.

Pearls appear with a subtly different look, in colors and shapes that lend new interest to these favorite items. Ovals, baroques, wafers, seed pearls, jumbo and nugget shapes are seen in every shade from cream to jet— including pastels and high shades.

Winter white pearls with crystal are seen in every piece range and is a wonderful way to achieve a luxury look on a budget.

The iridescent look of aurora borealis beads continues important, and is particularly breathtaking in the new gold and silver tones.

The trend in earrings is away from the overlarge and toward a smaller, neater look. They appear in everything from tailored to stone, or pearl set types.

Bracelets are brighter, bolder and bulkier than ever before. The hinged cuff types in bracelet or bangle widths are textured for day, gem-encrusted for evening. Many bracelets—copy antiques for an heirloom-look.

Color-wise the brown tones, from rich tobacco to shining topaz, and smoke tones from milky grey to almost-black are most important. Blues, in navy and deep sapphire are also prominent.

Well-chosen costume jewelry can lift a simple outfit into the high style class, and this season,



**PLAID COAT**

Her buffalo plaid wool coat has, for extra fashion, a matching fringed scarf that detaches for wear as stole or head covering. By Candy Girl.



**KNIT DRESSES**

Big and little sister great fall proudly in cotton knit dresses. Print and solid patterns combine to give these one-piece styles a two-piece look. In "Everglaze" cotton knit.

**There's Style And Color In Gloves**

New shorter hemlines and sleeve lengths call for attention to the legs and arms which all totals up to good looking leather shoes and gloves!

New launderleather gloves beckon to fashion beautifully. They are handsomely detailed and cut, come in a variety of lengths, although most are on the longer size— from four to eighteen button length.

Color is rampant, and for the first time you'll be able to match your leathers in shoes and bags with your gloves. Most important new colors, after brown (appearing in all shades), are bronze greens, greys, blues and reds.

And of course, there's the formal white launderleather kid gloves that sometimes reach as high as the shoulder.

Styles are varied and detailing is emphasized. Some are punched with tiny airy perforations; others have jewelled trims, light embroidery and floral touches, applique treatments, bows and buckles.

Stretchy, stretchy! No, it's not baby-talk, but your introduction to Fall's daytime glove scene.

Stretch gloves that fit snugly will be seen on every hand, in every color. Attractive, practical and so easy to dunk and dry, it's no wonder women have been buying more and more until they have become a most important part of the Fall glove picture.

Wool gloves with leather palms are important when winter winds really hit, and again will be seen in color combinations not usually associated with this type of glove.

Quaint calico prints, harking back to one of America's most colorful periods, will be seen in abundance this fall.

They're simply cut, sparingly detailed and resemble the pioneer women's homespun cottons. Prints are tiny and precise, usually floral.

Rickrack trim and petite ruffles are most usual trim, but unusually executed.

Calico shows up even in the floor length at-home gowns, which are glamorous yet give an air of hospitality.

This fall there will be lots of "little girls in calico!"

The fabric glove standby is more important than ever, and the featured colors will almost make the standard black or brown fabric glove seem dated.

White, camel hair and the various coffee tones are bound to please the feminine shopper. Bronze and moss green blend with the new muted costume tones, with mineral gray an important neutral tint. Rich, deep-plum colored gloves are a high-fashion accent shade.

Yes, there's plenty of style and color at hand in the shops to please every glove-wearing gal.

**Sportswear Is Cotton Made**

Cool weather sportswear items "cotton to" cotton this fall in new, good-looking casuals.

Young fashionables destined for college or career will love their well-groomed look—their easy-care virtues.

Designers of separates have selected cold-weather cottons that have an affinity for each other. They combine rustic, homespun cotton tweeds with calico prints; sophisticated velveteens with lustrous cotton shirtings; striped and plaid tweed denims and patterned corduroys with plaids that pick up their predominating colors.

Typical of the well-groomed cotton combinations are three pieces made to look like an expensive ensemble, yet sold separately for modest amounts.

**Neckwear Has New Fashion Meaning**

Neckwear once meant a scarf, but changing fashions have broadened this category until today, the word neckwear used in a style-sense means a jacket, bulky sweater, a collar and even a scarf!

For fall the neckwear picture is mostly jackets, continuing the covered look of the past summer. Perfect with skirts or over sheaths jackets are seen in dark transitional cottons, wools, corduroys, velvets and a host of other textured fabrics. Many are braided or fringe trimmed.

A close second are the bulky, waist length sweaters in wools, orlons and blends. The basic black and white colors are now inter-mixed with bright shades

that blend with the new plaids and tweed mixtures.

The scarf story is larger and finer. The basic 24 and 36 inch squares are seen in traditional prints, and lightweight silks. The big news, however, is silk chiffon used in every size from tiny squares to exquisite oblongs and stoles.

Collars are oversize and found in cottons, blended fibers and fake furs. Many button-down to fill in a low-necked dress. So similar even men could wear them, stolen-from-men's department accessories are basic to the tailored daytime look promoted for fall.

**Moore & McLeod Present . . .**



**Coats**

Choose from Elysian, Tatterton, Silverstone, Sealskin, Molair and wool Veldona, Montgarry or Harris Tweed.

These coats are made and designed by Canada's leading manufacturers—

Kilgornochs by Gordon, Sanders & Gold, Montroy, Lombard, Modelcraft, Better Built, etc.

Sizes: 8 to 24. Priced from—

**\$29.95**

**SKIRTS**

Choose from our exciting collection . . . pencil slim sheaths, box pleats and knife pleated styles in bold gay plaids of bright checks and plain colors. Sizes: 10 to 40. From—

FROM **\$8.95**

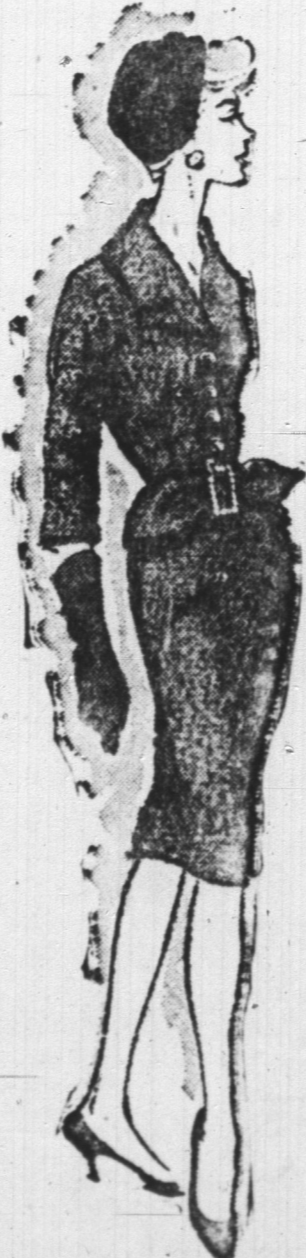
**SWEATERS**

Sweaters galore to choose from. Shetlands, Botany wools and new miracle fabrics. Classic and novelty styles in beautiful harvest shades. Sizes: 34 to 40. Priced from—

**\$4.95 TO \$13.95**

**DRESSES**

New dresses reflect the mood of fall, as it turns toward the gala holiday season. They're festive . . . they're feminine . . . above all, they're delightfully pretty. Day and evening styles show supple grace . . . fabrics and colors are richly beautiful . . . Now's the time to choose your new dresses here!



**BLOUSES**

Come in and see these smart new Blouse Fashions in Tereyelene, Arnel and display fabrics. Sizes: 10 to 42. Priced from—

**\$3.95 TO \$6.95**

**OCTOBER**

**Fashion**

**VALUES**

What a break for you? Now you can own one, two or a whole wardrobe of these wonderful fashions . . . at wonderful savings! Our new collection features exciting fashion variations on your favorite—classic styles . . . artfully designed to flatter you. You'll love them, everyone . . . and you'll marvel at the glorious selection of colors. Do come see . . . soon!

**"Parade of Fall Fashions"**

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**The Ladies' Branch of the Charlottetown Curling Club**

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Shows at 7:00 p.m. and 9:00 p.m.

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**men's suits**

In our men's clothing department you will find the finest of imported fabrics . . . worsteds, Twists, Tweeds, Flannels, etc. These garments are superbly tailored by Canada's outstanding firms. Sizes: 36 to 46. Priced from—

**\$49.50 TO \$69.50**

**topcoats**

In the Balmain and Set-in sleeve models of the latest styles. The fashionable cloth this year is the ever popular Harris Tweeds. Also included are English and Irish Tweeds, Velva Cashmeres, etc. Tailored by Freedman and Macintosh of England. Sizes: 36 to 46. Come in today we're sure you'll find the coat you desire. Priced from—

**\$39.50**

**overcoats**

In Fleece, Elysians, Sabelere; etc. Smartly tailored in the latest winter styles . . . Blues, Greys, Browns, etc. Also hairline stripe, heavy satin lining. Sizes: 36 to 46. These coats are tailored for style, comfort and durability. Drop in and look them over today! Priced from—

**\$39.50**



**Ladies' Fall Hats**

with an elegant air of feminine sophistication in velvets, felts, beavers, velours and feather trims, all in this season's latest styles. Priced from

**\$4.95 TO \$12.95**



**This Fall's Newest Smartest Look In AQUASCUTUM**

**TOPCOATS**

There is no mistaking the man in the Aquascutum Topcoat.

And you will agree when you see Hooley's fine selection of new fall fashions by Aquascutum.

Tailored to perfection by Aquascutum of London, England in the finest tweeds produced by British mills. These coats being waterproof serve a double purpose, they can be worn as a raincoat or topcoat.

We invite you to come in and see our new fall selection priced from \$59.50 to \$69.50.

We also have a complete range of Harris Tweeds for those cool fall days ahead priced from 39.50 to 49.50.



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