



MEN'S STYLES FROM LONDON

New styles for men from London for 1964 include—left, cashmere classic jacket with bone buttons over merino polo neck sweater; enter, topcoat and three-piece suit in Glenurquhart worsted with check, check, both saulined; and, right, window-pane over sports jacket in Irish wool twist. (Sketches by Stemp, copyright Daily News Record, New York.)

Fashion Experts Show Agreement On Fabric Needs

Fashion experts disagree as often—and as violently—as experts in any other field. But on one point there seems to be universal agreement—the growing importance of the fabric element in both men's and women's fashions.

While this has always tended to apply in men's wear, in which garment styles do not alter too much from year to year, it is also becoming a bigger factor in the sphere of women's fashions. Close observers of the Paris and London scenes say that in the future, seasonal changes in women's style will be less radical than in the past and that more attention will be given to the color, design and texture of the fabrics selected.

On the other hand, men are becoming more adventurous, particularly in casual and sports wear, and this again lends emphasis to the choice of cloth in suits and coats. The result of these developments is that all sections of the apparel industry, from the haute couture to the clothing factory, are demanding an infinitely greater variety of shade, weave construction and fibre composition from their cloth suppliers. Novelty is forever the keynote.

WELCOME TREND

British cloth manufacturers welcome this trend, which has been dictated by Canadian and U.S. demand, even though it makes their task immensely more complicated. For generations they have been accustomed to sudden switches in color and styling for women's wear fabrics; now that men are moving in the same direction—the latest vogue introduced by Britain's leading tailors is called the "Praceck Look"—the industry is being forced to escape across the border wall into West Berlin, police said.

REFUGEE WOUNDED

BERLIN (Reuters) — East Berlin border police Tuesday apparently shot at and wounded a would-be refugee attempting to escape across the border wall into West Berlin, police said.

ALL PRICE LEVELS

Moreover, these cloths are produced in qualities to suit all price levels, from the haute couture where British woollens are having a notable success at present to the native bazaars of West Africa. In the latter context it is interesting to record that in Nigeria, where the industry recently launched its first trade promotion campaign in a newly-independent country, British wool fabrics were again a rapturous welcome, not only for conventional Western dress but also for making up into native costumes.

Despite the wide sweep of its trading interests, the British industry does not lose sight of the fact that Canada remains its largest overseas customer. Several hundred mills in Yorkshire, Scotland and other parts of the country produce yarns and cloths especially for Canadian consumers, and regular visits across the Atlantic ensure that mill executives are kept as closely in touch with Canadian requirements as they are with the U.K. industry's own home market. Whatever the future trade may be one thing is certain: that the creators of British woollens will never cease to be preoccupied with maintaining their centuries-old business links with Canada.



NEW STYLE IN SWEATER

This Braemar viciusa slip, styles for men as presented over and merino polo-neck sweater are among the new

ROLLO BAY

Mr. and Mrs. Clifford Peeters were recent business visitors to Charlottetown.

Joseph Chaisson has returned to his home in Bear River after being a patient at the Charlottetown Hospital.

Miss Elizabeth Chaisson, nurse-in-training at the Charlottetown Hospital, and Gerald Chaisson with the Department of

British exporters regularly trade with more than 150 countries, with varying climates, living standards and tastes in clothing. Thus they have a unique vantage point from which to survey—and more important, anticipate—the lines along which fashion is developing throughout the world.

An even greater advantage is that in catering for such a multiplicity of requirements, both in the large British home market and overseas mills in Yorkshire, Scotland and the West of England produce a range of woolen and worsted fabrics unequalled for diversity and design; weight, color and other characteristics.

Miss Jeanne Chaisson, Charlottetown, spent Easter holidays at her home in Rollo Bay.

Among the teachers attending the Teachers' Convention at Birchwood High School were Mrs. John F. Chaisson, Mrs. Adolphus Conway, Mrs. Claude Day, Mrs. Kenneth Dourette, Mrs. Fredrick Chaisson and Miss Ida Carpenter.

Mr. and Mrs. Arthur Burke, Helen and Inez Burke, were recent guests of Mr. and Mrs. Billy MacInnis, St. Peter's.

Mrs. John Chaisson recently entertained members of the Rollo Bay East WI for their April meeting.

Billy Chaisson was a recent business visitor to Charlottetown.

Mrs. Julia MacDowall Bear River, is now residing in Souris with her son-in-law and daughter, Mr. and Mrs. Angus MacCormack.

Joe Deveau and Elmer Petters and Mrs. Anne McEwen left recently on a motor trip to U.S. Mr. and Mrs. John F. MacKinnon and children Jackie and Ed Beatrice were recent guests at the home of Mr. and Mrs. George Christen.

Mr. and Mrs. Ivan Arsenault and son Robert, Charlottetown, spent Easter with Mrs. Arsenault's parents, Rollo Bay.

Mrs. M.R. Keefe and Mrs. James Gillan, Meccell, accompanied by Mr. and Mrs. Lloyd Lawless and Mrs. Milton Doyle, Summerside, returned home on Tuesday from Quincy, Mass., where they attended the Keefe-Gillan wedding which took place at St. John's Church, Quincy, Mass., on April 6th.

Label Designed To Denote Made In Britain Woollens

Canadians who would like to know where the cloth comes from that goes into their suits, top coats and other garments are going to get an assist beginning this month from the British Wool Textile Export Corporation, of Bradford, England, center of the British wool industry.

The corporation, an association of all of the spinners and weavers of Great Britain and Northern Ireland, has designed a label to be attached to garments made of British woolen and worsted cloths and cloths woven of a mixture of British wool and other fibers.

The labels may be attached to the sleeve or sewn right into the lining of the garment—or in some cases be incorporated into and become a part of a British cloth manufacturer's own label.

IN OWN INTEREST

J. Balcon, of Toronto, a retired British trade commissioner who now represents the BWTEC in this country, said that while Canada manufacturers and retailers of garments made of British cloth would not be completely satisfied to use the labels, preliminary surveys indicated that most of them would.

"It is really in their own interests that they do so," he said. "The situation is so confusing today that unless a man has his clothes made in his individual requirements and makes a point of examining the selvage to determine where the cloth was woven, he hasn't the faintest idea as to the cloth's origin. And for ready-made clothes the situation is much worse for there is absolutely no way of telling where the cloth comes from."

"Our new labels will make it possible for the public to know at least whether or not they are getting British-made cloth," Mr. Balcon said. "We think they will also help to protect the good name of reputable Canadian tailors, manufacturers and retailers who are plagued by the misrepresentations of those who claim to be offering British cloth which in fact has never seen a British loom or whiffed a breath of British air. Some of the more unscrupulous merchandisers have even gone so far as to include in their advertising 'reproductions' of labels of British cloth manufacturers who have never even existed."

U.K. EXPORTERS ONLY

The new British woollens label carries the words "Woven in the British Isles" against a background of part of the Union Jack. The label is in effect a trade mark and certifies that the cloth has been spun, woven and finished in the United Kingdom and that the wool itself has been combed or carded in the U.K.

Mr. Balcon said that bulk suppliers of the new British labels are being made available by the association only to U.K. exporters for delivery to their Canadian customers and that any deliberate misuse of the label will be pursued "with all the force of the law protecting the idea as to the cloth's origin. And the BWTEC is planning a nation-wide contest in April to help draw public attention to the label.

1,000 Outlets Enter Contest

It is estimated that some 1,000 men's wear retail stores across Canada will participate in the British Woollens Month contest which is to be staged during April to help focus nation-wide consumer attention on new garment labels the British Wool Textile Export Corporation is introducing into Canada as an aid to identifying British-made woolen and worsted cloths and cloths woven of a mixture of British wool and other fibers.

The BWTEC is an association of all of the spinners and weavers of Great Britain and Northern Ireland.

Contest prizes will consist of an XX-E Jaguar coupe for the winner and 25 wardrobe certificates worth \$100 each. Both the manufacturer of the winning garment and the retailer who sells it will get a free trip to Britain for two plus \$500 in cash to cover expenses.

J. Balcon, of Toronto, the BWTEC's representative in Canada, said that details of the contest will be carried in daily and weekend papers having a certified readership of 11,500,000, or more than half the people in Canada.

Downs Men's and Boys' Wear

Moore & McLeod Ltd. Men's Wear—first floor

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