

What the well-dressed family wore that year.



Early Victorian

Fashions may change from year to year but change doesn't always mean progress. 1893, for instance, was marked by a pronounced swing of Canadian women back to the leg-o'-mutton sleeves and the wasplike waistlines of early Victorian days. Little did grandmother think in the 1830's that she would live to see the elusive 16-inch waist of her day once again become the cherished goal of every aspiring young woman, (although anything under 21 inches was acceptable in the best of circles). High button shoes, (slippers for evening), black lisle or silk stockings, evening gowns with low necks fringed with frothy lace and trains tacked onto everything except sport clothes were the vogue, with beads and bangles, artificial flowers and embroideries gaining new popularity as trimmings.



Among the older, more staid folk, there was general consternation at the movement of the younger set away from mother's coloured flannel in favour of the "pretty rustling petticoat of silk" in spite of their warning that no "nice-minded girl" would wear beautiful underclothing. There was to be considerable breaking down of convention in the next year or so however, due to the more frequent advent of women on the bicycle paths, tennis courts and even on the local golf links—and bloomers, shorter skirts, shirt waists and more daring bathing suits (as pictured above) began to make their appearance.



Extremes in millinery fashions were pronounced that year—some of the newest and most fashionable creations being scarcely larger than a saucer; others as large around as a bushel basket giving the wearer a sort of a roofed-over appearance.



Dress Makes the Man

It was around 1893 that men across Canada began to look to their clothes with a new interest—up till then the average man had paid little if any attention to his dress and had bought his Sunday suit



ready made, according to his age. Being of very poor quality and excessively padded to give an athletic appearance, it is small wonder that the factory-made suits of the day presented some weird sights when draped on males whose proportions just weren't right.

"Some will Remember"

Although there was still a decided inclination on Sundays to make ten year old Wilbur look the spitting image of his father complete with bowler hat and cane, mothers were beginning to realize that Sunday dress just wasn't suited to the rough and tumble of the spirited week-day pastimes of growing youngsters. Clothing for school and play became much more sensible and healthful, permitting children plenty of freedom and fresh air.

Salada's Dress 1893



Clothed in this lead packet and with the brand name "Golden Tea Pot Blend" Peter Larkin's Ceylon teas first made their bid for public favour.

But the word 'Salada' in the company name took such a hold of the public fancy that Peter Larkin quickly adopted it as the brand name and redesigned the label to give it more prominence.

The new big bold letters have identified the package and dominated the advertising continuously ever since.

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