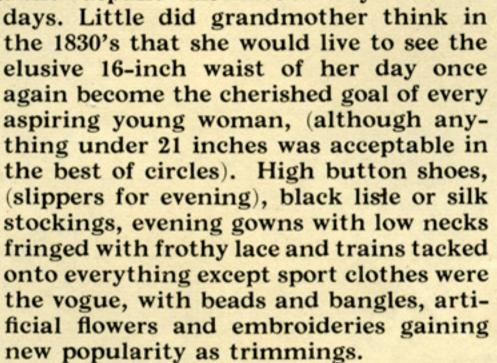
well-dressed family wore that year.

## 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



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

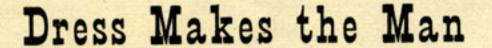
of the "pretty rustling petticoat of silk" in spite of their warning that no "niceminded girl" would wear beautiful underclothing. There was to be considerable breaking down of convention in the next year or so however, due to the more frequent advent of women on the



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.



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



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.

## alada'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.