

FASHIONS FOR 1942 PRACTICAL and PATRIOTIC

Ten Essentials for the Men Who Wish to Get the Most From Their Clothes

Avoid Extremes. Brush Your Clothes Often. Give Your Suit Its Proper Rest. Be Particular About Materials and Details. Dress for the Occasion.

John L. Murdocke, well known London style expert for "Men's Wear," a Fairchild Publication, recently delivered a talk over the air on clothes and how they should be worn. Since appearance counts for so much in business and social life, there is vital meaning in the opinions of a man who is internationally famous as a style authority. In this broadcast, Mr. Murdocke enumerated the ten dress commandments and with due credit, both to "Men's Wear" and to Mr. Murdocke, they are presented herewith:

(1) **Avoid Extremes**
Don't ever appear overdressed. Avoid gaudiness—avoid looking fancy; your entrance into a room should not be startling. Your aim should be to create a general impression of being well and correctly dressed so that your friends remember your general appearance but no detail or part of your appearance in particular.

(2) **Smart Linen**
Keep shirts, collars, ties, shoes and handkerchiefs in immaculate order. When first impressions are so important, don't overlook the vital part these accessories play in making even an old suit or ensemble appear newer and fresher.

(3) **Brush Your Clothes**
Make a habit of brushing your clothes frequently, even when they are old. It is amazing how much this will do in keeping suits, topcoats and overcoats, clean and new looking. It also saves too frequent cleaning. Your clothes need not be pressed too often but they should be spotless—always. And don't forget hats and shoes.

(4) **Clothes Must Be Rested**
Clothes, just like human beings, lose "life" and vitality—look faded, if they are not given the chance of a rest. You'll find it a good plan to alternate the wearing of your suits. Clothes last longer if you follow this plan of alternate rest and wear.

(5) **Fifty per cent of Your Appearance Is Your Clothes**
It is well to remember, that everywhere, all the time, clothes account for at least 50% of your appearance. By at least half, you are judged by the way you look, and don't let anyone fool you—it's a fact. This first impression not only counts but lasts. Think of the number of people you meet casually, in the theatre, in your business, at parties, the people you nod to—the people you are just introduced to for a moment. Isn't it obvious that the only possible way they can assess you is by the way you look to them? Dress so that everywhere, all the time, you create the impression you want to create.

(6) **Freedom of Movement**
Never be conscious of your clothes. Mould them to your activities, so that they don't obtrude, but dissolve into your whole appearance. Don't wear your clothes as if you were a sandwichman and they a signboard. Nor as if your suit was your skin and completely unremovable when you retire. Select clothes that do not oppress you, that give you a trim appearance, yet real freedom of movement.

(7) **Be Particular About Details**
It pays to be particular about a few incidental appearance factors; for example, keep your hair well-groomed and always appear clean-shaven—it pays! It also goes without saying, that hands should be kept clean, not necessarily manicured. In other words, live up to your clothes.

(8) **Choose Materials**
One of the most important things to remember is to choose materials and patterns that suit your type and that add to your appearance. It is surprising how often this simple, but essential, factor is overlooked. For example, if you are stout, wear stripes not squares and keep away from bulky fabrics and loud patterns. In the same way a thin man can add the illusion of weight by choosing lighter colours and definite patterns.

Some men seem to have the notion that they can be reborn in clothes. Of course this idea is absurd. Clothes cannot make you a banker or a prize fighter. They can do only what they are designed to do, give a man the appearance of a gentleman.

(9) **Learn the Art of Getting Into Your Clothes**

Learn the art of getting into your clothes carefully and wearing them with ease. Most clothes are ruined by the manner in which they are worn. The tragedy of clothes is the way they are manhandled. For clothes, nowadays, by and large, are well made. Your manufacturers have acquired a style sense, and, of course, for craftsmanship in tailoring your country is second to none. The Canadian kills his clothes, after he gets them home from the tailor. And the greater part of this clothes-strangulation takes place in the haphazard way in which men put on their garments, also the rip, pull and tug way in which they are taken off.

Checkroom attendants have not been taught the respect that clothes deserve. Insist on having your hat and coat properly handled.

(10) **Dress Properly For the Occasion**

Always dress properly for the occasion. Give some consideration to your host or hostess when you are being entertained. Very often a change of collar and tie will make a world of difference. In good appearance, as in everything else, it's the little things that count.

(11) **A Word on Formal Evening Wear**
Tails and white tie are, of course, correct for all rigidly formal evening parties and dances and in nothing a man wears is good cut and good tailoring so important. A dress coat, close fitting at the waist, and tails of correct length, are details by which critical eyes judge you. Nothing looks worse than "dated formals."

For informal dinners and dances the single or double-breasted Dinner Jacket worn with black tie, is quite in order.

(12) **Daytime Formal Wear**
While the cut-away frock coat is the correct wear for daytime weddings and formal occasions, a very acceptable compromise is found in the director suit of black or Oxford Grey, sack coat and striped trousers.

Gunner Harting of Dutch Infantry Visits Family Here

Veteran of Last War on Duty in Present Struggle.

Many old friends are giving a great welcome to Frank Harting, whom many have seen in town in the past few days in the uniform of the Dutch Infantry. Mr. Harting left here two years ago and joined the Merchant marine. By this route he reached England and there joined the "Princess Irene 9th Nederland Bata." After completing extensive courses in anti-aircraft work, and machine gunnery, he was again placed upon an armed merchant ship

Canadian Corps Puts Emphasis On Battle-Drill



There's nothing of the barrack-square or parade ground in this type of drill—battle-drill! Here are Canadian troops in Great Britain learning actual fighting methods and hardening themselves for the tough fighting that lies ahead of them. At the top left a wily Bren-gunner makes use of cattle on the sky-line as cover for his stealthy advance. The "three musketeers" will land running below the fence and drive their bayonets home in the targets in front of them. Lower left shows a bridging unit putting the roadway in place on a "box-girder" bridge while, lower right, shock-troops take cover during a house-to-house advance through an "enemy village".

and has travelled far and wide. Reaching an East coast port last week, Gunner Harting, was given leave to pay a call to his family in Timmins. On Monday evening he was received royally by members of the Legion, being one of the original members of Branch 88. Gunner Harting served with distinction in the Great War, in the Canadian Forestry Corps, and has taken on a hazardous duty in the present struggle. He will be in the thick of it again, after this short visit, and all friends extend to him the best of luck.

Advance Mail Order Sale of Reserved Seats for Carnival

Porcupine Skating Club are Using New Plan to Give All Chance on Tickets.

An advance mail order sale of tickets has been announced by the Porcupine Skating Club for their fourth annual Skating Carnival which takes place at McIntyre Arena Saturday and Mon-

day, April 18th and 20th. Mail orders for reserved seats will be filled starting April 1st and the general sale of tickets will open April 6th. In addition to the Saturday and Monday evening performances there will be a matinee Saturday. The dates have been arranged so that everyone, regardless of shift-work, will have an opportunity to enjoy this thrilling spectacle. Out-of-town visitors may take advantage of low week-end rail fares. Canadian Champion figure skaters together with a score of other well-known ice stars and a cast of over three hundred skaters will present the most colourful ice show ever to play before a

There's a New Arbiter in Fashion. His Word is Law. And His Name is War!

There are Four Distinctive Features for Fashions This Year:—They're Simplified; They're Standardized; They're Rationalized; They're Economical. But Women Still Have the Chance to Splurge on Colour.

Service at Timmins Post Office for the Coming Holidays

Good Friday, April 3rd, and Easter Monday, April 6th, being statutory holidays, the following is the service announced for the Timmins post office:
Good Friday, April 3rd
No letter carrier or parcel post delivery.
Wicket service, 9 a.m. to 11 a.m.
Public lobby, 8 a.m. to 6 p.m.
Special delivery service, receipt and despatch of mail and collections from street letter boxes, as usual.
Easter Monday, April 6th
Letter carrier delivery and parcel post delivery, one delivery only.
Wicket service, 8 a.m. to noon.
Public lobby, 8 a.m. to 6 p.m.
Special delivery service, receipt and despatch of mail, and collections from street letter boxes, as usual.

Northern audience. So that everyone may have an equal opportunity to secure seats early, the carnival committee has arranged an advance sale of reserved seats by mail. This will give those living at outlying mines an equal chance with those in town. Mail orders addressed to the McIntyre Arena are being filled, starting April 1st. Reserved seats for adults will be one dollar. Reserved seats for children for the Saturday matinee only will be thirty-five cents. Children must have adult tickets in order to attend the evening shows. The programme will be the same for all three performances. By arranging an advance mail order sale, Skating Club officials hope to prevent disappointments such as were experienced by many who were unable to secure seats for the recent final hockey games and the carnival last year.

(By Carolyn Damon)
There's a new courtier in Canada this spring—one who has the last word to say in everything you wear. That courtier is WAR, and you can tell all his fashions by four distinctive features:
1. They're simplified.
2. They're standardized.
3. They're rationalized.
4. They're economical.

Maybe that sounds grim to you, but strangely enough, it isn't in the least. For certain things remain, to be highlighted by every smart woman who would look her best this year. Good tailoring. Good fit. Color, color, color. Gay accessories. Classical smartness or feminine softness. Let's see how these work with the four dictates above.

1. **Simplification.** That means cutting down on so many styles, and patterns, and colors, and gadgets and fadderals. And because manufacturers want you to like the things they make, it also means taking out the inferior things and leaving the best. So, if colors are cut from literally hundreds of off-shades and tones to perhaps fifteen or twenty good, basic primaries and their combinations, you'll find that those colors are clear, becoming, and have been tested for their qualities against sun and water. Same with buttons and patterns and weaves in fabrics. There'll be far less chance of getting unbecoming things because the freak stuff, which only a few could wear and many tried, will be gone anyway.

2. **Standardization.** That means, again, less to choose from, more simple basic lines and colors. Canadian women have always looked best in well-tailored suits, softly feminine but classical lines in dresses, well-cut, smart coats and good simple shoes. Now, again, makers of these things are concentrating on the best they can make, and leaving out of the cheaper, more inferior stuff. We can't spare workmen to do fancy things with clothes and shoes, we make cut down in stocking colors and weaves to save dyes and machines, we make fewer kinds of buttons and gadgets and trills.

3. **Rationalization.** That is, we change from fabrics that are hard to get, or that the armed forces need, to ones we can have. Like wearing fewer woollens, more rayons. No silk. We cut out, or find substitutes for, the metals and rubber we have used in fastenings and girdles and so on.

We learn to use what we have to the best advantage. 4. **Economy.** Need we explain it? More money for the war, less for clothes. Therefore, more ingenuity, more care, more thought in buying and using what we buy. Economy, too, in cutting and styling our garments.

So, we have well-tailored suits and dresses as tops for daytime wear. Skirts are short enough for walking comfort, wide enough for a good step. Waistlines are normal or at their most becoming place for you. We wear slacks and overalls and culottes for lounging and working at home and in factories, for ease and comfort, and to save our other clothes. We wear plain but well-cut shoes with lowered heels for walking and longer wear. We choose our dinner dresses on classical lines but as softly feminine as possible, as a relief from the regimentation of daytime. (And it's worth getting into a long dress at night, when you can.)

Finally, we do splurge on color, hats and gloves, because that doesn't hurt anyone; and it's good for us.

Favourable News for the Gold Mines

Not Under Restrictions Applying to Many Callings.

The following despatch last week from Ottawa should be of special interest, and should stop some of the silly "fifth columnist" type of rumors and reports given undue prominence recently over the radio and in the press:—

Ottawa—The United States will continue to buy Canadian gold and as far as possible give priority to essential mechanical supplies and maintenance parts for Canadian mines, according to the Metal Controller and officials of the Bank of Canada. There have been no special assurances received of late as the understandings previously reached between Ottawa and Washington continue unchanged.

Another item favourable to the mines is that they are not in the list of restricted occupations in the new selective service regulations. This is interpreted by labour department officials to mean that restrictions against companies which may not engage new help between the ages of 17 and 45, do not apply to mines, including gold mines, in so far as mechanical or labour work is concerned.



And isn't it grand to feel the caress of soft, warm sunshine. Isn't it grand to do the things we want to do . . . get some new clothes, something for the house. Sure it's all grand . . . so let yourself go . . . get a good case of spring fever . . . you'll enjoy it

Regardless of your part in the war effort, you'll want to look your best at all times, so read the advertisements and patronize the advertisers in The Advance and then step out in the—

EASTER PARADE