

LMW NEWS

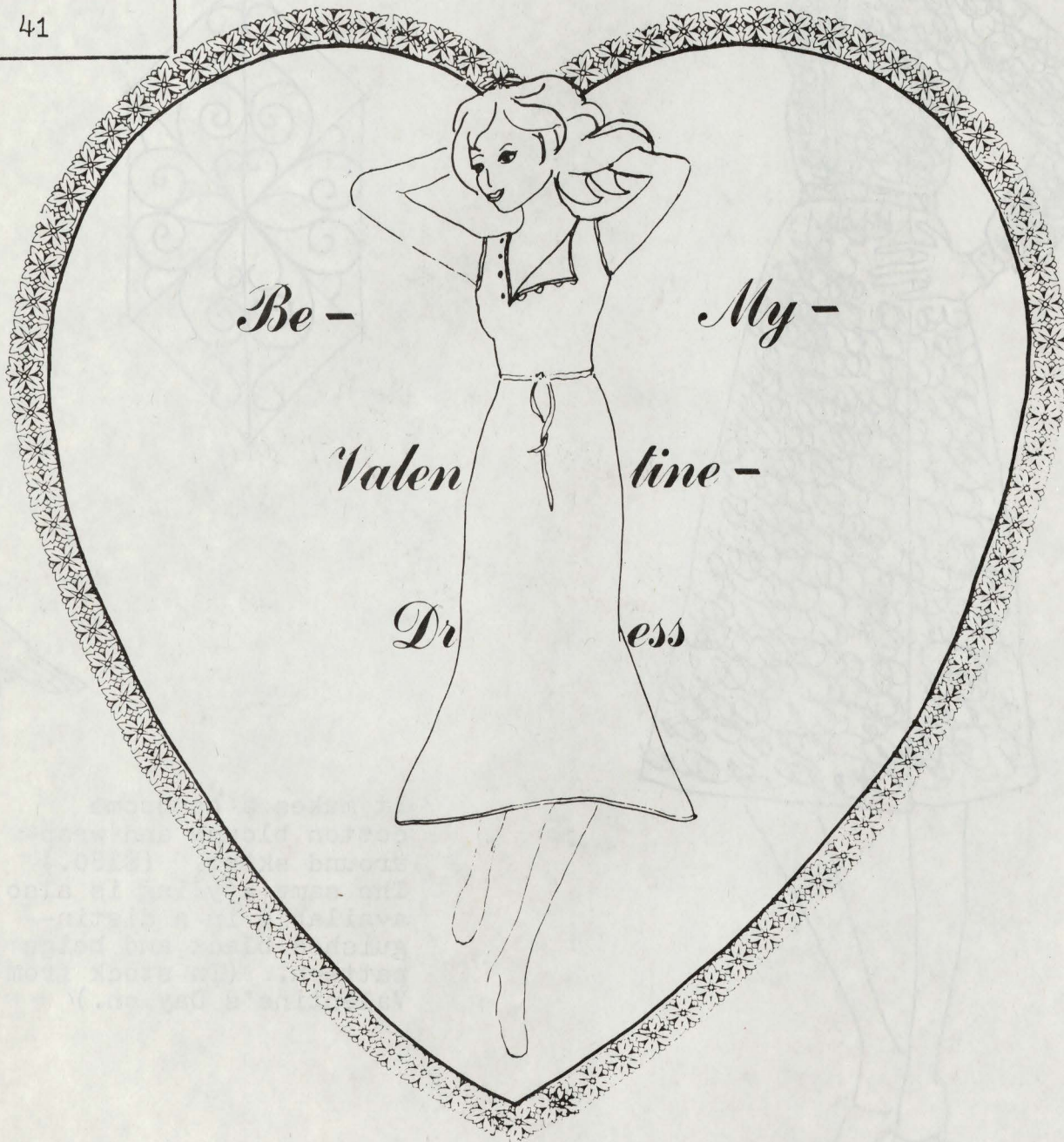
February, 1977

Lore Maria Wiener

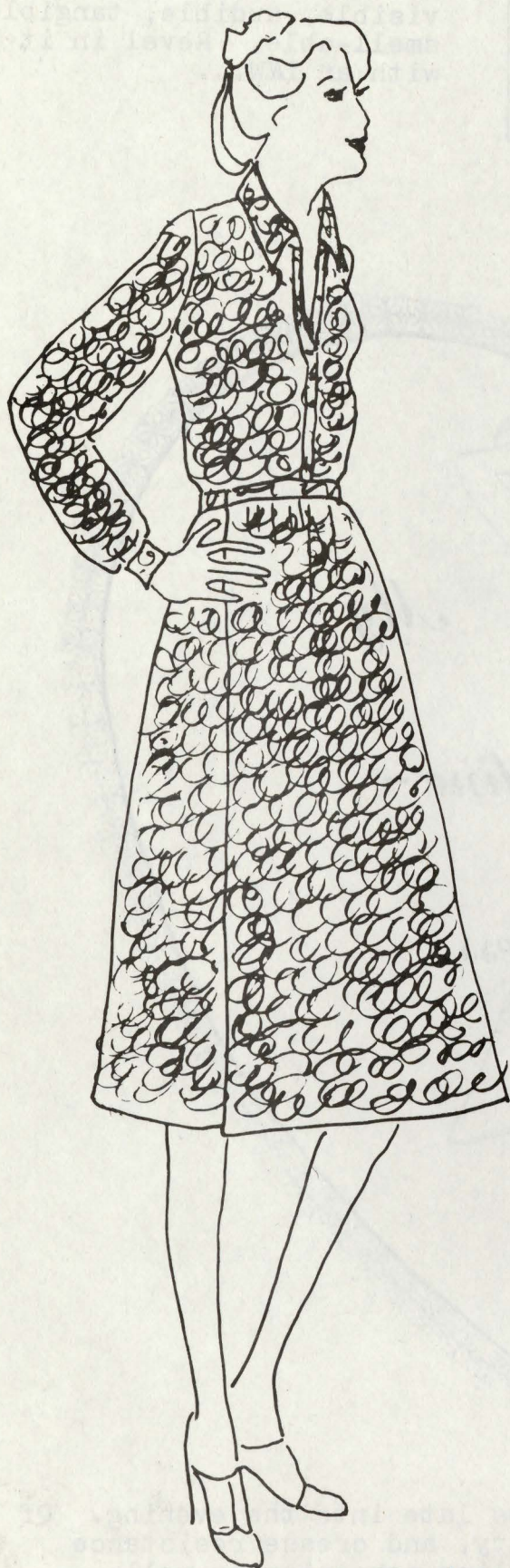
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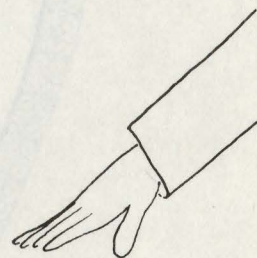
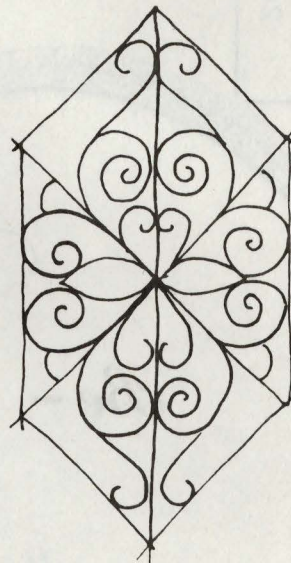
Vancouver's proper season is spring--the time when the soul of this place is made most manifest. Most visible, audible, tangible, smell-able. Revel in it with an LMW...



A touch of deshabillé takes this dress late into the evening. Of cotton jersey, its comfort, washability, and crease resistance will make the dress a favoured travelling companion as well.



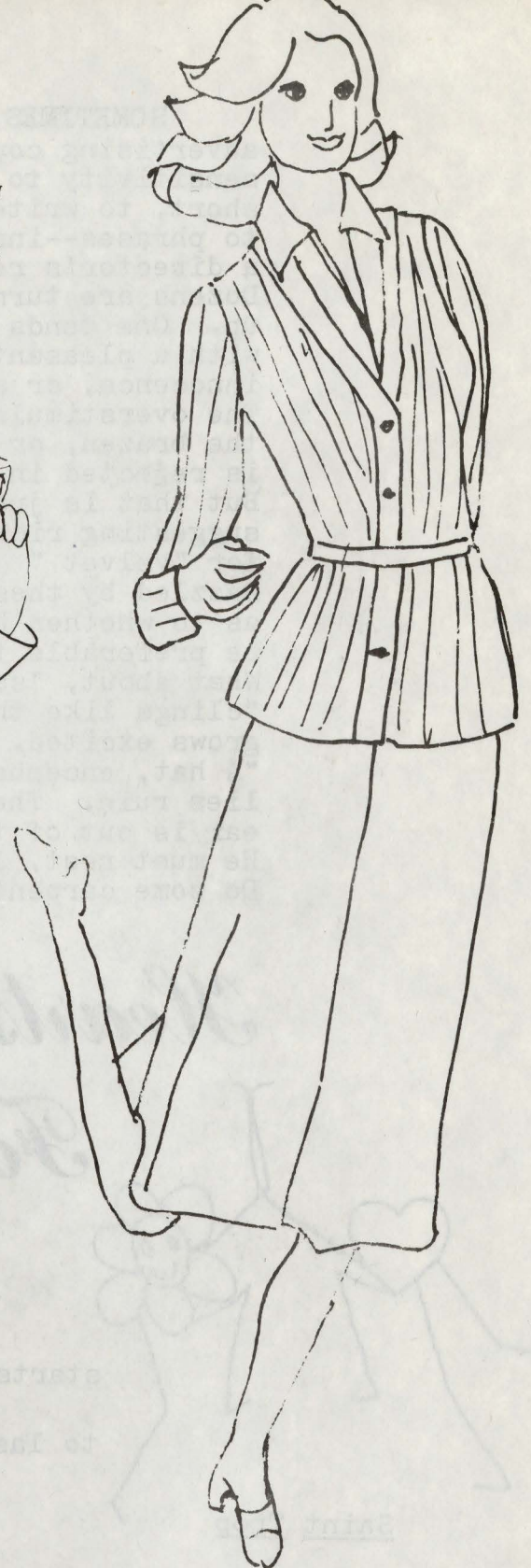
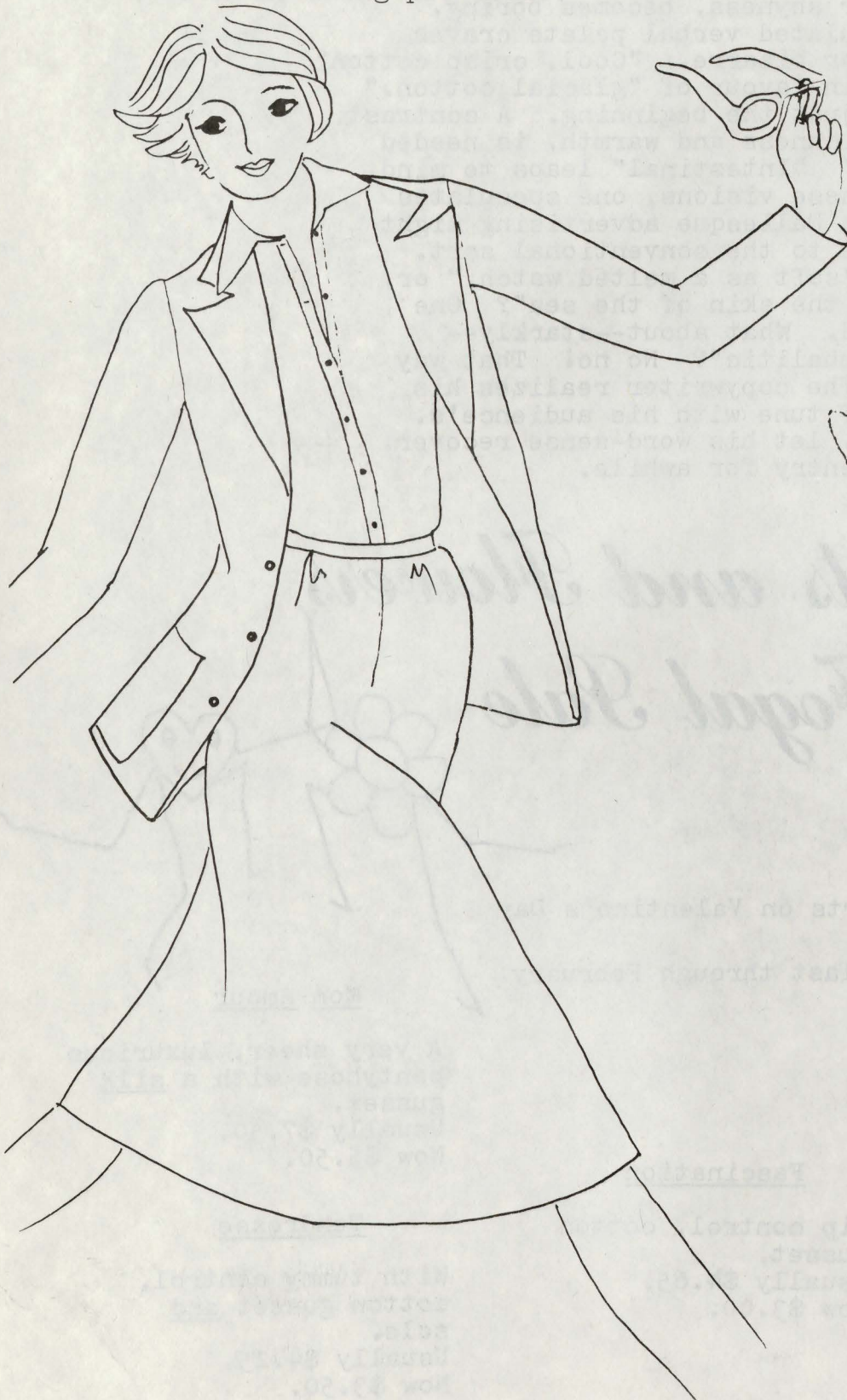
One pattern is a light Florentine lattice-work on vermillion--like this:



It makes a handsome cotton blouse and wrap-around skirt. (\$180.) The same styling is also available in a distinguished black and beige pattern. (In stock from Valentine's Day on.)

Spring Suits us

better than winter. Dress for it in a new LMW wool suit. In fashionable pastels (blush pink, snow shadow blue) as well as beige or navy. May be had in one, two, three or four pieces. Jacket and pants from \$275. We have pastel velvets too-- a mouth-watering pistachio.



A Racine wool jersey suit is a dependable friend. In apricot, buttercup yellow, or lettuce green, it shows unexpected whimsy. In beige, pale blue, khaki, brown or charcoal, it displays its more serious side. \$275. With scarf \$295.

SOMETIMES, AFTER COMPOSING TOO MUCH advertising copy, one suffers a decreased sensitivity to language. Although ads are short, to write them requires long exposure to phrases--inspection of adjectives like a director's review of aspiring starlets. Dozens are turned over for every one taken up. One tends to get jaded. Language with a pleasant face, or a suggestion of innocence, or shyness, becomes boring. The overstimulated verbal palate craves the brazen, or bizarre. "Cool, crisp cotton" is rejected in favour of "glacial cotton." But that is just the beginning. A contrast, suggesting richness and warmth, is needed for "velvet." "Intestinal" leaps to mind. Dazzled by these visions, one speculates as to whether Daliesque advertising might be preferable to the conventional sort. What about, "soft as a melted watch," or, "clings like the skin of the sea"? One grows excited. What about--starkly-- "A hat, encephalitic"? No no! That way lies ruin. The copywriter realizes his ear is out of tune with his audience's. He must rest, let his word-sense recover. Do some carpentry for awhile.

Hearts and Flowers *Fogal Sale*



Saint Trop

Daytime sheer, with
cotton gusset, in
35 colours.
Usually \$3.50.
Now \$2.75.

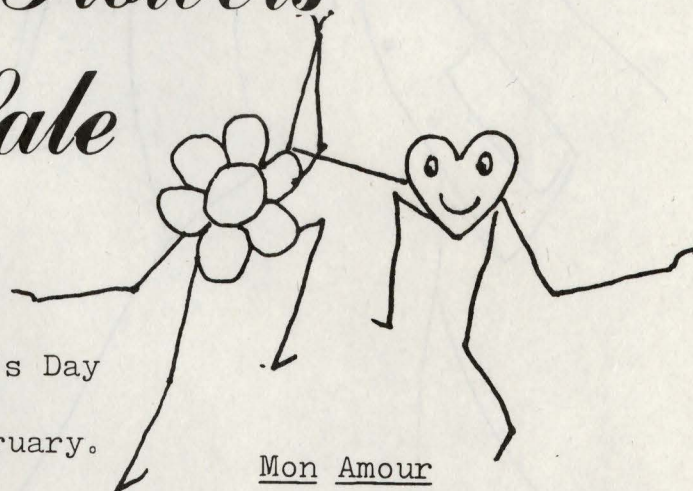
Garconne

Knee socks.
Usually \$2.50.
Now \$1.75.

starts on Valentine's Day
to last through February.

Fascination

Hip control, cotton
gusset.
Usually \$4.65.
Now \$3.00.



Mon Amour

A very sheer, luxurious
pantyhose with a silk
gusset.
Usually \$7.50.
Now \$5.50.

Tendresse

With tummy control,
cotton gusset and
sole.
Usually \$4.25.
Now \$3.50.