

BUSINESS

P • R • O • O • F • I • L • E

A SPECIAL FEATURE ON LEADING RETAILERS



Whispers' staff ready to introduce you to fall and winter fashions: Top row L-R. Val Cone, Marilyn Wolrich. Bottom L-R: Manager Lisa Morris, owner Dorothy Richter and Jennifer Sullivan.

Dorothy Richter, the dynamic young woman making a name for herself in the fashion world, walks softly and carries a big purse.

Her captivating shyness and gamin looks succeed in camouflaging the energy and drive responsible for the creating of Rumours and Whispers — both located in downtown Prince George.

Having re-established Rumours on Fourth Avenue, Dorothy can devote her considerable energies to organizing Whispers, located in the former Rumours location.

Because Dorothy chooses her staff as carefully as she chooses her stock, Whispers has people who take an interest in how you look. Manager Lisa Morris, well-known window and display designer, is assisted by Marilyn Wolrich and Vale Cone. At Rumours, Dorothy is ably assisted by Mindy Simmons, model and business woman.

Whispers fills a need felt by Prince George women, concentrating on business and

evening wear. The racks are filled with softer, more feminine clothes. Fabrics, colors and styles are right for today's busy woman. Exclusive lines include very wearable fashions by Evan Picone and Julie Shiander, a Vancouver designer who creates unique knitwear.

It's interesting to note that Whispers is stocked almost entirely from Vancouver sources, including a number of B.C. designers.

Life's a lot easier when your workaday wardrobe works together. At Whispers, you'll appreciate the color grouping that simplify making every wardrobe addition count.

Classic evening wear has always been the choice of the sophisticated woman. Leave the excessive detailing, unnecessary garnishing for the fun things you like to spend a weekend at home in.

Aware that most women have a special style of their own, the people at Whispers take the time

to establish and enhance this personal statement. They happen to believe that style is made up of many things.

Style is picking something — an equation that works — and sticking with it, evolving it. Style is taking care of yourself because you feel good about yourself — not so someone will love you. Style is spirit. It's a mature woman who has in her wardrobe some wild and mildly shocking pieces and the ability to wear them well. Style is attitude. The turn of a cuff, the tie of a scarf even when the occasion demands very little. Style has nothing to do with money. Style is not what you wear; it's how you wear it.

So, you can see, Whispers is more than a shop filled with things to wear. It's a special experience reserved for the woman who takes looking good seriously.

A new season is the perfect time to take stock of your wardrobe — make a list of essentials required, accessories to rejuvenate old favourites. In this

LISTEN TO *Whispers*

2nd & Brunswick



The name says it all. Whispers is soft and feminine. Color co-ordinated display feature classic, uncluttered clothes for work and after-hours social engagements.

way, you'll be in control of your wardrobe and, at the same time, eliminate the possibility of ending up with a number of items that don't work or require further purchases to blend them into your life.

Whispers lets you establish the link between looking good and feeling good. Call in now while the new fall and winter stock is arriving. You'll be captivated by what you see.

Whispers, devoted to clothes for work and social situations. Located downtown at the corner of Second and Brunswick.

FREE FLOWERS

The first 75 ladies visiting the shop Saturday morning to see our line will be presented with free flowers.

SUMMER CLOTHES 50% - 60% OFF

\$100 DRAW

While looking at the super working woman's fashions, take a second to fill out the entry form. You could win a \$100 Gift Certificate!

Whispers now has most of the latest cool weather and autumn fashions in stock. Why not stop by to take a look and try on our

FALL LINE

Whispers

1406 Second Avenue

563-4049

Lisa Morris invites you to stop by and let her and her staff show you how you can look your best at work ... and do it at a cost well within your budget.