

Fashions For Fall Are Designed For Fun, Flattery And Practicality

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Autumn's New Coat Collections Make Selection A Real Problem

Viewing the exciting collection of coats this season, all unmistakably Fall '63, women will be hard-put to limit their choice to just one. Coats range from sportive, colorful mesh tweeds, loops, fleeces and mohairs to full-length evening coats in opulent meltons.

There are cape-coats with military bearing, full coats, oval shapes. On the scene, are sophisticated afternoon coats of crisp-faced worsteds, sometimes with Spanish-influenced braid and passementerie buttons.

'Fall '63 is a coat season for fashion individualists,' says The National Board of The Coat and Suit Industry — and indeed, it is a time when women can express themselves in their cover-ups.

Untrimmed or lavishly furled styles are equally fashionable—and for warmth and elegance combined, there are the inside-story coats. Either ample or slender, they are lined with muskrat, opossum, mink, nutria — and even luxurious sable. For the sportive minded, linings are mink gills, ocelot or red fox.

Textures provide magnificent drama for subtle shaping. Lush furry tweeds in monotone or combinations of amethyst and gold... forest green with deep pink. Shetland, meltons, kid mohairs and all the precious fur fibers are fashionable. Dressy and handsome are the new worsteds and among these, Anglo features a textured worsted with surface interest and body to give fashion a crisp, fresh outlook.

Checks range from miniature to checker size — and double coatings star with one weave or color superimposed over another in deep colors and rich textures.

Untrimmed coats are most elegant when they achieve their shape with subtle seaming — sometimes gently indented in front and free in back, oval shaped or low-belted in the manner of the twenties. Seaming is a major fashion note this season, and definitely it is important to watch for it signifies careful tailoring.

In untrimmed coats, collars are understated. They include notched lapel, Peter Pan, unobtrusive wing and cardigan — while pockets make a grand come-back. They appear in patch or flap types—in darts or quartets. Sometimes they disappear as in the new "hidden" pocket — handy for one's fare back home.

Sleeves are longer and slimmer, often featuring shirt cuffs. (What a blessing in sheltering one's arms from chilling winds). Shoulders are raglan or balmacaan, in the main, and dropped shoulders are chick and newsworthy.

When fur appears, it is generally heaped on generously. Still favored, is mink — from rich, dark ranch to delicate silver pearl. Sa-

ble is treasured; nutria and beaver appear in natural, mocha or black. With soft flattery, fox and lynx are back in saucer shaped collars or boas that often detach. Other romantic collars include the Rembrandt and Palazzo.

The coat story is incomplete without a word about buttons—for they are definite, to say the least. They are newly elongated, twisted, crocheted, passementerie, convex or concave.

Color goes rampant. Reds from cranberry to blood orange. Plum

with a reddish cast. String beige through the new topaz down to jet brown. Camels are highly important. Blues are lively in tones of teal and royal. Greens from emerald to bottle green. Oxford grey is conservative and elegant. Black, the perennial favorite, is with us again — but this Autumn, it is overshadowed by its brilliant competitor.

Fall '63 is a cheery season for coat collectors — for few women will be content to stop at one.



READY—SET—GO WITH FALL FASHIONS—Lovely ladies and lovely fashions go hand-in-hand with Mabel Lewis outfits. For whatever the occasion, you will find just the right thing to wear. The colors, the fabrics, the styles will answer to the most discriminating tastes. Be your most dazzling self with an outfit from Mabel Lewis.

Imaginative Knitwear

The brightest fall fashion news for the young homemaker who likes to combine easy-care wardrobe with a smart appearance is the skyrocketing of acrylic knits into the world of high fashion.

With the sportive look taking over for around-the-clock wear, these long-time favorites of the jet set have greater significance than ever before. Imaginative styling shows up in new sleeve interest, lifted waistlines, jumper dresses and many other soft details.

Flat knits are still popular, with some taking on a woven look. But texture, resulting from stitch variations—needlepoint, crochet, popcorn, ottoman and ripple—is the latest innovation.

knits go anywhere, fit in everywhere. And best of all, they can be washed automatically and dried in almost no time.

Most colors will retain their beauty if you wash for five minutes using warm water and gentle agitation. However, if your knit is brightly colored, use cold water to avoid any chance of fading.

Dryer dry using the wash and wear setting, if your dryer has one, or use a medium temperature. Remove from the dryer before tumbling stops and your knit will need little or no pressing.

Towel drying for a day or two—the bane of wool knits—is gone forever if you follow these washing tips and choose acrylic knits for your sportive look this fall.



BIG GIRLS, LITTLE GIRLS — all will be in the very latest style when they complete their outfit with a stunning pair of fashion boots from Pavi's Shoe Store. These are the rage this season in a variety of colors and styles. There is a pair waiting for you today at Pavi's. So warm and comfy... yet fashionable.



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Mabel Lewis
ROSEBURG

519 South East Jackson

Plurality In Colors Fall's Fashion Stand

Two are better than one and three or more are best of all, is fashion's view of color this season. The plural approach to color finds hues by the threes, matching or contrasting, appearing in many costumes.

If any one group of colors can be said to be the favorite, it's the red family, with the berry reds picked for special distinction and cranberry looking particularly delectable.

Vying with the reds are greens and blues ranging from light and bright to rich and deep. Browns are abundant, and greens and reds mingle with browns in earth tones.

Spring-like pinks and purples provide a refreshing fall surprise, while autumnal orange adds drama. White proves it's an all-year "color."

In the midst of all the colors, the basic blacks appear with fresh fashion impact for fall.

Knitwear Gets Boost From Every Direction

It's a case of: Anything fashion can do, knits can do, if not better, at least first, as knit-wear gets a fall boost from fashion's two directions — sportive and sultry.

Raglan sleeves, sportive shifts, layered separates — these are all in the knitwear tradition. As for the sultry and sophisticated side of fashion, knits have always had the wherewithal to flatter and follow a figure.

Zooming popularity of knits is attested to by the many knitwear divisions recently inaugurated, as makers of dresses turn their special attention to this important area of fashion.

For fall knits make new fashion moves in the direction of texture-in-depth providing a new look in knitwear.

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LILLIAN STADIG, new owner of Ruth's Fabric & Notions shop, 1229 S. E. Stephens, shows some of the new fall fabrics available to "sew-it-yourself" fans. New fall woolsens and stunning brocades highlight the fall fashion picture at Ruth's Fabrics.

Beautiful Fabrics

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GOOD MIXERS
Fashion mixes colors, fabrics and patterns for fall, sometimes combining three tones or textures in one outfit.

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519 South East Jackson