

# 'Casual Elegance' Is the Keynote This Fall in the Fashion Field

There's a fresh, stimulating approach to suits, this fall. It is certain to delight the sports clothes fan who is reluctant to wear them in town. The new suits, many with matching, sleeveless wool pullovers, or bright contrasting silk or jersey blouses, are easy and relaxed.

**Watches Today In Many Shapes**

Fine watches today are just as much jewelry creations as they are quality timepieces, and they come in more shapes, sizes and finishes than ever. Today's new watches, styled for fashion appeal and built to give years of carefree performance, make time beautiful to behold.

Thanks to the ingenuity of today's designers, watches come in many shapes besides the round and square: there are marquise, octagon, tear drop, pearl, oval, cloverleaf, circle-in-a-marquise and diamond. In addition to white gold and yellow gold, multi-colored gold is in great demand and finishes include Florentine, matt and polished, as well as combinations of these.

For added jewelry distinction, many of the new watches have beautiful woven mesh bracelet-type bands. To add sparkle and glamour to the watch face, the multi-faceted crystal is a popular feature.

Bracelet watches, cleverly concealing the watches themselves, are fashionable everywhere, while diamond watches have an appeal of their own that makes them particularly desirable.

Watch bands, too, have taken on a fashion importance of their own, and the latest ones are extremely thin, tapered mesh, giving almost a "solid gold" look. With the fascinating array of new watch bands available, there is no reason for an elegant watch not to have a watch band that enhances it.

**Pearls, Diamonds Popular Jewelry**

Cultured pearls grow stronger in their fashion importance every day, and now the larger and rarer pearl is in the fashion spotlight. Double choker and opera length necklaces of impressive pearls create an unusual effect and add interest.

The convertible necklace, an opera length that breaks into a choker and bracelet at will, is winning many new admirers. Pins, bracelets and rings featuring pearls and accented with rubies, diamonds, emeralds or sapphires, are extremely popular.

Pearl necklaces of all kinds have universal fashion appeal, an attractive combination being a double choker worn with a longer necklace for a "full neckline" effect.

Diamond jewelry, of course, is ages in its beauty and appeal, with diamond pendants, pins and earrings are dazzling than ever. The various cuts of diamonds—oval, marquise, pear and emerald, as well as brilliant—have each taken on individual fashion importance.

Diamonds are being accented with romantic colored precious stones, including rubies, emeralds and sapphires, creating an aura of elegance that is truly breathtaking.

The settings are light and airy, with a minimum of gold showing, and for added special effect, different cuts of stones are used.

tailoring and cut, they achieve sophistication and poise without losing any of their original charm.

Military in feeling is the case—suits, a jacket with cape sleeves, a collar that stands up crisply.

"There is so much news in suits jackets that skirts are slim and simple in cut. No news is good news," however, according to the National Board of the Coat and Suit Industry, "slim skirts are popular with a majority of women—that is—if they are not to slim for easy mobility."

kid mohair is particularly striking in oatmeal and white. Ever-favorite Chanel suits carry ease and elegance into fall. With classic trim of broad piping—new-looking in contrasting tones with blouse to match. Contrast is important—and offers two off-beat tones are counterpointed: a mocha—gold possible sauting with fascia blouse of wool or silk. White mohair twined with lining and blouse of vivid cranberry wool.

Among the under-couture suits are those with fisherman's jackets, with casual shirtwaist collar and cuffs.

Colors are an autumn harvest. Red blazes onto the scene from cedar to cranberry to an extraverted cranberry. Blues are lively—ranging from a bright, new Caribbean Blue to a light navy. The wood tones are represented all the way from string beige to topaz and on to mahogany. Wines sparkle vividly and greens are fresh and autumnal from light cypress to forest.

Fall is traditionally a suit season. And, fall 1963 will capture a new audience, there's a new silhouette, fabric and color news in the fall wind.

Easy mobility—that is the keynote of the new suits. Appropriate in town, perfect for travel, a well-groomed look for the suburbs that fashionable suburbanites have long advocated.

New Fabrics

New fabrics tie in perfectly. They are richly textured and tweed in wonderfully blended color or in monotonous. There is heightened dimension in tweeds for a soft, hazy surface. Checks, domino or pinchecks, whickeys, diagonal ribs, top mohairs, twilled meltons and handsome raised cottons. An Anglo

the over-blouse type, too, with two-piece dress look, the fly-front, newly interesting.

Blues are lively—ranging from a bright, new Caribbean Blue to a light navy. The wood tones are represented all the way from string beige to topaz and on to mahogany. Wines sparkle vividly and greens are fresh and autumnal from light cypress to forest.

Fall is traditionally a suit season. And, fall 1963 will capture a new audience, there's a new silhouette, fabric and color news in the fall wind.

What is the sportive look? To the French, the word is almost synonymous with la vie—life itself—or with joie de vivre, the joy of living.

Translated into fashion, it becomes a way of dressing with dash and imagination and during a spirited and casual look. Never cluttered, never sloppy.

Carefree

"Sportive" is a carefree and inspired look, but one that demands a great deal of care and thought if it is to succeed in looking both relaxed and elegant. And those two words are the keys to the sportive look. The concept of sportive for American women's busy lives is an inspired one and the new fall clothes could not be easier to wear and more comfortable.

The shapes are slim and easily fitted, shoulders are often raglan; jackets are worn open, bulky pullovers in a million different fabrics blouse gently over slim skirts.

What does sportive mean?

Another wonderful feature of the sportive look is that it is not "just for the young."

Mariene Dietrich, surely one of the most sophisticated women in the world, has always known the impact of the sportive look for day—and even into evening, when she dared an ermine trench coat belted over a silver of knee-socks or heavily textured suit-styled length dress and a fashion look that is right exciting one indeed.

And never have turbans been so rich, so elegant, as they are this year for late-day-to-evening wear. The art of the mystery and seductiveness of the Far East is captured in their swirling folds, from the little draped shapes to towering two-foot high creations.

Newest and most exciting have gone mad for the Oriental—Arabian influences. The fall collections gleam with jewels, mosaics, exotic shapes, pagodas—all in rich colorings that carry more than a teeny hint of Oriental flavoring.

Fur, felt, leathers, fabrics just pick the most flattering to you and your life. All are being used this year to add drama and excitement to the top-toe layer of the fashion scene.

Almost leopard lines the brim of a wide Breton for town, for example, and bunny-beaver makes the pointed crown of a Garbo pull-on that could easily make a dramatic entrance into a chic restaurant.

The theater and movies have had their influence, too, adding little "Oliver" caps for the campus set—high and handsome. "Coco" in a "n" influence through all the hat shapes from Lawrence of Arabia.

Many important influences have gone mad for the Oriental—Arabian influences. The fall collections gleam with jewels, mosaics, exotic shapes, pagodas—all in rich colorings that carry more than a teeny hint of Oriental flavoring.

Fur, felt, leathers, fabrics just pick the most flattering to you and your life. All are being used this year to add drama and excitement to the top-toe layer of the fashion scene.

# 'Sportive' Is the Word for the New Look in Fall Fashions

There's a fresh, stimulating approach to suits, this fall. It is certain to delight the sports clothes fan who is reluctant to wear them in town. The new suits, many with matching, sleeveless wool pullovers, or bright contrasting silk or jersey blouses, are easy and relaxed.

**Watches Today In Many Shapes**

Fine watches today are just as much jewelry creations as they are quality timepieces, and they come in more shapes, sizes and finishes than ever. Today's new watches, styled for fashion appeal and built to give years of carefree performance, make time beautiful to behold.

Thanks to the ingenuity of today's designers, watches come in many shapes besides the round and square: there are marquise, octagon, tear drop, pearl, oval, cloverleaf, circle-in-a-marquise and diamond. In addition to white gold and yellow gold, multi-colored gold is in great demand and finishes include Florentine, matt and polished, as well as combinations of these.

For added jewelry distinction, many of the new watches have beautiful woven mesh bracelet-type bands. To add sparkle and glamour to the watch face, the multi-faceted crystal is a popular feature.

Bracelet watches, cleverly concealing the watches themselves, are fashionable everywhere, while diamond watches have an appeal of their own that makes them particularly desirable.

Watch bands, too, have taken on a fashion importance of their own, and the latest ones are extremely thin, tapered mesh, giving almost a "solid gold" look. With the fascinating array of new watch bands available, there is no reason for an elegant watch not to have a watch band that enhances it.

**Pearls, Diamonds Popular Jewelry**

Cultured pearls grow stronger in their fashion importance every day, and now the larger and rarer pearl is in the fashion spotlight. Double choker and opera length necklaces of impressive pearls create an unusual effect and add interest.

The convertible necklace, an opera length that breaks into a choker and bracelet at will, is winning many new admirers. Pins, bracelets and rings featuring pearls and accented with rubies, diamonds, emeralds or sapphires, are extremely popular.

Pearl necklaces of all kinds have universal fashion appeal, an attractive combination being a double choker worn with a longer necklace for a "full neckline" effect.

Diamond jewelry, of course, is ages in its beauty and appeal, with diamond pendants, pins and earrings are dazzling than ever. The various cuts of diamonds—oval, marquise, pear and emerald, as well as brilliant—have each taken on individual fashion importance.

Diamonds are being accented with romantic colored precious stones, including rubies, emeralds and sapphires, creating an aura of elegance that is truly breathtaking.

The settings are light and airy, with a minimum of gold showing, and for added special effect, different cuts of stones are used.

tailoring and cut, they achieve sophistication and poise without losing any of their original charm.

Military in feeling is the case—suits, a jacket with cape sleeves, a collar that stands up crisply.

"There is so much news in suits jackets that skirts are slim and simple in cut. No news is good news," however, according to the National Board of the Coat and Suit Industry, "slim skirts are popular with a majority of women—that is—if they are not to slim for easy mobility."

kid mohair is particularly striking in oatmeal and white. Ever-favorite Chanel suits carry ease and elegance into fall. With classic trim of broad piping—new-looking in contrasting tones with blouse to match. Contrast is important—and offers two off-beat tones are counterpointed: a mocha—gold possible sauting with fascia blouse of wool or silk. White mohair twined with lining and blouse of vivid cranberry wool.

Among the under-couture suits are those with fisherman's jackets, with casual shirtwaist collar and cuffs.

Colors are an autumn harvest. Red blazes onto the scene from cedar to cranberry to an extraverted cranberry. Blues are lively—ranging from a bright, new Caribbean Blue to a light navy. The wood tones are represented all the way from string beige to topaz and on to mahogany. Wines sparkle vividly and greens are fresh and autumnal from light cypress to forest.

Fall is traditionally a suit season. And, fall 1963 will capture a new audience, there's a new silhouette, fabric and color news in the fall wind.

Easy mobility—that is the keynote of the new suits. Appropriate in town, perfect for travel, a well-groomed look for the suburbs that fashionable suburbanites have long advocated.

New Fabrics

New fabrics tie in perfectly. They are richly textured and tweed in wonderfully blended color or in monotonous. There is heightened dimension in tweeds for a soft, hazy surface. Checks, domino or pinchecks, whickeys, diagonal ribs, top mohairs, twilled meltons and handsome raised cottons. An Anglo

the over-blouse type, too, with two-piece dress look, the fly-front, newly interesting.

Blues are lively—ranging from a bright, new Caribbean Blue to a light navy. The wood tones are represented all the way from string beige to topaz and on to mahogany. Wines sparkle vividly and greens are fresh and autumnal from light cypress to forest.

Fall is traditionally a suit season. And, fall 1963 will capture a new audience, there's a new silhouette, fabric and color news in the fall wind.

What is the sportive look? To the French, the word is almost synonymous with la vie—life itself—or with joie de vivre, the joy of living.

Translated into fashion, it becomes a way of dressing with dash and imagination and during a spirited and casual look. Never cluttered, never sloppy.

Carefree

"Sportive" is a carefree and inspired look, but one that demands a great deal of care and thought if it is to succeed in looking both relaxed and elegant. And those two words are the keys to the sportive look. The concept of sportive for American women's busy lives is an inspired one and the new fall clothes could not be easier to wear and more comfortable.

The shapes are slim and easily fitted, shoulders are often raglan; jackets are worn open, bulky pullovers in a million different fabrics blouse gently over slim skirts.

What does sportive mean?

Another wonderful feature of the sportive look is that it is not "just for the young."

Mariene Dietrich, surely one of the most sophisticated women in the world, has always known the impact of the sportive look for day—and even into evening, when she dared an ermine trench coat belted over a silver of knee-socks or heavily textured suit-styled length dress and a fashion look that is right exciting one indeed.

And never have turbans been so rich, so elegant, as they are this year for late-day-to-evening wear. The art of the mystery and seductiveness of the Far East is captured in their swirling folds, from the little draped shapes to towering two-foot high creations.

Newest and most exciting have gone mad for the Oriental—Arabian influences. The fall collections gleam with jewels, mosaics, exotic shapes, pagodas—all in rich colorings that carry more than a teeny hint of Oriental flavoring.

Fur, felt, leathers, fabrics just pick the most flattering to you and your life. All are being used this year to add drama and excitement to the top-toe layer of the fashion scene.

Almost leopard lines the brim of a wide Breton for town, for example, and bunny-beaver makes the pointed crown of a Garbo pull-on that could easily make a dramatic entrance into a chic restaurant.

The theater and movies have had their influence, too, adding little "Oliver" caps for the campus set—high and handsome. "Coco" in a "n" influence through all the hat shapes from Lawrence of Arabia.

Many important influences have gone mad for the Oriental—Arabian influences. The fall collections gleam with jewels, mosaics, exotic shapes, pagodas—all in rich colorings that carry more than a teeny hint of Oriental flavoring.

Fur, felt, leathers, fabrics just pick the most flattering to you and your life. All are being used this year to add drama and excitement to the top-toe layer of the fashion scene.

# BIG CHOICE OF FINEST CUTS! SAFEWAY MEATSALE

**4 BIG DAYS!**

**Pel Ritz**  
Ass't Cream Flavors  
**3 for \$1**

**Rib Steaks**  
U.S.D.A. Choice  
lb. **79¢**

**Pork Roast**  
Picnic Style  
lb. **29¢**

**Piece Bacon**  
Center Cut  
lb. **49¢**

**Fresh Salmon**  
Ocean Fresh  
lb. **69¢**

**GUARANTEE**  
If ever a purchase of Safeway Meat fails to please for any reason whatsoever, just tell us. We will refund your money promptly, courteously. There's no need to return the meat.

**COFFEE**  
Rich and Robust  
3-lb. Can **\$7.39**  
2-lb. Can **93¢**  
1-lb. can **47¢**

**Boiling Beef** PLATE CUT, REAL ECONOMY & FLAVOR lb. **19¢**

**Pork Steaks** BLADE BOSTON BUTT STEAKS lb. **49¢**

**FRANKS Smokies** ARMOUR STAR WITH 10¢ COUPON OR STAR BACON lb. **49¢**

**Breaded Shrimp** CAPTAIN'S CHOICE 10 ct. pkg. **69¢**

**BACK-TO-SCHOOL BUYS**

**YOUR MONEY'S WORTH MORE AT SAFEWAY!**

**DETERGENT GIANT SIZE PKG. 49¢**

**GREEN... CUT HAPPY VALE 303 can 10 for \$1**

**APRICOTS**  
Sundown brand. Whole unpeeled golden fruit.  
**2 1/2 Can 5 for \$1**

**Chunk Tuna** No. 1/2 Can Star-Kist, Fancy **3/89¢**

**Margarine** 1-lb. Package Blue Bonnet. Delicious! **2/49¢**

**Stretch Nylons** Truly Fine. Beige or Taupe. **2 for \$1.69**

**Dog Food** Vets. Pets favorite. 15-oz. **6 for 59¢**

**Ivory Snow** Granulated soap. 5 1/2-oz. **\$1.19**

**RED-RIPE BEAUTIES... PERFECT FOR SLICIN'**

**TOMATOES 19¢**

Slice them for your salad plate. Just right for 'burgers.

**Per Lb.**

**Fresh Corn** Local grown. Pump can. doz. **49¢**

**Potatoes** U.S. No. 2 30-lb. bags **\$1.49**

**Cucumbers** Firm Slicers **3/25¢**

**Bananas** Goldenripe fruit **6 lbs. \$1.00**

**Grapes** Thompson seedless Extra sweet. **4 lbs. \$1.00**

**THOUSANDS OF EXTRA GOLD BOND STAMPS**

REDEEM AUG 18 THRU AUG 24 COUPONS HERE THIS WEEK!

Prices effective through Sunday, August 25 at Safeway in Medford. Limit rights reserved.

**Lucerne Party Pride ICE CREAM**  
14 Wonderful Flavors  
**69¢**  
1/2 Gallon