

Here's Round-up of '63's Highlights

Gals, of all ages, have a wide variety of soft, flattering and colorful variations of spring '63 fashions from which to choose.

Whether Miss or Mrs. America, age six or sixty-six or anywhere in between—no matter what her figure: junior, junior petite, petite, half size or regular—little girls, pre-teens, teens, their big sisters, their mothers and grandmothers share most fashion silhouettes—the body skimming, frankly-feminine look!

Styles everywhere have a minimum of frills. The skimmer silhouette is paramount. It is cut and seamed to curve gently along the slimmest lines, and the skimmer stars in all fashion showings.

SKIMMERS IN dress lines range from rajah types with tunics, to long torso drop waists, to just plain shifts.

Some are real and some are simulated split levels (such as the one-piece with the two-piece look), others have jackets or coats.

More often than not, these dresses are stripped of non-essentials: they're sleeveless, collarless and frill-less.

While the long, soft look is the "big" look, there are of course, other "looks" and fashion themes.

TRADITIONAL DRESS - UP dresses for young and old alike are still important. Although somewhat soft-pedaled to show the restraint of the season, they softly flow, flare or bell for dress-up occasions.

Such sheers as chiffons, zephyr, cottons, organdies, and silks are used dramatically. Boleros, stoles, short capes and jackets are favorite add-ons, while low-placed, or Empire-high sashes often mark the start of slender, tucked, draped or pleated skirts.

The "hip flip" and high tied tunic dress are most newsworthy in these dress-up occasion fashions.

Coat designers too, thrill to the easy-look tailored into spring coats—skinny Norfolk coats, demi-fit Chesterfields and a semi-shaped sailor style are all "IN" for the new season.

COAT MAKERS hit a new fashion high and the skimmer shape is but one of the happy reasons. The guardsman coat, with wide double-breasted front panel, looks great. The shirt waist coat, with cuffed sleeves and placket front, is another winner.

Just as long as there's a curve around the rib cage, a little bit

of "flare" at the hem line, spring coats will look obviously and smartly very-new.

Sportswear takes its cue from elegant sailors — middy blouses, drawstring jackets with built-up hoods, bell-bottom pants are everywhere. Pants are also in the news with straight-line trousers, very short shorts and culottes. Wrap skirts still lead the pack, but the pantskirt is coming along as a separate, and in suits too.

Sweatshirt fabrics make up every conceivable type of sporty top, while shell blouses in solids or small floral prints look like the traditional ruffled and tucked suit blouses.

On the sportswear scene, fashion folk in the know, are endorsing jumpers, beachcoats, and tunic tops as big news. Casual suits are being treated with extra-long jackets in keeping with the new lines. Even swim suits get a skinny look via a long overblouse or low hip belt.

YELLOW IS THE fashion color for dresses; white is for high-style coats. Pink and blue look good in all their shadings, along with a host of whitened neutrals. Blue and gray are expected to be favored colors for outerwear while red, white and blue lead the parade for sportswear.

Textured fabrics, especially in rough thread types, cut across category lines to become a season signature. Real or rayon linen is tops for dresses; slubby novelty-weave wools and blends and shaggy mohair go for coats; denim, duck and homespun blanket the sportswear field.

Flax is everywhere, and dimensional knits—cotton, wool, Orlon and Acrilan—are especially important in suits. Calico, gingham, batik and madras fit in nicely as a foil to rugged fabric.

As the new styles burst into Spring '63, the season ahead promises to be colorful, provocative and above all, feminine—with just a hint of tomboy on the sportswear scene.

Be sure to shop your favorite shops and weather or not, you'll get that "wonderful springtime feeling."



Daisy Chain

Weave a daisy or two or three through a cloche of basket-like texture and what have you? A flowery masterpiece particularly if it's helped along with velvet ribbon. It's by Mr. John De-Teen.



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Jacobson's

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Second Floor
Birmingham

Open Thursday Evenings Till 9 P.M.



COVER: For Easter Sunday or any other important, springtime date, this brimmed confection of chalk white Milan straw crowned with softly pleated sheerest chiffon. The encircling ribbon is turquoise velvet. Non-professional local model Mrs. George (Connie) Burdard of Birmingham adds a two-tone scarf to further emphasize the new, soft look. Both at Jacobson's of Birmingham. Photographed by Bill Thom.