

LOUIS BAER'S 30th BIRTHDAY CELEBRATION OPENS THURSDAY

The Rambler by

Judy Nell



Our Fur Trimmed Ensembles: \$39.50

- Cashmere Blend Coat
- Matching Fur Banded Hat
- Matching Draw-string Handbag

Luxurious Mouton dyed lamb collar on a soft Cashmere & Wool blend fleece—the perfect ensemble for Fall! With its own Matching Mouton Lamb trimmed hat and large draw-string Handbag. All at this unbelievable price!

LOUIS BAER DEPT. STORE
D. M. Kimmel, Mgr.
DUNN, N. C.



BAER'S LADIES' DEPARTMENT—Pictured here is a partial view of the beautiful ladies department at the Louis Baer Department Store in Dunn. Many nationally-advertised and popular lines will be found in this department. Louis Baer's 30th anniversary celebration begins Thursday morning. (Daily Record Photo.)

A New Trio Steps Into Fall Spotlight As Designers Favor Tweed, Leather & Knit Details

There's a new trio appearing as a fashion act this Fall that promises to soar to great heights of popularity! Individually, each one of this trio enjoys success and together they're nothing short of terrific!

This noteworthy threesome is made up of Tweeds, Leather and Knits. You'll find all three at the Louis Baer Department Store in Dunn!

Leather trims appear throughout the fashion showings and are used in the most imaginative manner. Soft cape and kid leathers have fashion preference over suede. There are leather-trimmed tweeds which rank importantly in the field of casual separates. With a leather-trimmed skirt, a smart leather vest kit is terrific!

Accessory touches in leather include separate collars and belts to go with tweeds and knits, leather hats, and a wide variety of leather jackets.

These jackets are particularly fashion-important with tweeds and knitted dresses. Campus jackets are mannish in styling; one of the newest ones being a leather shirt jacket.

The new-for-'53 tweeds are tremendously exciting! Standouts in popularity are the herringbone weaves, especially black and white, the multi-colored nubbed donegals, bulky tweeds, particularly in slim skirts, and as always, the imported luxury tweeds.

Knitted fashions have never been so varied or so newsworthy. Foremost are the bulky, jumbo knits, newest looking of all knitwear. Truly high fashion are the jumbo shak-

er knit long coats, a distinctive newcomer in the fashion field!

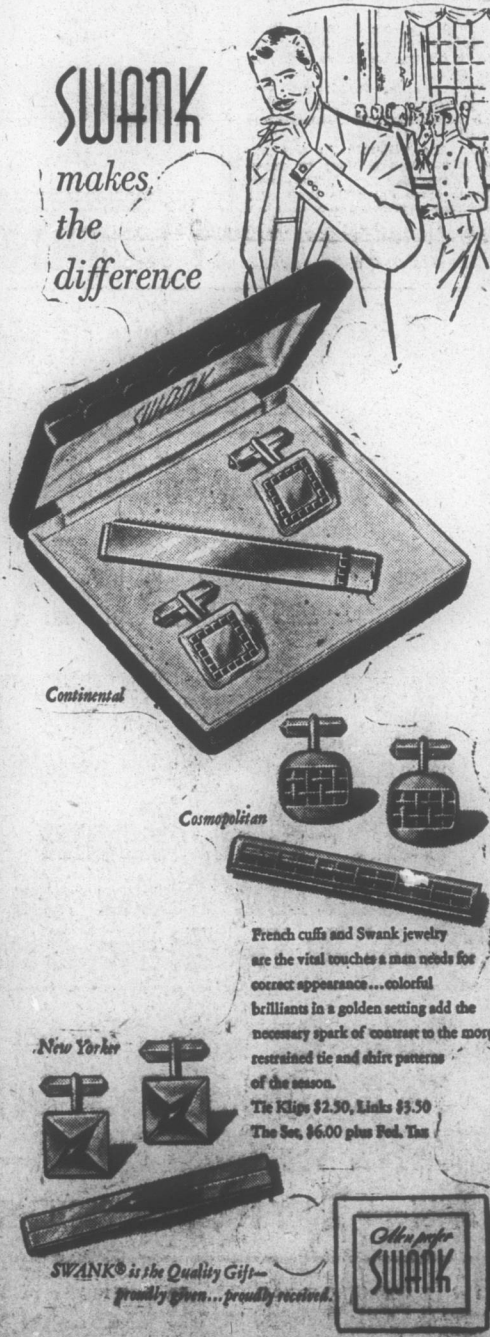
CUT LINE ... New mood for Fall! Suede, leather and tweed! Created by SAMUEL ROBERTS.

REMOVES EXCUSE DANBURY, Conn. (AP) — Police Chief F. J. Mazza got tired of hearing motorists' excuses that they "don't see the light." He sent two patrolmen out to paint the traffic light stanchions bright yellow.

CHURCH 3-D JACKSON, Miss. (AP) — The Trinity Lutheran Church here has two three-dimensional stained glass windows said to be the only ones of their kind in the world.

A SWANK Affair, Indeed, Will Be LOUIS BAER'S Big 30th Anniversary Celebration

SWANK makes the difference



Continental

Cosmopolitan

New York

French cuffs and Swank jewelry are the vital touches a man needs for correct appearance... colorful brilliants in a golden setting add the necessary spark of contrast to the more restrained tie and shirt patterns of the season.

Tie Clips \$2.50, Links \$3.50
The Set, \$6.00 plus Fed. Tax

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Featuring *Twix-teens* and *Imperials*

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