

# Farm Women Model Fall Fashions

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**ATGLEN** — Now that the heat of summer is gone, women's thoughts are turning to fall and to fashion, and Farm Women Society #28 is offering county women the opportunity to learn about the latest fall offerings at a fashion show fundraiser at the Farm and Home Center on Thursday, September 10 at 7:00 p.m.

According to Program Chairman Lois Kolb, the committee wanted to have a fashion show for their own program and then decided to make it their major fundraiser for the year.

Fashions will come from the Country Lane Boutique, owned and operated by Lois Hostetter along Route 11, just east of Octorara High School at Atglen. The 14 models for the show will include

five members of the Society, three mothers of members and six daughters of members.

Lois Kolb says, "We will have everything from sportswear and casual wear to very, very dressy clothes." She said all members of the Society are involved in the project, and added, "There is more excitement generated as time goes on."

In addition to the fun of fashions, there will also be refreshments made by the members and door prizes. Proceeds from the show will be used for Society projects which last year included projects like the Women's Health Pavilion at Lancaster General Hospital, the Dairy Princess and Poultry Queen programs, and the state scholarship program. This year they will be contributing to the Make-A-Wish program and the Water Street Rescue Mission.

Coordinator and moderator for the fashion show will be Lois Hostetter, owner of the Country Lane Boutique, a store which features fashions for juniors, misses and half sizes. Lois has operated the store in the basement of her country home for about 12 years. She recalls, "I started very small. My first racks were from Garvin's out-of-business sale."

Opening the store was somewhat a natural for Lois who had managed the gift shop at Plain and Fancy Restaurant for many years. She says, "I had always worked with people, and, though my family sometimes thought I was nuts, I got a lot of support for the idea of a shop."

During her first buying acquisition, a friend, who is a buyer for a large Lancaster clothing store, accompanied Lois to New York. Now, after 12 years, Lois is delighted that salespeople come to her, and she no longer travels to New York to make her purchases. She does attend "fashion marts" in Philadelphia to keep up with the latest trends.

She said, "I carry good quality clothes. I try to carry styles and things local women are looking for. It is moderate to better merchandise."

Lois says her business grows steadily as more people discover her shop's out-of-the-way place. She said because she is not located in a high traffic area like a shopping mall she tries to have a wide selection of merchandise from which people can choose. She adds, "I have a lot to choose from — people can spend hours here." She carries a wide variety of accessories as well, so the shopper can complete an outfit while there.

She says she sometimes considers locating in a shop rather than in her basement, but quickly adds, "I don't want to lose the home touch — the personal touch I can give here." She said she can offer personal service because she and her two helpers know all the merchandise she carries, adding, "We're able to go to the rack and suggest things once we know a person's size needs." She said it's an important service to the customer for sales clerks to know the merchandise because sizes vary greatly from one brand to another.

She adds, "We are honest. If we don't like something on a person, we'll tell them. We want people to look nice. We help them choose what is appropriate for them."

Despite her location, Lois says she has customers from a 60-mile

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Three generations will be modeling fashions from the Country Lane Boutique on Thursday. Velma Hess, left, is a member of the Society and her daughter Carol Diffenbach and her stepmother Velma Landis will also be modeling.



Society Member Dorothy Kreider, left, is wearing a red and black print dress with a jewel neckline, dolman sleeves, padded shoulders and an A-line, fully flared skirt. The elastic waist is highlighted with a black stretch belt. Donna Rohrer is wearing a three-piece sweater outfit, with a plain, slim skirt with elasticized waist and heather toned stripes in the top and jacket. The cardigan features front pockets and dropped shoulders.



Lois Kolb, left, program chairman for Society #28, and Lois Hostetter, proprietor of the Country Lane Boutique, look over the program for this Thursday's benefit fashion show at the Farm and Home Center.



Society Member Velma Hess relaxes in the gazebo on a lounge in her straight leg pants made of stretch gabardine fabric and acrylic and wool blend sweater. The sweater features a crew neckline and drop shoulders with side cable stitching and fully embroidered floral motif. She wears a turtle neck dicke under the sweater.

# Homestead Notes