



SPRING OPENING

Continental Look Is Style Keynote Women's Fashions Emphasize Color

By Mollie Monroe
Emerald Reporter

"The way you can tell a real Oregon man . . . tailor made clothes and a pipe in his hand . . .!" Well, not quite! Beau Brummels are exceptions rather than rules, perhaps.

But nevertheless, Oregon's male population has felt the influence of recent style changes in men's fashions, and the well-dressed Joe College of 1955 is definitely following the patterns outlined in such magazines as Men's Wear, and California Men's and Boys' Stylist.

The Continental Look is the keynote of current "high style" in the men's clothing world. In the Jan. 7 issue of Men's Wear, several pages were devoted to this striking trend which has affected all areas of dress for Mr. America.

"An international man is gradually evolving as a result of broader international affairs, international visitors to this country, newspaper, magazine and television picture reports," said Perkins H. Bailey, executive editor and fashion analyst of the magazine.

He remarked that while basic trends in men's wear . . . "greater comfort, simplicity in construction, lighter weights, easy upkeep" . . . will continue to remain static for many years, "influential overtones" are arriving which will "affect the basics."

Unlimited color has been a tremendous selling force in men's, as in women's wear this season. Keith Fennell's salesmen predict that the citrus colors, lemon, orange, tangerine, and watermelon will be the big thing spring term. So far this year, Fennell's have featured successfully pastel dress shirts, helio, mint green, yellow and pink.

On the final wrap-up of Christmas business, merchants found pink and black two strong promotion words that sold a lot of merchandise. This comment was made in the same issue of Men's Wear, in the Late News Digest section.

A spokesman from The Man's Shop in downtown Eugene seconded the statement. Pink shirts and charcoal gray suits sold well, as did colors of char-brown, and the new dark green, just beginning to make its appearance in the masculine wardrobe.

He added that styles have changed considerably, mentioning the Continental Look and the Eastern trend. "Styles are built around slimmer, trimmer lines. It's a way to reduce without dieting!" he said, referring to the more natural lines, narrower lapels, and lower waistlines.

Convertible Collar Featured
The Italian convertible collar is featured in the Jan. 21 issue of Men's Wear. "The trend toward smaller shaped collars continues.

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By Bobbye Harris
Emerald Reporter

It's just about that time again, and that's not referring to finals. It means spring time when every young girl's fancy turns to thoughts of new clothes!

Emphasis this season is on color. Frosty sherbet tones; bright, bold turquoise, orange, and red; and blue in all its gradations are making fashion news from top to toe. What's more, the trend is to blend rather than match.

Femininity comes into the foreground in festive cottons with smooth lines and great swirling skirts which can go to class or on dates with equal ease by just a little change of accessories. The princess dress is still high on the list of fashion hits as in the

long-torso look. Many of these dresses feature the new neckline which is high and squared off in front but daringly low in back. Coming or going, the fashion smarty is bound to catch every eye.

Let's consider some of these accessories that are so very important.

To give just the right touch to your spring wardrobe carefully select your shoes. Pink shoes, green shoes, straw shoes, suede shoes, hand-painted shoes, shoes trimmed with buttons and bows, shoes trimmed with flowers, shoes, shoes, shoes to please the most particular shopper and the purse too.

The handbag shouldn't be overlooked either. Straw is in the spotlight again. A novelty idea is the straw purse in the shape of such fruits as apples, oranges, lemons and pears in the suitable colors. Then there's the old stand-by bird cage or fishing creel shape given the personal touch by a perky bunch of flowers.

Jewelry plays its part too. Here's a chance to follow the color blending trend by wearing several ropes of beads in contrasting shades of the same color. The newest thing in costume jewelry is the flower chain with earrings to match for dressier occasion.

Clothes for casual living are

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Scholarships Given By Tri-Delt Group

Applications for the scholarships offered by Delta Delta Delta sorority for the 1955-56 academic year must be turned in to Mrs. Golda P. Wickham's office by April 1.

Two scholarships are offered, \$150 to a woman who will be a junior next year, and \$250 to an incoming senior. They are awarded on the basis of ability and need.

The scholarships will be awarded during Junior Weekend.

