

Fresh Pretty Styles Ready for Junior's Choice This Spring

Fashions, as fresh and pretty as spring itself, are ready for a junior's selection this season. Dresses, suits and coats, designed for this set, offer the same romantic Empire and elongated torso-line outlook that is so predominant in new fashions for her older or misses' size sister.

Tiny jackets, full skirts accented by crisp petticoats, a wealth of trim that often centers about the neckline, full deep-set sleeves or softened effects in brief sleeves and a wide variety of surface interest in fabrics all help to lend complete new interest to the junior's spring parade fashions.

The Empire silhouette is stressed in new spring dresses, by high smooth midriffs, often emphasized by tiny figure-hugging Spencer jackets or cropped boleros. Elongated torso lines appear on dresses that may be belted, but have smoothed-down effects to the mid-hip where there is all-around button accent. It can also be seen on dresses that are snugly fitted from neckline to mid-hip, then swirl into full-pleated skirts.

Costume Types
Expected to hold an important place in a junior's daytime wardrobe are the costume-type dresses. These often have coats, fitted on top and bouffant skirted, with

linings to match the color of the dress beneath.

Other costume ensembles offer tiny curved or straight-cut bolero tops or the new popular figure-molding Spencer jackets. There are also classic redingote combinations, enlivened for spring '52, with giant bows, touches of rhinestone glitter and bright linings.

For dress-up, newest frocks come with diminutive sleeves softened in a gentle puffed-out manner, with eyelet or other lacy trims or in curved and rippling sleeve-on-sleeve capelet effects. Decollete necklines, on these gala occasion fashions, are dressed up with all-around fences of fabric, stand-away portrait frames and notched fronts on the more formal strapless models.

Petticoats
While, for the most part, skirts billow out crisp and wide with petticoats beneath to help heighten the look of fullness.

Suits, too, present a pretty picture of femininity for juniors, this spring. Their skirts have exaggerated fullness, with petticoats below to increase the billowing outlook, or their skirts are slim and eased for long striding by low-pleated pleats.

Complementing the very full or very slim line of skirts to perfection are little Empire jackets that hug the figure and stop short of the waist, debonair Eton jackets, capes that are trim and tailored and often detailed with sham pockets or capes in more of a dressmaker mood lined in a gaily colored crisp fabric such as taffeta, and middie-like box jackets that present a long torso effect.

To define the over-all look of femininity, hip-lines are stressed by flange, button and pocket treatments.

Costume effects in suits, as in dresses, are predicted to be a popular junior selection for spring. Costume suits often combine removable capes over slim cardigan jackets, neat, tailored blouses with suits or petticoats in colors to match jacket linings.

From the excitement of surface interest in fabrics to the long torso effects produced by sporty styles, there is news in spring coats for juniors.

Fabrics, like basket and waffle weaves, nubby tweeds, boucles and soft fleeces in a joyous variety of new colors, that include vivid reds, bold checks, clearest yellows, soft lilac and strong blues, are featured with linings in vivid stripes or in colors to match or contrast with new dresses.



Along with a basic fashion wardrobe, there is also a basic cosmetic wardrobe. Face powder, selected in a shade to complement both the complexion and seasonal colors, is one of the cosmetic basics. She is wearing Pond's face powder and a basic blouse by Blousemaker.



YOUR NEW SUIT IS FABULOUSLY EXCITING

from the shoulder to hem... new suits are skillfully designed and tailored to make fashion news. close fitting or flared jackets, chic notched or pert peter pan collars, some with yolk topped skirt 'a'whirl and a'whisper over their own rustling petticoat of taffeta (that's repeated in the jacket linings) others with easy striding slim skirts; the suit in your life will be a pure delight to own and wear.

sizes 10-20 and 9-15.

colors are: gray, navy, barley, sugar, heather, pink, and magnolia.

the patio

22 South Central
Phone 2-8168



He strides into Spring in the smartest of style. And he wears a two-button, single-breasted suit of medium gray worsted with a soft felt hat to match. Both have the conservative "gentlemanly" air of narrower brim, shoulders and lapels. She wears a silk faille suit, also fashion right, with its brief jacket, easy sleeves and full-flared skirt. Her hat is a white milan sailor. And her big crisp white neckbow and long-handled umbrella are accessory highlights. Her suit by Martini. John-Fredericks hat. He carries a Kodak Signet 35 camera.



She's ready for her first Spring and Easter parade. And she's wearing a coat and bonnet set of fine pinwale corduroy trimmed with hand made Irish lace. Of "Zelan" treated Crompton corduroy, the outfit may be laundered.



She's all dressed up for a Spring birthday party in her be-ruffled and lace trimmed dress of eyelet imported batiste and cotton broadcloth. With a round collar and full skirt accented by a standing ruffle. By Celeste.

Leon's presents

"DISGUISE" by
Patent 2,248,156

Exquisite Form
BRASSIERES

Thanks to this clever little
BRA-WITH-PAD
Lowest best-line
you ever had

2.95

Removable Foam Rubber Pads
New Front Opening
2-Way Forked Strap
Deep-Plunge Neckline
Elastic Front and Back

Rayon SATIN
White, Black and Tealose
Sizes 32, 33, 34, 35, 36

YES! MAIL ORDERS FILED—
LEON'S, 21 N. Central, Medford
Send me the following Exquisite Form bras at 25 each

Size	Color	Price

Name _____
Address _____
City _____ Zone _____ State _____

SPRING OPENING THIS WEEK!
LEON'S — 21 N. Central Ave.

Less Weight Feature of Men's Shoes Simplicity in Style Featured

Shoes, featured for men, this Spring, place emphasis on lighter weight comfort and simplicity of styling.

Dress shoes appear with lighter than ever soles and are called "featherweights."

Soft, informal shoes take on new appeal with foam, crepe-type soles. They are available in lined and unlined soft, glove-like leathers with "spineless" design, without counters or toe boxing, in casual styles ranging from moccasins to slip-ons and ties.

Such new designs, as the Envelope Fold, that has a smooth unseamed look from toe to tongue; the Tobacco Pouch, on hand with a variety of soles and detailed with a drawstring around the plug; and the Tassel Oxford, a sophisticated version of the classic moccasin, place their styling accent on comfort and simplicity.

Leathers, too, emphasize cool comfort. For this season, mesh is much in evidence combined with smooth leathers. Soft, brushed leathers and leathers with reptile prints, like simulated ostrich grains, are also abundant. And for warmer weather days, there are many all fabric shoes to be had, such as linens and denims, as well as fabrics combined with leathers.

Unusual styling details presented for Spring include colored weltings, often matched by the lacing, and brushed leather laced oxfords in bright colors like rust. Often these brushed leather oxfords are trimmed with reptile prints or smooth leathers and come in matching colors or contrasting tones, such as cream beige with brown, grey with black or even red with maroon trim.

Wednesday, March 5, 1952

MEDFORD (OREGON) MAIL TRIBUNE—SEVEN

Men's Casual Wear To Feature Soft Fabrics

The soft textured fabrics, such as wool shetlands and tweeds, featured for men's casual wear, this Spring, are a perfect example of the strong masculine interest shown in the hardy, casual manner of leisure dress.

Sports coats, with new emphasis on checks, plaids and self weaves, come into their own in the Spring sportswear picture. They are being designed with an increasing number of center and side vents.

In the East, particularly around New York, sports coats with pocket flaps and an added



Something new and comfortable for under the sun are men's walking shorts. These, in a variety of bright or conservative shades of Irish linen, feature a beltless zipper-adjustable waistband. Esquire Sportswear's "Bermuda-Sleex."

watch pocket are featured. Most of these are three-button models with side vents.

Flannel, the top favorite for slacks last year, is predicted to continue its popularity through the new season, along with wool gabardine. The flannels are available in many shades of grey, from light to dark, with charcoal brown adding a new note. The slacks shown for Spring are designed, in many instances, with pleats and concealed belt loops.

Although the vest continues to fade from popularity for business wear, the contrasting tattersall vest can be seen in greater

numbers than ever for casual wear by men of all ages. Primarily a sports style, the more conservative of the tattersall vests have now been adopted for street and business wear by younger men.

For the active, sports-minded man, pullover sweaters, this Spring, stress new color interest. Beige, light blue, aqua and maize are among the leading shades.

The active man will also find worsted jersey shirts emphasized in the 1952 style parade. For wear both indoors and out, this type of shirt offers him soft comfort and casual good looks. And it is available with both long and short sleeves, with navy, heather grey and heather brown among the top colors.

GET IN THE SWING OF
Spring
WITH
Florsheim Shoes
See Our New Spring Styles for WOMEN and MEN
LANTIS & WILSON
MAIN AND CENTRAL

SPRING OPENING

IN MEDFORD THIS WEEK!
And Medford Furniture Invites
You To Come In and See The

NEW CARPETS for '52

We're Showing the LARGEST SELECTION In Southern Oregon

Name everything you want in a carpet

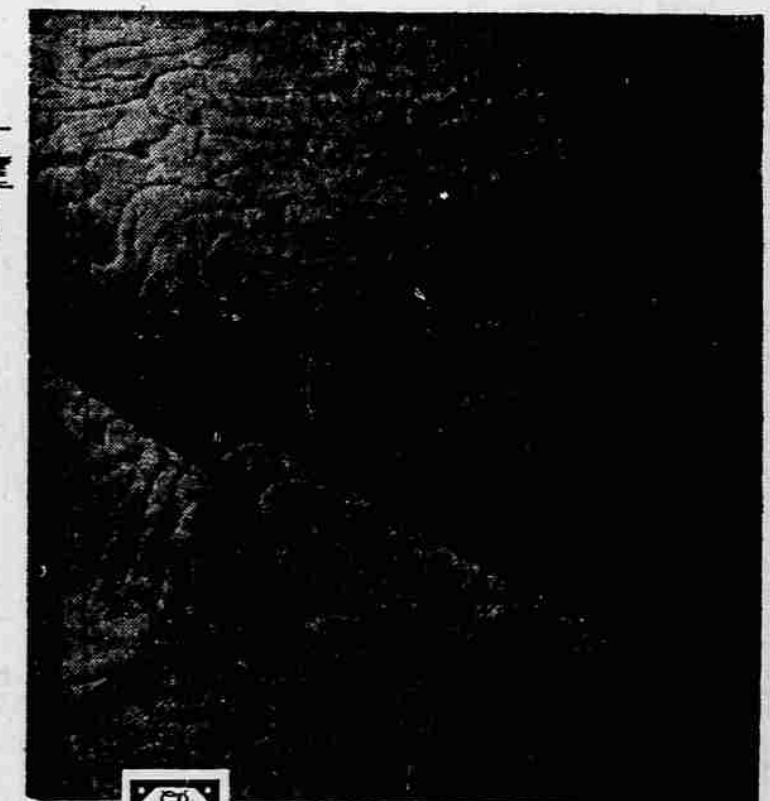


You will find them ALL in
Fontenelle
by BIGELOW

TEXTURE—high and low pile produces a new carved effect.

BEAUTY—two stunning patterns; Plum Leaf design and Shell design.

QUALITY—a superior combination of wool and carpet rayon



LEFT: PLUM LEAF; RIGHT: SHELL DESIGN

\$13.95 sq. yd.

Realizing that when you buy a carpet you are buying a lasting possession, Bigelow used extra-special care to produce a floor covering that will WEAR. See it in

all its glory... investigate its pedigree... buy it with the knowledge that you are acquiring a masterpiece for your home!

Medford Furniture Co.

SIXTH AND BARTLETT

FREE DELIVERY SERVICE EVERYWHERE

PHONE 2-4848