

California Fashions Show Trend Toward Fluffy, Fancy, Complete Femininity

A look into the spring fashions, from the sunny state of California, shows a definite trend toward the fluffy, fancy, and complete femininity in the styles.

That "lady-like look" has taken on a greater importance this year, with the leading California designers and stylists determined to keep this theme in everything from swimsuits to the evening wear classics.



FOR MORNINGS—For lovely spring mornings, full-skirted, wrap-around breakfast coat contrasts two colors in the same print. By Robert Rosenfeld in "Everglaze."

California's flair for light, gay colors and rich fabrics is very much in evidence in all the fashions previewed.

To be revealed as a true lady on the beach, California favors the empire line in swimsuits. Lush pastel shades and skirts of ruffles, pleats and chiffon draping will grace the figures of the bathing beauties.

Californians fancy navy blue denims of short shorts, pedal pushers with the new hi-rise waists, bloomer type playsuits, and the playsuit with the "little boy" legs. The new draw string blouse and the bare midriff jackets, along with the slim-jims, capri and deck pants, are all part of the western outlook.

Sportswear Dresses

Sportswear dresses are all more feminine and lovely than they have been in many a day, delicate in both color and cut in the Empire, Edwardian and the draped shape.

Skirts are about an inch longer with the cape contour strongly influencing jackets and suit coats. In fact, the cape is the thing this spring, even in sportswear.

With the longer hemline, comes lower neck line and very elegant drapes both side and back in the after-five dresses.

Flannel Tweed Big Two for Separate Shirts

There are more variations in the slims this year... including back wrap high rise waistlines, scissors pleat and panels. Flannel and tweed are the big two for separate shirts.

Dyed to match flannel skirts and sweaters are "musts" for every wardrobe.

Skirt news includes silk prints, timelessness and very up-to-date look are cashmere imported cardigan, silk shirt, wool flannel skirt. All by Bernhard Altmann.

Evening finery shows an extensive use of romantic organdy, chiffon and nylon.

Coats, Suits

The full cut bat-wing sleeve in a fashion first in California, in suits and the double breasted cape coat. In the cape corner are the suits and coats with cape collars, cape jackets and cape accents.

Silky chiffons, nylons, organdy, and soft lace. Cottons in pretty floral patterns embossed with rhinestones, Irish Linen, silk shantung, and silks of all kinds step into the spotlight!

Pale spring-like colors, the perennial favorite; white, brilliant reds and blues and navy are '37 features for fashion-conscious California.



CASHMERE—Classics for a timeless and very up-to-date look are cashmere imported cardigan, silk shirt, wool flannel skirt. All by Bernhard Altmann.

Windswept Back Is Popular Item

The girls who marry this spring can look as ethereal as angels in airy gowns with full skirts, short sleeves and many pretty trims and back details.

The windswept back look and the domed silhouette with back and side fullness are the most popular. While the empire line is still a favorite, many of the new gowns feature peaked or basque bodices with gently rounded V-lines.

Back interest details include intricate cuts of material that unfold like huge petals, cartilage-pleated back folds, perky butterfly bows, trailing panels, ruffles, drapery and sashes.

Adding to the airy look are a wide range of lightweight, fragile fabrics such as filmy organdies, chiffon, lace, silk bombazine and taffeta. One of the newest is a sheer tulle completely reembodying to resemble an allover lace.

Reminiscent of the romantic Old South are gowns of organdy and eyelet batiste with delicate floral embroidery. Scattered lace appliques and satin bands of chiffon or set-in are other favored trims.

Necklines are softer and more flattering with wide, shallow cuts replacing the high, covered-up types.

A very romantic look is achieved through such fashions as gowns with wide tiers, pleated satin midriffs, floral sprays, delicate beading and shirred or smocked chiffon empire bodices.

Dramatic Spotlight to Wardrobe Are Pins

Dramatic spotlight to your spring wardrobe will be brand new jeweled pins in a sparkling place.

Let them highlight the soft, high drape and lustrous materials of your new hat accent the cowed neckline of your wide sheath, or strike a brilliant note on your wide collar.



TILTED BRIM—There's news in the tall crown and dashing tilted brim of this big and beautiful spring bonnet. It's fashionably romantic and feminine in beige straw, with a side-cluster of yellow silk violets. By Adolfo of Emme.

Softness of Texture, Line Keynote in Hats

Softness of line and texture are the keynote of spring '37 hats. Even the most symmetrically balanced hats often have a flattering lift above the brow, a softly cushioned edge or an uprolled brim. The toque shape, with its prominent crown, is prettily rounded, tapered, dimpled or draped.

The profile hat, with a dashing tilt of crown or a deep side dip of brim recalls the glamorous styles of the 30s.

Look Feminine
Fabrics contribute a feminine milliner-made look. Chiffon, georgettes, organdy and "souffle" straw (a silky sheer, ribbed braid) are intricately

tucked, pleated, puffed and draped to make both small and larger hats look light and lovely as clouds.

Fine felts, supple as fabric, vie with real and artificial silks. Straws have a spongy softness and transparency in designs that interweave flossy soufflé with yarn, ribbon, beads and braids.

Transparent hairbraid combined with straw has a frothy depth, while the basket weave straws are often latticed with light. Balibuntals and linen-straws are intricately tucked and shirred, and even fine-sewn straw has a delicate three-dimensional air.

Add to Flattery

Spring flowers of fine silk and sheers further the light and feminine look and the complexion-smoothing softness of lacy veiling often adds the finishing touch to flattering spring hats.

Trimings are intricate, yet inconspicuous. Velvet ribbon, novelty ribbons striped with straw or satin, tiny tufts of feathers, touches of embroidery and jeweled motifs appear in matching or contrasting hues.

Hat colors are carefully coordinated with spring fashions.



PASTEL SUEDE—Car coat shapes up in light weight pastel suede leather, with rounded yoke for dropped shoulder effect. Photo by Leather Industries.



WASH AND WEAR—Shaded stripes of dark red, gray and black form the pattern of this lightweight, wash-and-wear jacket of 65 per cent "Dacron" polyester fiber blended with cotton. By Palm Beach.



Daily's U-Drive
Medford Airport



PEAR BLOSSOM SPECIALS

FRIDAY and SATURDAY

MISSES DUSTER-COATS

\$10 10-18

USUAL 12.98 TO 14.98 QUALITY. YOUR FAVORITE STYLES IN NAVY, BLACK OR PASTELS. PRETTY PRINT LININGS. FRIDAY AND SATURDAY ONLY.

GIRLS' PLAYSUITS

1.28 3-6X

OUTSTANDING SPECIAL PURCHASE. REGULAR 1.98 VALUE. ONE-PIECE BLOOMER STYLE WITH ELASTIC LEG OPENINGS, SHIRRED ELASTIC WAIST. COLORFUL COTTON PRINTS

MEN'S SUMMER CAPS

49c Usual 79c-98c

TOYO FABRIC CAP FROM JAPAN. GLAZED SURFACE FOR EASY CLEANING. ASSORTED ATTRACTIVE COLORS. ADMIRAL STYLE.

Special Purchase LIGHT FIXTURES

4.88 Usual 7.95 to 9.95

FOR LIVING ROOM, DINING ROOM OR BEDROOMS. MODERN 2 AND 3 LIGHT BENT GLASS FIXTURES. YOUR CHOICE OF SEVERAL STYLES.

BOYS' SPORT SHIRTS

\$1 8-16 Yrs.

SHORT SLEEVE STYLES IN WASHABLE COTTONS. WIDE SELECTION OF PATTERNS AND COLORS. TAILORED TO WARD'S EXACT SPECIFICATIONS.

Free Balloons for the Kiddies All Day Saturday

See the Pear Blossom Parade—1 p.m. Saturday

8 to 6 **TODAY**

THRU FRIDAY at

Whirlpool

SURPRISE ANNOUNCEMENT in TOMORROW'S PAPER

Never Before Low Prices
plus
Bonus Trades!

Introducing a Complete
New Line of TV and
Appliances for
TOMORROW

Ready for You TODAY!

AMAZING

Demonstrations

8 to 6 Daily!

The
VERY BEST

at
Budget Terms

SHOP DAILY
8 to 6 P.M.

FANTASTIC LOW PRICE!
TREMENDOUS SAVINGS!
Famous RCA Victor Features!

- Big-Speaker Balanced Fidelity Sound
- Sharp, "Living Image" Picture
- "High-Sharp-and-Easy" Tuning
- RCA Silverama Aluminized Picture Tube

The Eaton. Handsome console cabinet styling. In ebony, mahogany grained or flamed oak grained finishes. Model 217735.

Hal Krueger
and
Al Thompson

Feldman & Olson
ELECTRIC STORE



\$199⁹⁵
THE EATON
MODEL 217735
Plus Trade In

237
EAST
MAIN

Phone
2-2456

**We Service
What We
SELL**