

Spring Fashion Story Said To Be One of Color and Shape

Lieutenant Governor Issue May Again Come Before Voters

Salem—UPP—Oregon voters will have another chance to vote on the question of having a lieutenant governor, if a resolution amending the constitution introduced Monday by Sen. William Grenfell Jr. (D-Portland) becomes law.

Under terms of the proposed amendment the lieutenant governor must be a person 30 years of age or more, a resident of the state for three years and must be of the same political faith as the governor.

If approved, the resolution would be submitted to the voters at the 1960 general election.

An interim committee to study divorces in Oregon and custody of children of divorced parents is provided in a resolution introduced by Sens. Jean Lewis (D-Portland) and R. F. Chapman (D-Coos Bay).

The committee, if authorized by the Legislature, would be composed of three senators, three members of the House and three persons appointed by the governor.

Senate bill 261 which pro-

White With Color News in Wool Dresses, Suits

The Spring 1939 fashion story is one of color and shape. More color, much more shape, than we had for selling last Spring.

Let's take "more color" first. Actually, we have virtually the same basic color families that we had a year ago—the beiges, oranges, yellows, hot pinks, geraniums, blues, greens, and, of course, what I call "always-navy" and black and white. But how different they are this Spring, says Angeline Daugherty, fashion authority.

White influences everything, and if it is not a pure white, then it's a hint of a tint, as in the background of a print. White with color is the news in wool dresses, suits and coats. White with color is the outstanding recipe for Spring silks, linens and man-made fabrics in prints. All colors refined by white look brighter, younger, fresher.

And that's the cue to sell more spectators—combinations of white with color—and our lighter and brighter pastels, in lustre and calf in both closed and opened-up pumps.

This Spring, the print is apt to be in a clear, singing depth of color or pure, stark, beautiful white.

With these "cleaner," more simply-colored prints, there's a wonderful opportunity to sell those extra pairs of shoes. First, sell a pump in a definite color in a lighter or brighter shade than the print. Then, sell a white calf or lustre pump, to lend versatility to that print ensemble.

Four years ago, now, we have had a growing development of the idea of a wardrobe of shoe colors, an increasing acceptance of the shoe as the accessory. The stocking people, realizing this, promote "hint of a tint" summer stockings, strongly. If you sell fashion this Spring, you must sell more color, more shoes.

Your average customer will have more color in her ready-to-wear wardrobe. She'll see more color in shoes in her fashion magazines, and—hope—in your displays, and she should hear color in your fashion selling approach.

When your customer thinks of the beige suit in her wardrobe—the hot-pink-and-white shirt-dress—she may think of black patent to go with all of them. Here's the place to show whether you're a man or a mouse—order-taker or salesman.

Of course, you sell her what

she asks for! Then you show her a smart red or beige cut-out shoe, and say you know she'll want a bright, light shoe before the season's over, because bright-light shoes are the new neutrals and may be blended or contrasted with costume colors. Tell her there's something this Spring about a bright-light shoe that seems to make the head-to-toe effect of a costume so much lighter, smarter and brighter. Fashion authorities believe this. If you do, too—and say so—you'll sell color! And you'll sell more shoes!

As Summer overtakes Spring, we see a greater-than-ever demand for white shoes. We also see a demand for very open shoes in brilliant colors, such as Wohl's lustre patents.

Yes, and our shoes with inserts of vinylite retain the fitting quality and keep jutting toes in, yet give the bare look the customer loves for Summer.

My second point: "More shape." The return of the waistline dress is the single biggest fashion news this Spring—as Glamour said very clearly in its January issue. The shirtwaist dress is the best-selling fashion, straight across the country, in all price lines. Glamour heralded the return of the shirt waist dress as long ago as September.

Softer Collars

But not the same old shirt-dresses! All new shirtwaist dresses have collars that are softer, rounder; sleeves may be long; always there is the ring-size waist.

Wohl's classic little-heels tie-in beautifully with the classic mood of the shirtwaist dress. Shoe accents which provide a fashionable color contrast should also be suggested to the customer.

There's also a great wave of short packets, that show the waistline—in costumes, in suits, in sweater silhouettes. Also returning strongly is the sheath, with definite lines around the ribcage and waist, which play up any reasonably good figure. The higher-waistline silhouette continues—continues only. For after-five, there is a tight bodice, a full skirt, and more shoulders and arms bare than ever before.

That waistline look is interpreted in our shoes in wonderful variations. Bows placed below the throatline, fine strips caught across the vamp, below the throat. Pleating, draping, fine overlays, and piping, perching and buttons offer perfect fashion selling points.

Full or narrow skirts are good fashion, but as Summer moves in, they will be more bouffant and billowy. They

Railway trackage with ordinary use may last for about 20 to 25 years.

will also continue short. The smart young woman from 18 to 40 will wear her skirts from one to two inches below her kneecap.

Important Matter

With this "leggy" look dominating, finding the right shoe to go with her Spring ensemble becomes more important to your customer. The salesman must help her find the shoe that does the most to complete the fashion picture. Shoes should be matched to the occasion and to the costume. Sell T-straps, opened-up pumps or sandals for the cocktail or evening dress. For informal wear, sell detailed pumps, plain operas or tailored little heels.

What makes new shoes distinctly Spring 1939? The slim, elongated, tapered-toe silhouette is here! Even in casual play shoes the silhouette must be slim, elongated and feminine, if it's fashion. Soft detail is another vastly important new trend. Glamour editors like it best in bow treatments, in subtle drapings, unusual stitching. Play shoes, too, have softer detail, in little ties and other unorthodox treatments. Contrasting textures and trims are very new—so new they'll continue strongly into Fall, so sell them with confidence.

We have casuals for every age woman. Our whole concept of casuals is a lighter-looking shoe, easy on the foot, cool and comfortable. More colorful and becoming than ever.

More Cut-Outs

Everywhere you see more cut-outs in shoes. They give an airy, lighter look and suggest more flexibility, which we all want. Cut-outs can be small, as in the vamp of a shoe, or decisive, as in the shank, but cut-outs, all cut-outs, are news in shoes.

We have used cut-outs to open up vamps in trellis-work patterns, underline throats, and give emphasis to draping. Perforations are one of our features for Spring, too.

Perforations? Of course! They give color contrast, an effect of expensive detailing; they're feminine, they're new, they'll sell. They are also a trend so strong they'll carry into Fall.

To complete her Spring and Summer wardrobes, your customers need really sporty, low-heeled shoes to replace the sneaker. If I were you, I'd stress the low-heeled canvas or leather tie that we're all wearing with at-home slacks, slim-jims and shorts.

Our most successful salesmen make a point of keeping right up-to-date on ready-to-wear fashions. They can talk fashion, and recommend shoe fashions, with confidence. They know how to coordinate shoe fashions with apparel fashions to sell a whole shoe wardrobe. Knowing and selling fashion sells more shoes, and builds regular trade.

COAT DESIGNER DIES
East Orange, N.J. — (UP) — Alarik Allen, 75, who is credited with designing the trench coat, died Monday at his home here.

CEMENT OFFICIAL DIES
Philadelphia — (UP) — Donald S. MacBride, 65, president of the American Cement Corp., died Monday at Jefferson hospital.



PIRATE PRINCESS—Bright pink calfskin trimmed with a mosaic of leather patches, each piece set by hand.

Rally Wednesday At Local Corps

A missionary rally will be held Wednesday, March 11, at the Salvation Army building, Fourth and Bartlett sts. at 7:30 p.m.

Speakers for the occasion are Lt. Colonel and Mrs. Harold Littler, who will arrive here from an engagement in Roseburg.

Colonel Littler spent 38 years with the Salvation Army in China and Indonesia prior to returning to the United States in 1951. He attended the Army's International Training college in London, England, and met his wife while in China. He worked with a pioneer group as field and regional officer prior to being appointed to Peking for translation and editorial work.

Before leaving the country he was appointed editor-in-chief. During the war the couple and their two children were

interned in a Japanese concentration camp and in 1947 returned to aid in the rehabilitation of Salvation Army work. They were forced to leave the country when Shanghai came under Communist control.

The public is invited to attend the service Wednesday.

Thursday Colonel and Mrs. Littler will meet with the women's groups of the corps at 10 a.m. Following a luncheon they will leave for Coos Bay.

PHILANTHROPIST DIES
West Palm Beach, Fla. — (UP) — Louis Daler, 75, builder and philanthropist, died here Sunday after a short illness.

In the course of a 70-year life, an average human heart spends about 40 years in a state of "rest."

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We've scouted the excitement. Surveyed the hi-level hemline's impact on fashion. And we're applauding the new Marquise Originals as exactly the light, mobile, shapely shoe flattery your Easter ensemble can't do without! For fitting softness, limitless originality in blues and patent... this collection's a thrill you shouldn't miss.

as seen in Vogue...

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