

Emphasis Is on Attractive Combination of All Fashion

Fashion plans for spring revolve around the costume look. Although the general style trend is upward—shorter skirts, lifted-look waistlines, more top interest effects—the emphasis is not so much on silhouette as on the attractive combination of all fashion elements.

Such spring partnerships as the dress plus jacket or coat, the coat with a matching skirt and the suit with a coordinating blouse are present in abundance, ready for wearing. Certainly one or all of these will find their way into most wardrobes, and fashion-conscious women will want to assemble additional costumes, from dresses, coats, suits, jackets and blouses that are purchased separately.

As a focal point of fashion, costumes reveal the outstanding spring trends. Take, for instance, the little jackets, rib-cage to waist length, that appear so frequently in dress-jacket combinations. These brief jackets help to carry out the high-waisted look, which is often just a look and not an actuality. Thus, a fitted sheath with natural waistline may rely on its accompanying short jacket to give a high-line effect.

Wide belts, fitted midribs, brief bodies in contrasting colors and fabrics, and high-placed tabs, bows or belts are other ways that the lifted look

is created. All point up the fact that, while spring fashions owe inspiration to the empire and Directoire, some flattering changes have been made. Even when the raised waistline is a matter of fit rather than look, the trend is away from the midriff fullness of the true empire and toward a more fitted line.

Spring's view of color—plenty of "hot" and pale hues, with strengthening interest in basic navy, beige, black and gray—is beautifully illustrated by coat and dress costumes, in such combinations as a pale beige coat over a dress printed in the vividest of pastels. Often, the coat is lined to match the dress.

Important coat entries for spring—as part of costumes or individually—are the coat with the gathered and tap-

WALKING SUITS

Walking suits move into spring, continuing the fashion interest they attracted during the fall and winter season. Now they appear in a choice of coating-weight wools—often with fur collars—for early spring wear and lighter weight fabrics such as dress worsteds for late spring. Favored silhouette of these top-per-and-skirt combinations is slim, with a fitted, easy or tapered-oval jacket.

ered or blade-pleated back, the fitted coat, the slim sheath coat and the coat with a softly gathered high waistline.

With much attention being given to top interest, shoulder lines of both coats and suits are often wider, though not padded. More top interest comes from the big, big collar, a major fashion theme.

Adds a Scarf
In contrast, there's the collarless or mandarin neckline, indicative of an Oriental feeling seen in many phases of spring fashion. Top interest isn't neglected here, for the collarless-neckline coat or suit usually comes with a matching, and probably fringed, muffler-like scarf to wrap the neckline.

Because of the emphasis on the costume look, many suits are equipped with their own blouses. An added touch of completeness is provided by matching jacket linings.

As in the dress-jacket costume, the short, easy jacket is a favorite suit component. Fitted and demi-fitted jackets for other suits are prophetic of future fashion trends.

Continuing the interest in texture, fashions appear in such fabrics as tweeds, mohairs, hopsackings, baskettweaves. Spring-favored, too, are crisp, smooth-surfaced fabrics which take their place in fashion importance alongside the dimensional weaves.



PLAID TOPPER—Looking very new and beautiful for spring is this giant plaid topper. Fashion news to note here: the oversized Pilgrim collar, the short sleeves, the colors and fabric—deep blue and red in a lightweight, porous brushed English woolen mohair and wool. It's by Monte Sano.

SWEATER COLORS

Two sweater colors stand out this spring. The first is pink in rose tones, flower shades, stripe and flamingo. Yellow is second, in rather bright citron shades or in delicate primrose versions.

FABRIC NEWS

Denim and seersucker sportswear is making a comeback, and ribbed effects, linen-like blends, ducks, chinros and sharkskins are also liked. Embroideries in colors are a favored trim.

BRIDAL COLORS

Subtle color treatments are an intriguing feature of spring bridal gowns. They include delicate pink or blue midribs with looped obi back bows, colored embroideries and white lace or organdy over a pastel foundation. Sometimes the entire gown is in ivory, blush pink or ice blue, as an alternative to the traditional white.

STYLED LIKE DRESSES

Coats styled to look like dresses attract spring interest.

Exciting Costumes For Evening Wear

Some of the most exciting coat and dress costumes of the spring season are those intended for evening wear.

They take into spring such opulent fabrics as moire or lame, as well as chiffon and other silks. Rich colors, prints and embroideries and much feminine flattery of style make them dramatically beautiful.

A favored silhouette for the dresses combines wide, shapely necklines with fitted bo-

odies and belled, bubble or harem skirts. Lovely alternative is the softly slim long dress.

Companion coats are either wide and sweeping or, to accompany slim dresses, a slim column. Necklines offer the spring fashion choice of a big, big collar or no collar at all.

WIDELY COLLARED

Wide collars, some shoulder-spanning, have strong fashion significance this season.

BELTS GAIN

Gaining fashion ground are belts for suits and dresses as well as sportswear. They range from narrow, for fitted styles, to wide, and sometimes crushed, belts to wear above full skirts or as optional equipment for demi-fitted styles.

FOR TOP INTEREST

Short sleeves for suits and coats, wider sleeves and softly shaped yokes are among fashion's new ways of achieving top interest for spring silhouettes.



Pear Blossom Specials

HURRY! SPECIAL WARD SAVINGS IN EVERY DEPARTMENT!

SALE
Wards tweed broadloom installed in 3 rooms—only \$8.50 a month

New, improved rayontweed—15% more yarns for added wear. 5 beautiful colors completely installed **688** sq. yd.

FREE! Padding, installation with Wards finest broadlooms

ALL-WOOL ripple texture or bi-level Wilton. **ACRILAN**—tough, resists matting. Plains, tweeds. **ALL-NYLON** twist—long wearing. Plains, tweeds. **995** sq. yd. Completely Installed

All-wool with extra surface yarns. As-sorted patterns, 9, 12" widths. Wool-nylon blend. Classic sculpturing. 6 elegant colors. 9, 12, 15" widths. All-wool—Wards finest wilton! Thick loop weave, sculptured. 9, 12, 15" widths. **1295** Plan. No money down on Wards Home Improvement Plan. *Square yard—completely installed.

FREE! 5-ft. Stepladder USUALLY \$5.99

with purchase of 4 or more gallons

CERTIFIED Quality Paints

WARDS SUPER HOUSE PAINT **579** Per Gal.
White or color. No finer house paint made. Guaranteed equal to the highest-priced linseed paint on the market. Resists chipping, cracking, peeling. White is self-cleaning—dirt washes off.

1-Coat Lo-Lustre House Paint **698** Per Gal.
Finest Alkyd base house paint on the market today. Resists rust and copper screen staining. Self-cleaning. FREE! Stepladder with purchase of 4 or more gallons. Limit 1 ladder to a customer. *Be satisfied—Buy Certified!

SALE! BOYS' 1.59 COTTON SHIRTS

Wash 'n' wear gingham plaids by famous Dan River. Little or no ironing needed. Vivid colors, fine tailoring. Comfortable short sleeves. **128** Sizes 6 to 18

Save 1/3! Carol Brent "Safeguard" night gown **199**

Reg. 2.98. Odor-fighting protection can't wash out! Freshness is sealed in! Won't stretch or shrink. Run-proof. 32-40.

SALE! Save 1/3! Cool cotton slips

Regular 1.98 **\$2 for 3**

Washfast no-iron plisse or sanforized cotton broadcloth. Both with front shadow panels. Eyelet embroidery, lace ruffles. White only. Sizes 32 to 44.

\$5 down \$6 monthly

Sale! 99.95 self-propelled 2 1/2 HP, 21" rotary mower **7988**

Lots of mower at a little price. Has separate throttle and clutch controls on handle, front drive, inset wheels, 3 height adjustments.

SALE! Reg. 4.49 Eldecor floodlight and holder **344**

Just what's needed to brighten up your outdoor living area for after dark parties. Comes with removable spike, can also be mounted on flat surface. 150W

PEAR BLOSSOM SPECIAL! GIRLS' DRESSES

Nice Selections—Hurry for These! Sizes: 6 to 18 mos., 1 to 3, 3 to 6X, 7 to 14

Reg. 2.98.....126 Only 1.77 Reg. 3.98.....67 Only 1.77
Reg. 5.98, 8.98, Subteens.....45 Only 3.97 and 4.97

117 S. Central Phone SP 3-7301 Open 9:30 to 5:30 FREE PARKING

Burelson's MEDFORD

Pear Blossom Specials

All New Spring Merchandise Specially Priced for This Event Only!

Shorty COATS
The perfect answer to your spring and summer wardrobe. **\$1988 and \$2988**

Housecoats and Coffee Coats
The latest spring styles in easy to care for cotton. **SPECIALLY PRICED FOR THIS EVENT \$588**

PEAR BLOSSOM SPECIAL PURCHASE Millinery
Dozens of beautiful advance summer fashions. **TERRIFIC VALUES! \$688**

First Quality Nylon HOSE
Broken Sizes & Colors **88¢**

Fashion Shoes
Mid and Hi Heels **\$1288**

Select Group of **HEYDAYS \$1088**

Flats & Casuals
A Large Selection **\$788**

Special Purchase of CLOGS
Pear Blossom Special **\$688**

SALE! Save 1/3! Cool cotton slips

Regular 1.98 **\$2 for 3**

Washfast no-iron plisse or sanforized cotton broadcloth. Both with front shadow panels. Eyelet embroidery, lace ruffles. White only. Sizes 32 to 44.

SALE! Save 1/3! Carol Brent "Safeguard" night gown **199**

Reg. 2.98. Odor-fighting protection can't wash out! Freshness is sealed in! Won't stretch or shrink. Run-proof. 32-40.

SALE! 99.95 self-propelled 2 1/2 HP, 21" rotary mower **7988**

Lots of mower at a little price. Has separate throttle and clutch controls on handle, front drive, inset wheels, 3 height adjustments.

SALE! Reg. 4.49 Eldecor floodlight and holder **344**

Just what's needed to brighten up your outdoor living area for after dark parties. Comes with removable spike, can also be mounted on flat surface. 150W

PEAR BLOSSOM SPECIAL! GIRLS' DRESSES

Nice Selections—Hurry for These! Sizes: 6 to 18 mos., 1 to 3, 3 to 6X, 7 to 14

Reg. 2.98.....126 Only 1.77 Reg. 3.98.....67 Only 1.77
Reg. 5.98, 8.98, Subteens.....45 Only 3.97 and 4.97

Main and Bartlett Streets Phone SP 2-6428