

## Simplicity, Elegance Noted In Women's Apparel This Year

The American woman - still recovering from "chemise shock" or "sack-itis" - yet always quick to recognize what's smart, new and exciting in fashion - will look for and love the simplicity, elegance and femininity of the new season apparel.

The fashion conscious woman will like the look of the new dresses! There's a relaxed and easy air about them, most generally expressed by gently-biased bodices, kimono sleeves with underarm fullness and nipped-in but not too tightly fitted waistlines. **More Rounded**

Slim skirts are now more rounded over the hipline; even sheath skirts are a bit wider at the hemline. Sharp pleats are smart and popular; there is a definite return to the fluid looking circular skirt, too. In dresses, black stands out as fashion important. Pale colors stress whitened beiges, pearl greys, chalk white and chalked pastels.

Prints are at their pinnacle - especially in black and white or brown with colors.

Silks, the silky look and silky finishes are just everywhere - to help sum up a simple but luxurious dress picture for Spring.

Short coats or jackets over dresses, long coats over dresses, coats over suits, jackets over vested suits, sweater mates to dresses, jumpers over shirtwaists, sleeveless jackets over full-sleeved shirtwaists... the line-up of smart units goes on and on and add up to vivacious, versatile ensembles and costumes.

**Season for Coats**  
A bold contrast stands out this spring in coat collections - with bright white coats on one end and subtle dark tweeds at the other.

Wide cape-like backs and short sleeves are characteristic of a great number of spring coats. Of equal importance is the coat that is gently fitted through the bustline and gently flared below.

The straight, loose coat - newer looking in shorter sleeved versions, collarless necklines and often with braid binding seems to be shaping up to become a real hit.

All sorts of yummy coatings come to the fore - light in color, light in weight and crisp-looking - though soft to the touch.

**Suits Are Supreme**  
The hallmark of the new season is simply stated in the many handsome suit expressions.

Big sleeves, moderately longer jackets, often belted, and continued Chanel-inspired stylings are the significant fashion themes in suits.

One of the most important focal points in suits is the sleeve with unmounted short ones... batwing styles... puffed, push-up ones and flared sleeves are equally new and smart.

braid and bindings plus many, many luxurious fabrics are the exciting highlights of the newest suits.

**Accessories Vital**  
To play up the elegant simplicity of pale color, simple and relaxed styling and to complement the handsome fabrics everywhere this spring - jewelry, gloves, handbags, neckwear and flower accents are most important.

Lots of beads that ride high in bibs and chokers... bracelets by the score... pins in twos or threes or more... colors galore and lots of white - are all fresh and sprightly newsmakers for Spring.

The large romantic flower for the neckline of a suit, coat or simple dress... the chalk-white lingerie collar as a neckline fill in... a pale, printed scarf... will give

punctuation to the new season wearables.

Short gloves in pale neutral tones are long on fashion importance, but the eight-button length will be riding high to meet the demands of the many shorter sleeved dresses, suits and coats.

Big, big handbags will vie for popularity with slimmed-down satchels, boxes and attaché-type cases.

From the most delectable colors in leather, to the most varied line - up of straws, tweeds, patterns and prints, handbags will give distinctive accents to all the new fashions.

So, the new season begins, American fashion bursts into bloom with a simple sophistication, a look of elegance and above all a return to ultra feminine moods.



**THE PATTERN'S THE THING**-It's glen plaid and just the trick to turn this slender silhouette into one that's slim, not skinny! Special accent is a crossed belt that curves down in back underscoring the waistline. By Luis Estevez.



**CATCHY COTTON COORDINATES** - Sure to catch on like wild-fire is this tailored two-piece. The gay cardigan and solid sheath skirt are both washable and shape-keeping. By Smartee.



**MORE HAT**-The "more-hat" look is an outstanding one for spring. This exquisite hat is a beautiful example. Novelty braid of loop-the-loops is used to shape the flattering bell crown cloche into a light and airy "top fashion." -By Bernard Workman.

**DEPENDABILITY • SERVICE**

**SAVE MONEY ON BOYSEN PAINTS**  
during the big

**WHITE SALE**

that features **COLOR!**

For a limited time you can save lots of money on Boyesen Exterior and Interior White Paints, that you can color easily, quickly and economically.

Special prices also on painting equipment - ROLLER & TRAY BRUSHES S-QT. STEEL PAIL DROP CLOTHS

This offer is limited! Come in TODAY!

**THE BOYSEN PAINT WHITE SALE IS NOW ON!**

EXTERIOR	INTERIOR
—100% Pure House Paint 1 gal. reg. value \$7.63 Special ..... \$6.63	—Rubberglor Latex Base 1 gal. reg. value \$6.55 Special ..... \$5.39
—Suburban House Paint 1 gal. reg. val. \$6.25 Special ..... \$4.99	—1 Qt. reg. value \$2.01 Special ..... \$1.73
—Shake & Rustic Paint 1 gal. reg. value \$6.42 Special ..... \$4.89	—Dreem Semi-Gloss Enamel 1 gal. reg. value \$7.01 Special ..... \$5.99
—Brush Set 4" Wall Brush & 1 1/2" Angular Sash Brush \$5.39	—1 Qt. reg. value \$2.14 Special ..... \$1.89
	—Plasolux Gloss Enamel 1 Qt. reg. value \$2.96 Special ..... \$2.69
	Roller & Tray Set...\$1.99

**Beginning Wednesday, 20th**

**COPELAND LUMBER**  
Medford  
1765 No. Riverside  
SP 2-5235

**DEPENDABILITY • SERVICE**

**HOME LOANS**

● BUILDING  
● PURCHASING  
● REFINANCING  
● REMODELING

WE HAVE NO "PACKAGE" LOANS... OUR HOME LOANS ARE INDIVIDUALLY PLANNED TO FIT YOUR BUDGET! COME IN... AND MAKE YOUR FINANCING PROBLEM... OUR PROBLEM!

**Jackson County Federal SAVINGS AND LOAN ASSOCIATION**

Main Office - 126 East Main, Medford  
Ashland Branch - 337 East Main

Building with Jackson County Since 1909

**Pick's APPAREL** THURS., FRI. SAT.

**PEAR BLOSSOM Specials!**

Join in on the savings during the Big Pear Blossom Festival, Thurs., Fri., and Sat. The Buys are Terrific. SHOP NOW and SAVE!

**DRESSES** Lovely New Spring Styles

● VALUES To \$19.98

● One & 2-Pc. Styles

● All Sizes 7-15; 8-18

● All Colors Styles & Fabrics

● Come See! Come Save!

**park Shop**

If Your CREDIT IS GOOD It's good at PICK'S

**FACTORY SALE!**

Discontinued Styles  
**Silkskin Girdles**  
Regularly \$6.95 **\$2.99**

**Bras**  
Reg. \$1.99  
Reg. \$1.50 **99¢**

**BOUFFANT Petticoats**  
Luscious nylon full petticoats. Lots of color. \$3.99  
\$7.98 Value All Sizes Sm., Med., Large

**Capri Pants and Calf Skinners**  
Solid Colors **\$1.99**

**112 EAST MAIN STREET** Next Door to Robinson Bros.