

Watch Tells More Than Time Today

A woman's watch tells more than time this year. It tells her tastes, her pleasure in beautiful things and her fashion love of coordinating her accessories to her costume.

This new note of variety in watches poses some potent gift ideas for the man who finds the favorite woman in his life a mystery.

Watches for daytime or business wear look like fine jewelry with exquisite new shapes and matching gold bracelets. For her business, busy homemaking or sports hours, there are watches especially designed to withstand moisture, shock and dust, and in shapes and with bands to coordinate with any costume.

Watches Blaze
For dress-up, the new watches blaze forth with elegance, often of white gold and diamonds, to make these new beauties the heirlooms of tomorrow. For the gal who likes a lot of spice in her fashion sauce there are watches to be worn on the lapel, encased in shock-proof cases to dangle from her charm bracelet, set in lovely pins to wear at a neckline or in rings to sparkle on her finger.



CASUALLY CORRECT—Leisure living calls for a wardrobe of casually correct slim line pants, with silky long-sleeved shirts in oversize prints. By Sportmaker.

Fabrics and Colors To Create Desired Feminine Silhouettes

Fashion for spring revolves around a look of youthful grace and soft femininity. Silhouettes are diverse, but easy, uncluttered lines predominate, giving play to the beauties of fabrics and colors.

Whipped cream textures bubble up into the limelight, in appropriate colors—whites and off-whites, pale beiges and pastels, clear prints. Traditional spring navy is brightened and lightened. For effective contrast, crisp and ribbed textures make an entrance, while rich, dark colors set off the many pale shades.

"Pure and simple" tells the dress story. Silhouettes are dubbed "natural," "skimmer," "shift," all of which are agreed on easy, slender, figure-following lines. Princess curves, lifted waistlines, coat dress styling make spring news. The "open air" look, a country mood slicked up for town, concentrates on airy fabrics, open necklines, shirt-cuffed sleeves.

Forever-fashionable jacket dresses appear in great numbers, while the dress-plus-coat gains new importance.

Variety of silhouettes leads the way in suits. Handsome tunic suits herald a plentiful array of long-jacketed styles of every type. Middy or pull-over suits abound—either true pullovers or jackets with zippers so artfully concealed they seem non-existent.

New emphasis on sleeves finds the shirt suit well to the fore, showing off its shirt cuffs. Young and lively is the suit with hip-flip, or peplum effect, jacket. Designed to provide a refreshing change are the "dandy" suits—man-tailored to a perky perfection.

While "lean look" styles are most numerous in coats, a silhouette to watch is the coat with gathered back fullness. High waisted effects are created by seamed yokes, integrated with the sleeve in front, and gathers across the back.

A fashion world in itself, sportswear produces every look of spring, in styles for every hour and occasion. News to note includes: a greater-than-ever wealth of knits, denim and denim effects, bare midriff separates, bell bottom as well as slim pants, long skirts for lounging and entertaining, patio dresses and, in fact, a striking selection of loungewear of all types for casual living.

Simplicity of styling in coats, suits and dresses calls for dramatic accents. Hats are draped, high turbans in airy fabrics; straws with important crowns, brimless or with often-uplilled brims; and, of course, the spring perennial floral hats.

Spanish influence is notable in brimmed hats of shiny straw. Reflecting the soft

mood of fashion are snoods and berets, as well as hats with attached, drapable scarves.

Impressive jewelry has a

precious look, includes short, collar-like necklaces; multiple-strand beads for neckline fill-ins; pins and bracelets moving into prominence. Soft

neutrals and pastels stand out. Neat, lady-like handbags tend to boxy shapes, highlight texture interest. With the advent of the longer, narrower

sleeve, short gloves are welcomed. However, the long, long glove prevails for evening and sleeveless daytime fashions.

SHORTS SHOW

Bermuda shorts show up in spanking white or basic black, smooth leather and promise to carry through to summer. Skirts for spring are slim but soft, flared and fluid, pretty and pleated.

Don't Miss This Gala Showing of...

TRAVEL TRAILERS

This Week in Medford Shopping Center Parking Lot

THURSDAY
MARCH 21

FRIDAY
MARCH 22

SATURDAY
MARCH 23

Congratulations...

Our "hats are off" to Lerner Shops on their Grand Opening. This distinctive Women's Fashion Shop is a welcome addition to Medford.



On display—stop in and see the complete Aristocrat line plus other quality travel trailers, from Walker the Weeper's. Complete range of models in all lengths! Discover for yourself how completely equipped these units are: (Ice box, butane refrigerator, stove, toilet, even twin or double beds.)

"Join up for adventure and put your dreams on wheels." See the fabulous ARISTOCRAT Travel Trailers this weekend at WALKER THE WEEPER'S gala OPEN HOUSE.



OPEN FOR INSPECTION

See the Aristocrats and other famous Travel Trailer Models at our Open House this Thursday, Friday and Saturday in the...

SHOPPING CENTER PARKING LOT!

For economy, low maintenance, recreation, friendship, mobility, low initial cost, space variety and living at its finest—look over the Aristocrat Travel Trailers and discover why Aristocrat is the largest selling travel trailer in the west.

Only the highest quality is the motto for Aristocrat, built by the I. B. Perch Co., of Morgan Hill, California. An unconditional guarantee on the workmanship of all Aristocrat trailers with NO TIME LIMIT.



OPEN SUNDAYS 10-6

WALKER THE WEEPER

1243 South Riverside

The Easter Parade Starts at Drews

Step out in style in a trim HS&M suit

Easter is April 14 and we've marshalled a handsome collection of Hart Schaffner & Marx suits. One stop at our store and you're handsomely and comfortably in step with spring. HS&M suits \$85-\$145

Griffon, Curlee, Varsity Town Suits \$59.50 to \$80

FOR THE BOYS

Visit Drews' Boyswear Shop for age size 6 thru 20. Suits for Easter ranging in price from \$24.95 to \$34.95

SPORT COATS and BLAZER JACKETS \$12.95 - \$23.95

CONTRASTING SLACKS \$4.98 to \$10.98

Open a revolving charge account... set your own terms today.

OPEN MONDAY & FRIDAYS TILL 9 P.M.



Drews extends a Sincere

WELCOME

to the New

Leeds Shoes and Lerner Shops

Our wishes for continued success along with all the Shopping Center Family of Firms!

More and More, it's the



for Natural Shoulder Clothing

These midweight suits are specially woven for us in solid shades or small muted patterns that take handsomely to natural shoulder styling. Tailored in lines that are natural to the young man, slenderizing to the more mature.

\$50 to \$80

Nationally Known Lines of Menswear offered to you at Consistently Sensible Prices.

DREWS Manstore

Open Monday and Friday 'til 9 p.m. IN THE MEDFORD SHOPPING CENTER