

Spring Opens The 1959 Fashion Season For Everyone In Klamath



SOCIETY TEA SANDAL and a wonderful travel companion wherever the destination. This new T-strap in fine calfskin with very pointed toe and new slim unbreakable heel is a fashion that rates plenty of (favorable) gossip.

Costumes, Shirtwaists Are California Highlights

With the new spring and summer showings, California, long synonymous with the smartest in casual, leisure and sportswear, turns its fashion eminence in this field.

The return of the classic look in sportswear is given a typical California twist with the addition of detailing that adds fashion distinction to even the simplest playwear.

The one-piece look for spectator wear, is achieved in a typical California twist with the addition of detailing that adds fashion distinction to even the simplest playwear.

Extremes of fashion in the casual field, as evidenced by the new skirts are destined to attract much attention.

This spring the slim skirt is slimmer, waist and hip-hugging, while the full skirt is fuller, much fuller than ever before. The belt, restored to the natural waistline, ranges from the very slim to the very wide, with many of them resembling cummerbunds and obis.

The overblouse is being shown in combination with slim pants and shirts. While the Jamaica length continues to lead in popularity, the new 15-inch short is considered a significant trend.

Casual dresses are either slim and finely detailed with a blouse bodice, or the full-skirted shirtwaist type. However the California touch is apparent even here with the blouse bodice types being slim and soft, rather than bulky, and cut to display the natural waistline.

Fitted sheaths are detailed underneath the bustline a la Empire, with the raised waistline often dipping to a smart V in the back. The stamp of California designers is their close attention to custom-type detailing. Oversize collar.

Prints, floral or stylized, stripes, checks and polka dots from penny to silver dollar size are preferred in both casual dresses and play clothes.

As usual, cottons lead the fabric choice with miracle blends, pure silks, textured combinations and crisp shark-skins following in close order.

Less the impression be created that Californians live in sports wear, let's take a quick look at their suit and coat offerings. The Empire line leads both in costume and tailored suits, with the longer, mid-hip jacket slated for a fashion come-back. Fitted or loose, all suits have slim skirts.

Coats have important collars, and show up in great sweeps of bold plaid, or with hints of the Empire.

In every respect, the California-inspired spring styles offer new twists that add extra fashion excitement to an already exciting season.



ONE AND ONE MAKE THREE — Combine this figure-flattering swimsuit with its matching skirt — and voila! you have a smart sundress. One-piece suit and button-front skirt in "Town Flower" wash 'n' wear cotton sateen.

Easy Care 'n' Wear Slack

Two-part harmony is the key-note in the jacket-slacks fashion picture for men this spring. There'll be no problem about selecting the right slacks in the right color, either, for they're available in hundreds of different shades.

Tropical weaved slacks alone come in over 300 different colors. There's a pair to go with every new jacket.

Continuous waistband styles, many belted and some half-belt models, are considered newsworthy.

The Ivy-type (the back-buckle strap of past seasons has now all but disappeared from slacks. It has been replaced by smart side adjustment tabs, buckled or buttoned).

Back pockets with flaps are also being shown. The underside of the flap is often lined with a smart foulard pattern. Slacks will be streamlined, more tapered and more often with no-highlighted.

Emphasis On Color in Leather Handbags

Leather handbags for Spring 1959 will have a rich, full look. The squares and rectangles have been softened by drapes, pleats or gussets and there are new pouch and satchel shapes.

Extra-soft and superbly supple leather will be used in most daytime bags in black, red, oyster beige, bright blue and navy. Many of them will have shaped leather handles, slightly longer than last season's. Gilt locks and name plates will add interest.

Leather bags will be organized for efficiency with inside pockets enough to hold everything a woman carries around — or almost everything — in a special place.

Many handbags will have outside pockets for coin purses, passports, keys, etc. One pouch bag has a recessed section at the top within which adjustable snapped bands hold umbrella or papers.

There will be many suede leather clutches and long oval pouches for resort wear in bright colors such as hibiscus red, orange, turquoise and hot pink. Often they will be fastened with clips of vari-colored pastel beads on leather mounting.

Smooth leather bags for leisure wear will come in a unusual shapes: like cartridge boxes, rural mail boxes, deed boxes and flower baskets.

Afternoon bags will be of suede leather in muted taupe and off-black tones in soft, draped shapes. Late day sees the bag smaller and neater with clipped square edges in softest suede detailed with matching flat bows, and in muted taupe and reds.

Swim Suits All Set for Big Fashion Splash

The newest swimsuits reflect all the 1958 fashion excitement in two definite and distinctive silhouettes. SLEEK... RELAXED... these two words accurately describe the suits you'll be seeing and wearing now-through-hot weather!

The sleek suit, usually in elasticized or knit fabric, clings to every curve revealingly. The relaxed suit, on the other hand, is just what its name implies — an adaptation of the loose line and blouse to create a completely relaxed look.

In the sleek or torso suit, the feeling is for more and more cover-up: higher necklines, higher underarms. Again the mailot vies in popularity with the little-boy leg treatment.

In the softer versions, you can choose between a definite blouse effect over tight fitting pants, suits with low placed belts for hip interest, or loose fitting suit softly belted at the natural waistline.

White background prints of every description lead in the color sweepstakes. Sharply etched black and white in brilliant floral effect also rate high. Green scores, alone or combined with blues and purples. Hot pink and orange continue strong while lavender keynotes a new trend to pastels.

Cottons, elasticized or cut straight lead in every style, with cotton knits used most imaginatively in softly detailed suits.

So, here's the picture — and, mermaid or sun-worshipper — you'll find just what suits your fancy, framed for your selection.

Gay, Comfort Sandals

News in spring and summer footwear are the new sandals developed and manufactured by Dr. Scholl.

Featuring exclusive built-in metal arch supports to relieve stress and strain, they offer firm support with every step.

Available in styles for men, women and children, fashioned of fine leathers in every favored warm-day color, these smart sandals are versatile enough for year 'round wear. Shopping, walking, driving, running or relaxing they offer the ultimate in style, comfort and appearance.

Moderately priced, they are available in a complete size range. If you're planning on fun make sure you're not bothered with aching feet. Treat yourself to a pair of these new sandals.

Leathers Afoot for Spring Are Ablaze With Colors

Color, in fiery, flashing tones, keynotes the new shoe styles for women this spring.

Taking in a whole family of color — from geranium pinks to hot oranges, from bright blues to salad greens — shoes this season depend mainly on the beauty of the leather and hue for distinction.

Leathers are softer than ever before... so soft and light, in fact, that you can almost see the toes move under them. Smooth leathers are sleek and shiny. Textured leathers have fine, light grains and are highly polished.

There are lots of suede in bright colors. Beautiful aniline leathers that show the natural markings of skin often are glazed or given a matte finish.

Patent is as popular as ever in both black and bright colors — especially a brilliant, shiny red. Daytime shoes are cut high and straight with throats either straight or "V" shaped. Tailored pumps have new trim such as flat bows of real gold or silver, and unvarnished wood buttons. In spectators, the second color or texture of leather is applied in new and fancy shapes.

There are straps galore on all kinds of shoes: T-straps, in-step straps, double straps and shaped straps. There are more low, curvy heels on daytime shoes.

Dress-up shoes are simple in shape, but flaunt imaginative trim ranging from large, life-like daisies and anemones to bunches of cherries (these on red patent), to jeweled wishbones.

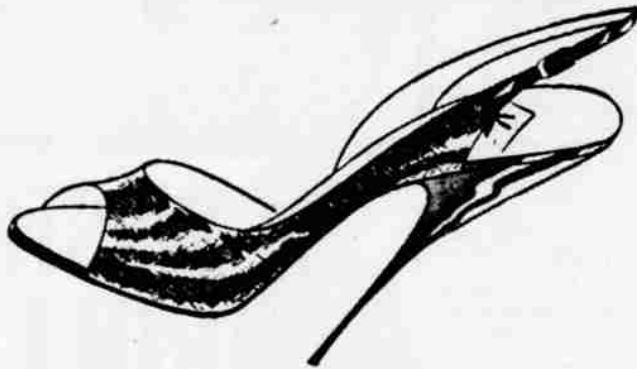
Colors are bright and gay — with a new bright blue, a bright pink and vivid green leading the list. The most popular beige is a light bone shade, but there are some very dark beige — almost a light brown.

Pastels shed their misty look and become strong and bright. Among them are petunia, a purplish pink; a vibrant "hot" pink; coral; raspberry; and yellow. Some of these bright colors are touched off by a washable white leather sole.

White will appear early, both alone and in combination with other colors. Some white shoes will have black leather soles. Textured white will continue popular.

Fur trimmings are expected to show a big increase next year, reports the Fur Information and Fashion Council. The 1958 retail business in fur trimmed coats was the best in a decade.

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Spring Bridal Gowns Display Aura Of Romance

No dress a young woman chooses is as important to her as her wedding dress... and never before in history has it been so easy to find just the right dress as it is today.

Most of the new wedding dresses are full-skirted and worn over a stiffened petticoat or hoop. But exquisite slim silhouettes are ready for the more sophisticated bride-to-be.

Waistlines are a little higher or a little lower than normal, or the waistline may be molded in a basque effect.

Variation of the gowns depends mostly on the shape of the neckline or the outline created by the ruffles and lace on the dress. Thanks to the miracle of nylon, brides may now choose a wedding dress as ethereal as a cloud — that never loses its pristine beauty — can be ruffled without hemming — and takes to color like a blotter absorbs ink. It can be freshened with effortless ease.

The typical bridesmaid's dress is in lace on torso lines with a deep low flounce. It is designed to go right into her late-day wardrobe.

A bride should select her dress at least two months in advance to allow for fitting and delivery from the store. If special colors are needed for the bride or her party, added time is required.

Take a look at the new spring footwear fashions and you'll see there's a lovely new elegance afoot! This elegance is expressed in beautiful leathers, exquisite details, pale colors and a smooth well-balanced shape.

Basically, designers are showing three important shapes: the T-strap, the spectator pump and the open-back look. There are infinite variations however, in the dressiness and details of these basics.



THE SPRING BRIDE—A vision of beauty is the bride who floats down the aisle in this exquisite gown. The sweet-heart-line bodice, long sleeves, Peter Pan collar and apron overskirt are of elegant white Chantilly-type lace. The ruffled underskirt and top skirt are tulle.



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Beautiful but barely there, shoes of spring-olators or slings, from a new collection of high, high unbreakable aluminum heels. Top: ... straw under glass by Kimel of California in black, beige, pastel blue, pale pink, orange, \$18.95. Center: ... Amano in pearlized calf and vinylite, bran or white, \$18.95. Bottom: ... Sbicca in black patent, \$14.95.

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