

It's Spring In The Klamath Country. Easter's March 29. Shop Now.

Trans-Season Wardrobes New for Men

When the weather can't make up its mind, during Spring's early days, men will step forth in the new "mid-weight" suits, according to the American Institute of Men's and Boys' Wear.

This year the in-between suit has become of age, in all the variety of styles, fabrics and patterns of winter or summer. In regular draper, the "Continental" and others.

Going all out to satisfy every whim and taste, suitmakers have turned out these midweights in smartly finished worsteds, flannels, hopsacking weaves and tweeds. In harmony with the season, colors are in medium tones. As for patterns, they're neat and subdued. The tailoring is slimming, and boasts the important feature of roominess for ease in wearing.

A further style note is struck by the "Continental" models which, together with the equally new "Ambassadors," feature slightly shorter jackets and trim silhouette trousers. "Continental" suits also boast a rounded sweep for the bottom opening, side vents, and peaked or semi-peaked lapels. You can't mistake them.

Fabric weights have dropped from the former 10 ounces per yard for tropicals to an amazingly light 4½ ounces per yard.

Also lightweight are the new topcoats which, along with this welcome feature, are just as warm as their heavier cousins of former seasons.

A new topcoat style note is their shorter length. Among the newcomers this spring are models adapted from the split raglan style, now familiar in rainwear. These are marked by a set-in sleeve effect when viewed from the front and a raglan sleeve effect from the rear. This stylish tailoring feature makes for ease of movement for the wearer, while retaining the dressy look a topcoat should have.

Among favored topcoat fabrics this season are shetlands, rugged tweeds, covert cloths, silky gabardines and piques. Like the new suits that go with them, they're also tailored for a slim silhouette.

Rainwear has reached new levels of practical good looks. More popular this season than last, when they were introduced, are the new iridescent types, in smoky brown and other shades. Equally well-rated are the well established raglan types in sand or natural colors. Many this year are reversible — giving a man two of his favorite colors in one garment.

News Worth Noting For Spring 1959!

Now that whizzing across the Atlantic in a mere six and a half hours has become a reality, the feminine traveler wants, more than ever, lightweight clothes that require minimum time for care.

Today's jet-age traveler can easily forth equipped with a complete wardrobe that meets those requirements.

For instance, spring suits now can be washed and drip-dried. Just as ideal are knit fashions that refuse to wrinkle, and are easily sussed, with no blocking needed.

Blouses and tailored shirts in an infinite variety of colors, prints, and patterns are made in broadcloths, batistes and crepes that can be easily sussed and hanger-dried to smoothness, with ironing optional.



FIVE MAKE THREE in this geometric design set — necklace is actually two worn together for double emphasis — curved bars of the two matching bracelets have linked themselves together, too. Earring set picks up the modern motif and new sun-drenched colors to match.

Lounge 'n' Sleep Apparel Goes 'Round-the-Clock

Practical but pretty — that's loungewear for spring — incorporating new style-versatility and fabrics with easy-care features. Even when practicality is emphasized, a fashionable feminine look is always highlighted.

BERMUDA SHORTS PAJAMAS make a point of sportswear-styled tops in nautical, blouson and shirt designs.

DUSTERS AND ROBES in street prints have been interpreted in new outerwear silhouettes — designed as morning fashions which look appropriate throughout the day.

SLEEP COATS cover matching pajamas or are featured alone as comfortable sleepwear.

COVERALLS, one-piece pajamas with zipper front closings stop at the ankle and calf and attractively double for day or night wear.

TORSEADOR - LENGTH PAJAMAS with feminine, short-cropped tops have a place for sleeping or lounging. They are made in tailored broadcloth and feminine cotton blend styles, ruffled or daintily trimmed.

MUUMU continues as an important easy-to-wear duster silhouette borrowed from Hawaii. This spring, it's given greater elegance by more luxurious fabrics and trappings for increased versatility.

EMPIRE LENGTH JACKETS cover coordinated Empire gowns to create the look of an ensemble. This short jacket is also new as an at-home robelet.

ORIENTAL styles in robes and pajamas continue as pretty and versatile lounging fashions.

IN ALL CATEGORIES color is exciting — ranging from shocking shades to cool hues. Prints will dominate in robes.

Lamps Stress Tall Shapes

A decorative accessory, a practical necessity... today's lamps combine the finest features of good lighting and fine design in a selection that's more colorful, more varied than ever!

Yes, for Spring '59, whether it's classic elegance, charming EARLY American, or brilliant Oriental, the lamp story is vividly new!

Color Makes News — Blazing color punctuates and enlivens every new lamp, whether used as a subtle accent for the traditional gold and white neutrals, or in combination with a subdued shade.

Look for orange to emerge in lamps — a complement to the Oriental shadings used in related home-furnishings. Dark green, which has been in limbo for some time is appearing again.

The fashion-wise blue-and-green combination, as well as celadon green, blue, earth brown and yellow are all newly important.

Creating a home-fashion furor are the newest Oriental and Colonial designs. However, the new Early American lamps are a far cry from what we have long considered Colonial.

While the bases reproduce water jugs, wheels, etc., the shades take off in a blaze of color that includes peacock blue, pine green, orange, sandwood and ivory. This type of Early American lamp looks perfectly "at home" in a contemporary, traditional or Oriental-inspired room.

The "Midast" Touch — The gold which decorates the base spotlights the Oriental design lamps. The bases may be of metal or of fine dark woods, but all are magnificently topped with shades so colorful, so beautifully decorated, they will bring a touch of exotic splendor into any living room.

Ranging from 42 to 50 inches in height, the tall lamps encompass every design trend and color, while the 28 to 32 inch shorter lamps, particularly emphasize color and shape as though to make up for their lack of height. Between 32 and 42 inches is the great lamp void — a no-man's land — with scarcely a lamp being shown in this category.

Oriental-Inspired — Even the so-adaptable floor, pole and fixture type lamp has taken on an Oriental cast. Black wood bases, gleaming brass shades, and bright red or green trim predominate.

Patent Leather Wearable In All Types Of Weather — Brightest star in the shoe fashion world this spring is the new black patent leather that is positively non-crackable, even when exposed to extreme temperature changes.

This new development means patent shoes can be worn year-round, retaining their original beauty and finish in any weather. For spring into summer, patent pumps are seen with the slimly tapered or pointed toe, detailed with delicate open work at the vamp, scalloped throat-lines, high rising T-straps, wide instep straps or built-up vamps.

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Soft, Light Shoes for Men Point Up Range of Browns

Highlights of the men's shoe scene for spring are rich, true brown leathers designed to be worn with an entire range of apparel blues.

Among the most popular brown tones — these have no reddish cast whatsoever — are the deep, woody browns such as oak and hemlock and the browns with a slight olive cast. — **Men's shoes** have other new looks this spring — seen in the shape of toes, in straps, but mostly in new soft, supple leathers.

There are more textured leathers — all soft and lightly etched. Leather soles, too are lighter and more resilient.

Toes shape up long and lean — pointed, squared off or rounded. The three-eyelet tie-promises to be the most popular style. Where styles feature five eyelets, they are cut almost as low as the three-eyelet. All ties have the easy going, casual look of slippers.

New ways with perforations and

seams distinguish the spring slippers. Some have graduated perforations around the top-line; others have horizontal rows around the toe of the shoe and perforations in vertical rows up the tongue. Moc toes, too, are often outlined with perforations.

Many slippers have inverted seams, giving a smooth line. Sometimes a seam runs down the center of a plain toe. Often there is a swirling seam along one side of the toe.

The usually-casual huckle and strap shoe is now seen in business shoes as well. Probably the most dressy strap is only a quarter of an inch wide, fastening in the center with a tiny self-buckle.

Braided straps and monk straps divided in two at the outside are prominent. Some shoes have two and three straps — or one strap folded into three parts. Often the strap is in smooth leather on a grained leather shoe.

New Look Important In Make-Up

The subtle changes that always spell out a new season have already appeared in makeup that's color-cued to the vivid tones of new spring styles.

From eyes to lips, this season you'll use less make-up and choose lighter shades than ever before. The vibrant and brilliant colors of your new fashions brook no competition.

In company with Oriental pinks, brilliant greens, blues, yellows and purples, what was once "enough", now seems "too much".

Light mascara takes the place of pencil and controlled shaggy substitutes for thin plucked eyebrow lines. And, now that you're using less, you'll be far more careful in your choice of shades!

A barest touch, not a coating, of mascara is sufficient for brows and lashes. And the colors available resemble a flashing jewel-box in their variety. Lilac, turquoise, green, violet and blue as true colors, or softly grayed mixtures.

Azalea, sapphire, emerald and topaz are among many other exotic eye-lints.

Lipstick shades are slightly darker to provide contrast for the light, bright fashion colors. However, they are not the purplish tones of yesteryear, but almost true reds. With this as a base, traces of orange or pink are added to create lipshades to complement all the new colors.

Liquid or cake foundations should be carefully chosen to tone-down your flesh-pink tint, and applied to highlight your mouth and eyes, without a hint of shine.

With paler eyes, a clearly outlined mouth, and slightly-darker-than-usual lips, your face will never play second-fiddle to your fashions — which is as it should be!

Lighthearted Look Animates Junior Lingerie

Lighthearted and lovely are key words to describe the lingerie fashions in junior sizes this spring.

And since junior is a size, not an age — wise designers have created a variety of styles — all youthful, but never childish.

Slips and sleepwear are a show of color drenched prints and floral appliques. Embroidery and lace appear in delicate profusion.

GAY TRIMS ARE NEWS — Border interest plays an important part too. When all-over prints are used, one solid color is usually picked up as a border — and an applique taken from the print is strategically placed on the bodice.

Borders are print when the foregrounds are lightly printed or plain.

GARDEN-TONE COLORS — Strong colors this season are gold and orange tones — with pink to coral important in tailored pajamas and camisole gowns. Prints absorb all the garden tones in cotton gowns and ensembles.

The wash-and-wear fabrics, more wanted than ever, appear everywhere — but especially in lingerie for the younger set. Dacron and nylon or sheet cotton batiste promise to be most popular.

The Empire is more powerful this spring, too, in both slips and sleepwear.

To accent the leading silhouettes in junior sizes — the tulip, harem, bubble and classic ruffle — designers have created fluffier petticoats in cotton and blends.

The handworked look in slips, so popular for after-five wearing, is seen everywhere. In sheer lace self fabric and eyelet appear as inserts — and the gadget type panel on petticoats and full slips gives added width and interest to many hems.

The undercover story this season is indeed an exciting one — especially for the fortunate woman with a junior size figure.

Cool, Cool Shirts Offered for Hot Weather Ahead

This year's summer shirt is an "air conditioned" affair. Fabrics for business wear in hottest weather feature, millions of tiny air vents that will spell out cool comfort with a capital "C."

For added comfort, many will have short sleeves which, together with the new lightweight suit coats, will give a man that important dressed-right look along with the new cool comfort.

Hot weather shirts look just as dressy as their winter cousins, whether in solid colors, stripes, fancy patterns or just plain white. Collar styles include English tabs, pin tabs, round pin tabs, button-downs and the newer low-set vanishing band types.

No matter how a man wears his sport shirt — tucked inside the slacks or flying freely outside — he'll look right this season in stripes, plaids or checks. For something new, he might try one of the latest woodcut prints, a novelty that will soon rank high in popularity.

In addition, there is a profusion of neat foulard patterns and iridescent solids. Watch for blue as a color standout — in tones all the way from the palest tints to the deepest midnight shades.

Among other new tones are bronze-gold and olive.

Bulky knits also continue to appear everywhere in crewneck or V-neck models. Colors and patterns are available in a wide array.

The beaches beckon as never before, thanks largely to the persuasion factor of the new beachwear. Swim briefs for instance, are elasticized shorts, mid-length boxer shorts, and the new surf riders fairly invite a plunge into the breakers or pool. Beachside loafing is at its best for the man who wears a cabana set — matching shirts and trunks in terry cloth or splashy cotton prints. Don't overlook the new terry cloth "ponchos" for luxurious drols.

The new accent on silk in men's sportswear is as strong this season as last, and their sleek iridescent effects will be seen just about everywhere.

However, wool jackets, especial-

Lots of Style News for Guys In Spring '59 Wearables

It's the little touches that distinguish a new season, and the men's sportswear field has a goodly share of new and newsworthy touches for spring.

NEW... shirts knit to look like sweaters! In both pullover and cardigan styles, these shirts are styled exactly like a sweater, with longer, looser lines. Bulky textured orlon or nylon knit vie in popularity with the familiar cotton knit.

NEW... The bright look of iridescent cotton and nylon in solids, stripes and patterns. Even the most conservative will admire these fabrics in slacks, jackets, shorts and shirts.

NEW... the classic blazer jacket with the added touch of a monogram on the pocket, which may be either initials or a professional insignia.

It's easier for the gals too, as at first glance they can tell exactly who is what!

NEW... prints in sport car motifs. The sports car craze has really arrived now! Driver or spectator, can now outfit themselves in shirts, slacks, walking shorts or beach-wear sporting an all-over sports car print in bright colors.

NEW... the return of all white for both active and spectator sportswear! This is primarily due to the appearance of new fibers and weaves that can be put through an automatic wash-dry cycle and come out looking as though they'd just emerged from under a hot iron.

NEW... one piece cotton shirts, skillfully cut and patterned to create the illusion of a cardigan over a shirt. Shorter than the regular sport shirt, they feature a solid color, edged or banded like

ly the classic blazers, are as much in evidence as ever. You'll find these in solid colors, bold checks, and plaids. Solid-toned flannel blazers are featuring a piping treatment that promises to be a favorite.

a cardigan, with a white insert that mimics a shirt front.

Wash and Wear Means An Easy Care Wardrobe

This summer, wash-wear suits will be more in evidence than ever. And the revolution they're making will go full circle. For now men can freshen, a sound-looking business suit in a matter of an hour or less. Fashioned from so-called test tube fabrics, or a blend with natural wool and cotton, they can be dunked in a washing machine and run through the dryer along with the rest of the wash. These types do not have to be hung out to dry — the simple wash 'n' dry cycle does it. Nor do they have to be pressed. They come out of the dryer ready to be put on, with little or no touch-up needed.

Along with this convenience, which is good for both travellers and stay-at-homes, the new summer suits are lighter than ever, to provide cool comfort on the hottest days.

The wash-wear revolution has also affected rainwear. Thanks to new fabrics and fabric blends and special treatments of established fabrics, some new raincoats can be washed instead of dry-cleaned. They don't even need sizing or other treatment afterward, for they retain their rain-resistant qualities through it all.

NEW... the Norfolk cut sport coat. This classic style with suspender-strap effect and stitched down belt makes a timely revival. The real news, however, is the lining, bright paisley-print cotton.

NEW... get hep to hem! This fiber once used exclusively for rope, rough straw hats and sacks has made a quick-switch to the men's fashion field. It adapts itself to every type of sport shirt and has been done in flat surface as well as textured weaves.

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