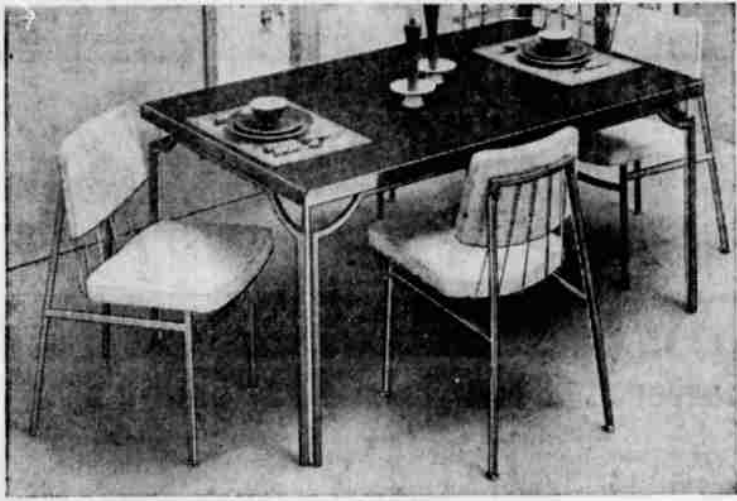


# Now's The Time To Bring Fashion Into Every Klamath Basin Home



**DRAMATIC DEPARTURE IN METAL DINING FURNITURE** — This exciting Oriental-inspired set offers two distinctly new and different features: Metal is a striking shade of muted gold—and legs on both the table and chairs are square-shaped. Also new is the design of the wood grain in the Micalite top. Non-furnishing brass touches, and artistic patterns and colors in the vinyl upholstery complete the picture. The trend-setting design of this dining group blends equally well with Danish, Chinese Modern or provincial decors.

## Home Furnishings Turn To Whole World for Design, Color and Decorating Themes

An advance peek at the newest spring furniture proves conclusively that the "shape of things to come" is already here! Yes, the biggest news in upholstered sofas and chairs is shape, shape, shape! While the straight-line classic continues to attract attention, its style-appeal has been almost completely superseded by the dramatic introduction of shapes hitherto unknown in the furniture world.

**Doté on modern?** For you there are sofas and chairs that faithfully copy the shape of a mathematical angle — and are most comfortable, too! Feel that you want to be different? Try a sofa or chair in the latest crescent and scoop shapes!

Many of the new chairs are variations on the tub shape. There are high-backed, over-scaled tubs, square tubs, tubs with cut-back arms, exposed frame tubs. With the great variety available, it's easy to give your home that up-to-the-minute touch with the addition of a new "tubby" chair.

In addition to the introduction of the new, variations on the older themes are also favored. Greater emphasis is being placed on high-backed chairs, which may be contoured, molded or shown with little pillows to fit snugly behind the neck or small of the back.

Foam rubber continues strong as the favored upholstery material, with new plastic foams being used in quantity for the first time. These include vinyl foam and polyester plastic foam used in combination with springs and down. It can be seen that with all the concentration on style, comfort has not been forgotten!

**Strongest in the style trends are the Oriental and the Early American!** The Oriental influences is easily identified by such opulent touches as shaped and carved motifs, cut-out details, pagoda effects, carved floral and Chinese character patterns and the use of red, green and black lacquers on all exposed parts of upholstered pieces.

**Early American** in its new Spring version has been considerably up-dated and modernized. Most of the furniture is a far cry from the spare and sometimes uncomfortable "Colonial" of a decade ago.

## Family Rooms Invite Warm Light Hearted Accessories

Once the repository of furniture discards, the increasingly popular family-room has stepped out of the Cinderella class, and emerged full-blown, as one of the most stylish rooms in the house.

Without sacrificing the original concept — creating an informal room where the family could relax without too much regard for the furnishings — the accent has now been placed on style!

Vinyl floors, plastic drapes and leather-like upholstery have combined in a look that's light, airy, smart, and yet easier than ever to keep clean! These newest man-made fabrics, can also stand up to continuous wear, another plus factor in their desirability for use in family rooms.

Evolving almost simultaneously in every section of the country, decoration is strongly influenced by regional location.

In the south, family rooms lean heavily toward modern furniture. The Midwest favors a more formal treatment, utilizing copies of classic furniture styles, crafted of stain-resistant woods.

The New England version mixes its favorite Early American with modern pieces. Outdoor-conscious Westerners place the emphasis on comfort, fill their family rooms with built-ins and lushly-roomy chairs.

However, it's your family, your room and your leisure . . . so furnish to suit!

### New Continentals Capture Interest As Style Leader

"Snappy" dresser, middle of the road or conservative, no matter what a man's taste, he'll find a style to please him this spring.

The slim unfitted Ivy look of past seasons is still being shown. The dresser, three-button "American Ambassador" model is also a consistent best seller. BUT, the very newest and most important style in the men's fashion world is the "Italian Continental!"

The Italian Continental is a welcome change for those men who like to dress with verve. It is debonair — more sophisticated and worldly looking!

The Continental has a two-button cutaway jacket, is slightly shorter, more rounded in front, with a slight indentation at the waist. The shoulders are conservatively accentuated.

Shawl collars, peak lapels, side vents, slanted flap pockets and slimmer trousers complete the picture.

With the Continental, a gentleman may wear his classic felt hat but derbies are destined for a new popularity.



**SUCCESS-STYLED** is this three-button, natural shoulder suit with flap pockets, center vent and notched lapels. In Eastman Model — it has a luxurious look and stays fresh with a minimum of care.

**BUY Genuine WASH 'N WEAR ARROW SHIRTS \$4 to 8.95 and Get 2 "X" Green Stamps DON'S**

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## Apply Color Psychology When Decorating Home

This spring, with color increasingly important in home-furnishings, it becomes more important than ever to choose the right colors and combinations to suit you and your home.

Psychologists, who have made a study of just how our daily attitudes are affected by colors, have this to say: In the living room, a dominant rose or burnt orange shade, or any of their variations create a "happy" mood and help stimulate conversation.

For the dining room, the "appetite" colors are peach or red-orange. In surveys of "what looks good to eat" people most often pick these colors.

Another choice is blue, an ideal foil for food. A blue tablecloth, more than any other color, enhances the appeal of food. On the other hand, if you're diet-conscious, a sharp, yellow-green or mustard shade will effectively discourage the greedy.

For the family room, or child's room, contrasts such as combinations of red, yellow and blue are highly recommended for their lively stimulating effect.

For bedrooms, you have a choice, depending on whether it's hard for you to fall asleep or harder for you to wake up.

Dark shades, such as deep blue are relaxing, while light shades, such as yellow, are cheerful, and conducive to getting up.

For bathrooms, especially for the women of the house, pink is a good choice. It not only reflects light, but also flatters the complexion.

However, the wisest rule to follow in selecting colors for your home is to use whichever shades arouse the most gratifying response in you.

In selecting new furniture and accessories, take into consideration the wood-shades in your ta-

## Clever New Stylings In Dreamwear

Two-purpose fashions are not new — but the idea applied to sleepwear that turns into lounge-wear is decidedly fresh, and very timely.

With late, late shows on TV and more informal entertaining at home — the development of this fashion duo by designers of lingerie is very exciting. It includes a charming variety of sleepwear with cover-ups of many types, from the slim and tailored to the very feminine.

For inspiration, the designers have turned to current fashion successes in the dress field, creating some pretty cover-ups for gowns and pajamas that give them a new character.

One cover-up has the lines of a jumper, tunic-length, and buttons to the hem. Another is like a sleeveless coat with neckline fitting high under the trimming of the gown or slim pajamas worn under it.

While these fashions are generally in cotton or in one of the blends that drips dry, the styling is soft and feminine — and with an elegance that marks it Spring 1959.

## Dual Duty Items Serve Homes

With the space problem perennially looming as an important one in most homes, you can make rooms look larger by using corners for practical furniture groupings.

This enables you to gain more center-of-the-rooms area making the rooms look more spacious, too.

Matched in height, corner tables and couches can be used harmoniously in an "L" shaped area; a doubled bed can be used in a corner arrangement framing it along the back and end walls with bolsters and bookcase headboards.

Other ideas: long, low tables can do double duty as end tables as well as coffee tables when placed along a wall . . . low chests can offer a useable table-top surface when placed between two chairs.

An important thing to remember is to accessorize with items that are properly scaled and matching in color and decor themes.

Easy Entertaining

New table and buffet accessories are more decorative and practical than ever! Many pieces have warming units, oven-proof casseroles are more colorful and even charcoal grills now come in table models.

## SHORTER JACKETS

In almost all cases, suit jackets are shorter — loose and straight . . . rounded lightly or bloused . . . detailed at the high-waistline or not — but all in all they are far less severe in line.

Suit skirts are still most often slender but they are tailored with more ease through the hipline and with a slight taper to the hem.

The brief jacket is the Number One jacket except in the notable and smart exception of the walking suit — which has a three-quarter length jacket — ideal for an extra coat!



## Gay, Tailored Straw Hats for Young Misses

Despite an array of dressy hats on the market . . . the feminine Tailored Young Lady Look is all important for Spring '59.

Hats for youngest misses feature a simplicity of line — therefore, textured straws, imported Swiss braids . . . braid and ribbon combinations . . . toys straws and even a few Panama straws help give emphasis to Empire and other new stylings.

The cloche and Breton roller tie for first place in all their many adaptations although bonnets and sailors are also style leaders.

Trimming are used sparingly, but help to create the effect of smartly-styled youthful elegance.

Wide varieties of grosgrain and velvet bands offset spring straws. Ripple brims, field flowers and ribbon trims are important style touches for this season.

White, off whites and assorted pastels are favored although brilliant colors continue to be shown. The happy combination of uncluttered line with a touch of gaiety is the mark of children's hats for Spring 1959.

## PAIR OFF A PRINT with suits for spring. Here traditional paisley is translated onto dacron crepe for this handsome blouse to wear under a jacket or with untraced skirts. The blouse accents its tiny collar with a pull-through bow in velvet that matches the color of the blouse.

## Something New In Fun Shoes

Introduced for spring is a new type of slipper-shoe for at-home wear, around boats and swimming pools, to the country club, or with most any sport and spectator costumes.

These unique fun shoes are made of the softest, pliable leather — and a "whisker" heavier than glove leathers.

The stunning, gay hues of the leathers contrast with colored stitching details . . . and are often shown in a combination of two shades.

Both open and closed types are included in these comfortable, recreation-loving shoes.

A foot-pampering sponge rubber innersole is completely covered by leather inside and as the outer sole.

You'll find these versatile shoes at most hosiery counters.

## Jump Suits Are Leisure Lovers

Smart fashion for the active woman for leisure and for casual time activities are the many variations of the "jump suit."

Usually one-piece, with the ankle or mid-calf length pants, zipper or button fronts, many of the styles for spring and summer are sleeveless.

This makes them a perfect foil for a bright turtleneck sweater, a cool short sleeve blouse or fill-in scarf.

In all types of easy-care fabrics for practicality and wearability, these are dandy addenda for most day-by-day wardrobes.

Beaver furs can be dyed in some 500 different shades, but the varied colors of mink come from breeding.

## Sofa Beds For Extra Utility

The new sofa-beds have been trimmed down, with lower, slimmer lines! From an adequately styled necessity, they have been re-designed into furniture that is a smart focal point for any room, any decor!

The Provincial, Lawson and modern style sofa-beds have long been with us, but this year sees the introduction of sofa-beds in French Period styles, low-slung, Oriental-bench models and Early American designs.

Linon was first manufactured in England by Flemish weavers in 1253. The art of weaving linen did not reach Ireland until a good deal later. Today, however Irish Linon is synonymous with "fine linen".

See Other Spring Fashion Advertisements in the Society Section of Today's Herald and News

## THE GRAND ENTRANCE OF SPRING FASHIONS '59

### from Fashion Villa Town & Country Casuals

Jeanne D'Arc leads the Easter parade with a flourish of soutache embroidery on sleeves and back. Bold and beautiful this gracefully shaped shirtdress with patent leather belt, bin swishy skirt, 7-15, \$22.95.

Below is the hand detailed Briarton Lowenstein fabric of washable, crease-resist rayon shantung, 12-18 and just \$19.95.



S&H Green Stamps and Open Till 9 P.M.

### ... and for a Child's Easter

Junior wears a plaid jacket with grey flannel slacks. Wash 'n wear sizes 2, 3, 4 at just \$8.95 for the set. His Easter date can have a dainty drip-dry cotton, organza or nylon in any of the pastels. Sizes 2, 3, 4, \$2.98 to \$8.98.

Also see the little boys' spring top-coat and cap sets, \$7.98. Little girls' Easter bonnets, \$1.98 to \$2.98. A complete selection for children to 14 and pre-teen sizes.



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