

Spring Styles Look Just Like Dad's In All Details

Today's young man should consider himself lucky and well dressed. Let the young man select his wardrobe from three main categories: (1) Ivy-Continental; this the traditional three button style coat with little or no suppression at the waist. It has Ivy-type fabrics and colors, but lacking pockets and side vents. Trousers are either belted or with belt loops, with three-quarter pocket detailing. (2) Ivy-Ivy, for the young man with extreme fashion flair. (3) Natural Shoulder; this has the natural style look with very little shoulder padding.

Sporadically seen, but not quite enough to merit a fourth category, is the British influence. British styling offers suppressed coat waist, extra pocket for change, slightly wider lapels.

Let's talk about colors . . . the trend is for soft shading in the patterns: solids will be good, too; also small patterns, plaids, checks and madras (not just the bleeders, but also dacton and cotton blends). Sure to stand out will be new putty (bone tone), pewter (green cast), sailing blue, mustard, olive with other color combinations and traditional blacks and browns.

As for fabrics, the flat, smooth ones will generally predominate—hard-finish worsteds, gabardines of dacton-worsted blends and dacton-wool blends and mohair.

As a bright added footnote, this season will offer double breasted styling. Look for new surface textures in twill weaves. As for colors, mustard, pewter, olive and navy will prevail. As a young man has a varied character, spring too, offers him a varied character of clothing, all waiting to suit him best.

A boy's wardrobe wouldn't be complete this spring without a sportshirt! This season offers countless styles. One will be sure to be his favorite. Notable, and the single newest fashion sensation, will be the poncho or pull-over style. Smartly tapered to fit the body more closely. Among the fabric favorites—ticking stripes, seersucker (with carefully matched scarf prints), boysacking in solid and printed versions, fine woven mesh, popular oxford cloth, woven jacquards and as always iridescent cottons . . . all sure to give spring a "cool" welcome!

Seersucker (the original wash and wear fabric) is seen this season in interesting checks in addition to traditional stripe patterns. Embroidery, too, is widely used with motifs sometimes picked up on the buttons. Newsworthy are fly-front closures. Trims of self fabric welling on shirt fronts are frequently used. Knits, too, will take the popular poncho styling. With a solid color emphasis.

As always, beachwear offers something new—stretching knits in boxer and brief lengths. And, beachwear co-ordinates that have shorts teamed with matching sport shirts, which can be worn open as jackets, or tucked in as shirts.

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GENE FAVELL, owner of Gene's Menstore, models a smart Society Brand suit, a blend of the new green and gold tones which are being featured for spring. Accessories include a narrow brim Dobbs hat, Arrow waist and wear shirt, Wembley tie and Bostonian shoes. The young model is Doug Favell. His outfit is representative of the fine selection of boy's clothes in Gene's Boys Department.



BRAND NEW is the black gold color of these Florsheim slip-ons shown for the first time at Dick Reeder's Store. The color is designed to be worn with every style and color for spring.

WORD TO THE WISE
As stretch pants increase in popularity, a word of caution: if your derriere is on the large side, pass up these pants in favor of a full skirt. You'll look far more attractive.

HATS—ALL SHAPES
The turban, the sailor and the cloche, all hardy perennials, appear again this spring. Look for them when you start out to shop for a hat. One of these silhouettes will be flattering to you.



POPULAR AMERICAN styling has molded the European influence into these Levi Continental Mark I trousers worn by George Bigby for Herman's. They are pleated with continuous back waistband and adjustable elastic side tabs. Legs are slim with inch and a quarter cuffs. His orlon sweater, three colors in the newest argyle pattern, combines soft luxurious looks and feel with true wash and wear qualities for a beautiful wearable sweater for the young man.

Fashion Outlook Is Bright

Eased jackets, marking off the idea, literally, on the spring rib cage, the waist or the hip-scene. Colors are dashing, guarantee high visibility on good days, cannot be ignored on others. Made free-falling. Collarless, scarf-tied or with deep-dish scoops, the neopopins and damasks, jacket tops, cent is on neckline variety. Sleeves are shorter, often curved.

Knits, especially of the honey-combed interlock variety, are favored in navy, red and gold. Wool jerseys are rumerup. Surprise is in "classic" fabrics; pin-checked wools; silk-like polka dots and gray and navy flannel.

Rain separates, the brightest in a season of contrasts, you can easily concoct a "do-it-yourself" suit. Choose a slim line or pleated skirt from the many versatile, colorful separates groups—add a back-buttoned jacket, a jacket with a hidden zipper or a new "way out" poncho and lo, your suit is made.



FAVORED by the young men are sports outfits like this one worn by Jim Drew from Drew's Menstore. Rapiers slacks of washable polished cotton are streamlined for today's active young men. They feature slim legs with narrow cuffs, cross top pockets, extension waistband with adjustable side tabs. A Jantzen cotton sweater shirt is worn under a 100 per cent nylon silk suede jacket by Martin of California. Bonded to Scot Foam, it is completely washable.

LINEN FOR SMARTNESS
For a winter vacation now and next summer, too, consider the sleeveless linen dress in a violet color cut with tunic top and pleated skirt.

LIGHTS ALTER LIP COLOR
Ordinary yellow lights tend to "yellow" your lipstick. Select blue-reds for wear at evening functions, for they will look true red under the artificial light.

Fashion Flair

Most women believe in the magic of fashion. It changes you into another woman without abracadabra. A new color, a new shape dress, a new hat. Newness brings enjoyment to the senses. The need of a new dress for a party is wanting to start afresh, to be newly exciting. Shop with care, and you'll find the magic that's special for you. It doesn't take a magician to make you fashionable. It takes desire on your part to choose carefully to glorify your natural attributes.

FAVORITE DUOS

Colorful stretch gloves are accompanied into spring of '61 by matching clutch handbags. Two favorite duos: red-and-white polka dotted nylon shortie gloves with clutch bag.

NEWCOMER?

Have you, or has someone you know, just moved to Klamath Falls

Your Welcome Wagon Hostess will call with gifts and friendly greetings from the community.



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Phone TU 2-4865

Spring SPORTSWEAR stars!

at The Town Shop!

GRAFF GIRL
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Sizes 10-20

It's a big show in Town Shop's sportswear department—see an enormous line-up of colorful, style-studded fashions for work and play! Select an entire wardrobe for now through summer!

The Town Shop is most happy to Welcome two new members to our Sales Staff!

Mrs. Ennis King

Mrs. Vera Wizner

Mrs. Vera Wizner will be in Charge of Ready-to-Wear

Mrs. Ennis King will be in Charge of Foundations and Linen

These well-known authorities on ladies' apparel will be happy to meet old friends and new customers.

USE YOUR CHARGE ACCOUNT OR LAY AWAY

The Town Shop

500 Main

Papazian Paisley Shirt 5.95
Southampton Pant 7.95

The Sun Shines Bright on Bamboo Cloth by

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White Stag's fine combed cotton Bamboo Cloth is an innovation in texture, with a unique, bamboo-like weave in precisely the weight you want now through Summer. In it, comes White Stag's superbly slim Southampton Pant . . . with it, goes the sunniest print of the season: Papazian Paisley shirt in pale pastels with trim side slit so you can wear it in or out! In cool, easy-care cotton.

LAYAWAY FOR EASTER NOW

Dress up your Home for Spring!

When you think of Spring, it is only natural to think of New Beauty and Color for your home. What better way to brighten up your home than with New Draperies and Curtains from YOUR STORE. We invite you to bring your Decorating problems to Virginia. She will be able to help you bring new glamour to your rooms with Expert Decorating advice. You will be thrilled with the selection of fabrics that are available at YOUR STORE . . . one of the largest in Southern Oregon. And if you are a "do-it-yourself" we will be more than happy to give you plenty of Free Advice.

- Custom-Made DRAPERIES
- Decorator Service
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And, You Select From The Largest Display & Samples of Drapery Fabric in Southern Oregon!

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