



## Sportswear Means Many Fashions

There've been times — in the past, of course — when a mere man, looking at a new fashion for women, might say, either jestingly or seriously, "What is it?" This spring is the time when women, referring to a most important kind of fashion, might echo that question — in a happy tone, more approving than curious.

What is it? It's sportswear, an idea that has evolved from its original definition as one kind of fashion — clothing for active or spectator sports — into many kinds of fashion, all of them adding up to the symbol and substance of the well-dressed American look.

Sportswear still means fashions for sports, as the growing popularity of new styles for boating and bowling attest. But it means much more.

Sportswear means knits, an ever-expanding fashion that includes separates, casual dresses and suits in every kind of texture and material imaginable — wool knits, cotton knits, knits of man-made miracle fibers and blends.

Newest and most exciting meaning of sportswear centers on fashions for patio, lounging, at-home entertaining. The long look comes to the fore, as tops of all sorts pair up with the long, long skirt. Colors, fabrics, prints mix and mingle with imaginative abandon — a plaid wool top with a long, floating solid-color chiffon skirt, to cite just one example.

Shorter dresses copy the muumuu and an array of easy, natural shapes.

Pants are in the picture, at home and elsewhere. Slim, trim and tapered is classic now. For spring and especially for patio dangle, there's news in the wide influence of dashing bell-bottoms and in modified harem styles.

Sportswear means coordinates, for all hours and occasions. Mixtures of colors and fabrics continue to be the fashion trend. Skirts show new variations of ease — easy-slim, pleated, "ya-ya" influenced with hemline flares and flounces.

Tops take the brief approach to the casual life, to sunshine and fun. Midriffs are bared by fitted, flared and free-swinging versions of these little topplings.

In a more dress-up mood are blouses and shirts appearing as sleeveless shells, middy looks and other relaxed pullovers, pretty looks highlighting ruffles and lace. The casual tuck-in with roll-up sleeves maintains a strong position.

Sportswear means sweaters, and so does spring, especially since cardigans are such popular pairings with sleeveless dresses not only now but well into summer, as travel companions and air conditioning protectors.

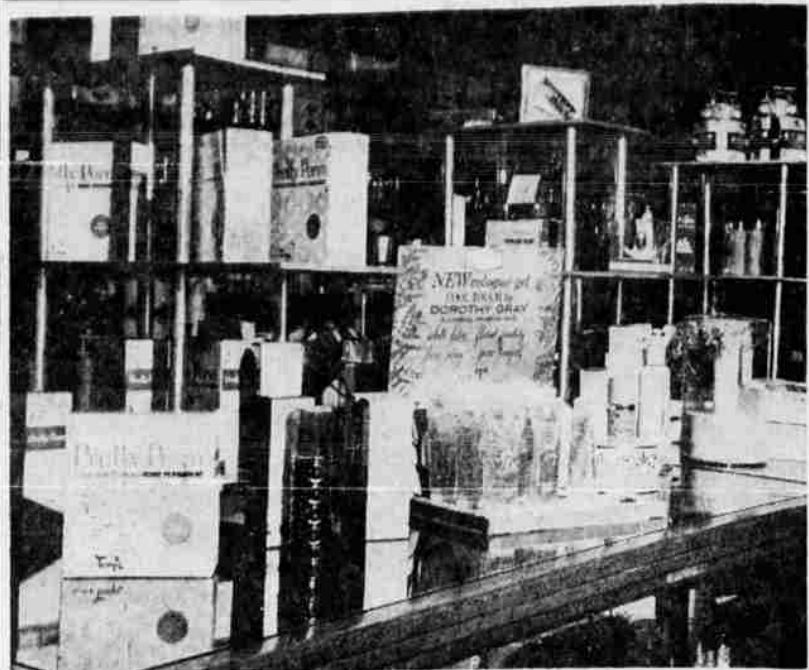
And sportswear means interesting fabrics, rugged but refined — a country look come to town. Leading off are work denims and denim copies, linens and linen looks, madras.

## Two Join Shasta Club

MOUNT SHASTA — Toastmistress Club of Mount Shasta initiated two new members at its regular meeting March 6. New members are Mrs. Marian Tassie and Mrs. Eldon Poe.

Best speaker was Mrs. Imadean Hill, with the topic "Legend of St. Patrick." Mrs. Janet Andrews was topic mistress for the evening. Her table topic was "Is the Woman's Place in the Home? Pro and Con." Best evaluator was Mrs. John Chapman and Mrs. John Moisan was toastmistress for the evening. Others speaking were Mrs. Virginia Aikins on Leprechauns and Mrs. Poe gave her icebreaker speech on incidents in her life.

Members of Beta Sigma Phi sorority present as guests were Mrs. William Strickland, Mrs. Martin Cooper, Mrs. William Freeman, Mrs. Olivia Freeman, Mrs. Jack Gerard, Mrs. Richard Millington, Mrs. Mary Smith, Mrs. Louella Allen, Mrs. Jack McKendrick, Mrs. Robert Ferraris, Mrs. Dino Marconi, Mrs. Arthur Adler and Mrs. Roger Hines. Mrs. Irene Wainner was also a guest.



**BEAUTY HELPS** — Wood's Drug Store is stocked to meet all demands of the well-groomed woman for spring and all seasons to come. Displayed are two new items, new cologne gel, "cool touch," by Dorothy Gray, right available in four delightful scents, and the new Pretty Perm, color conditioning home permanent. These are but two of the beauty aids found at Wood's.

**SPRING PREVIEW** — Suana Whytal chose from Whytal's spring collection of styles for the coming season an all-cotton print, highlighting the firsts in color for spring — lime, gold, coral on a background of bone. Her coat is a loop mohair in lime-green with those all-essential patch pockets, and featuring the low belt in back.



**THE CASUAL LOOK** — Bon Bazaar asked Virginia Charles to show this simple shift dress of green cotton, chalked with gray stripes, accented with wide belt of neutral tone patent belt. A Meo of California creation. A multi-strand gold and pearl chain in the popular princess length is a pleasing complement to the simplicity of the dress.



**SMART AND ATTRACTIVE** — Just right for many occasions to come during spring and on into summer are two outfits chosen from among new arrivals at Bon Bazaar. Linda Johnson, left, shows a three-piece orlon knit in off-white shade with provincial print woven into jacket and sleeveless shell. Black gloves and pumps are good contrasting accessories. Helen Teach, right, models a three piece Italian double knit by Jernat. Soft rose shade is set off by black piping on three-quarter length sleeve jacket and short sleeve shell. Her black shiny straw hat sports tiny veil and satin trim. Gloves are by Fawne.

**TAFFY PULL** — SUMMER LAKE — A taffy pull was featured at the Alvin Weaver home when Willie celebrated his 11th birthday, March 9. Among the guests were Mrs. George Carlson and Tom, Mrs. George Robinson, LeRoy and Dennis, Mrs. Vern Maw, Colleen and Darleen, Mrs. Ernest Shuffield, Duane and Jennie, Mrs. Eva Ashcraft and Joy, Mrs. Charles Clark, Douglas and David, Mrs. Jim Carlson and daughter, Linda.

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