

French Shop Authority Describes New Tendency in Choosing the Costume

Appointments With Madame Buffe May Be Made; a Special Announcement on Modish Small Hats

(By Mme. Buffe-Morrison.)

The modern woman, in looking more and more to her wardrobe, sees it not in terms of a mere success of fabric and color, but in terms of her own eyes, skin, hair her own individuality. She is coming more and more to demand not utility and style for style and utility's sake, but to demand them for what they can do to enhance her own inimitable resources, her own particular type of femininity.

Milady, if she is a discriminating being, has no desire to wear garments that are duplicated by the hundreds, and the hundreds of hundreds. She wants her costume to be her own. She wants it to be distinctive, something to typify, not stigmatize, her. She wants it to look as if she had had to search the world over to find it.

But she wants to be able to smile to herself and know that this isn't so; that she only had to go to The French Shop, where attention to every customer from the standpoint of personality is a Magna Charta with every saleslady.

While every salesperson in this fashion salon is as intent upon selling satisfaction as in selling the article itself, there are many who prefer Madame Buffe, herself, to advise in a selection. This is a personal service that The French Shop feels qualified to say

has done more than any one thing—save the unvarying quality of frocks, coats, millinery and accessories—toward a notable advance in business in spite of what is generally accepted a dull season.

Appointments for personal consideration in choosing for the wardrobe may be made over the telephone with Madame Buffe, who will be glad to arrange for a convenient hour.

Because the French Shop expends large effort in securing for customers exactly what they want, this week's special on small hats will be welcome news to many. With the vogue which the large, trimmed hat has already reached for dress wear, it has practically necessitated two hats for the wardrobe.

In order that milady may have her smaller hat for motoring or travel, and all without exceeding her millinery allowance for the season,—one hundred and fifty hats, including many of the season's newest Meadowbrooks, have been placed on sale at two prices—those in one group at \$7.50 and all those in a second group at \$10, with the original prices ranging as high as \$22.50.

Those who already have the convenient small hat, but not the larger type, will be interested to know that a small number of large hats have also been selected to offer in the group.

Howard Kurtz, Lewis Girod, Donald Craven, Carl Walker, Harold Millard, Kermit Thompson, Frank Brown, Alvin Kurtz, Avery Thompson, Bob Ramsden, Boyd Piler, George Copper, Chas. Denton, Dwan Laterell and Deryl Myerz.

The Colonial Dame Tea Shoppe was the scene on Wednesday of the last meeting of the season of the Linger-Linger bridge club, when Mrs. Jack Nash and Mrs. Daisy McIntyre entertained with an attractive 1 o'clock luncheon. Yellow tulips in a crystal bowl centered the table. After the luncheon the group assembled at the McIntyre home for bridge. Mrs. Damon Fleener won the high score, with the second prize going to Mrs. W. F. Brietzke.

The members of the club are: Mrs. J. E. Maddison, Mrs. Fred Drager, Mrs. E. M. Hammer, Mrs. J. H. West, Mrs. Damon Fleener, Mrs. Homer Ingrey, Mrs. R. W. Simeral, Mrs. William Yarnell, Mrs. W. F. Brietzke, Mrs. Jack Nash, and Mrs. Daisy McIntyre.

The Sweet Briar club will meet on Wednesday afternoon at the home of Mrs. Arthur Utley.

Attending the county WCTU convention on last Wednesday in Woodburn were: Sarah Oliver, Alice Jennison, Louisa Kraps, Grace Cooper, Jennie Nunn, and Mrs. A. W. McConnell, all of the Salem Union, and Mrs. Della Wilkinson from the North Salem Union.

The Merrie Thymers club met on Wednesday evening for an enjoyable time at the home of Mr. and Mrs. Irwin W. Lewis. White and yellow tulips gave a decorative floral note in the rooms. Mr. and Mrs. Mason Bishop won the first prizes in the five hundred, while the consolation award went to S. B. Gillette.

Those playing at the tables were: Mr. and Mrs. Mason Bishop, Mr. and Mrs. Allan Cleveland, Mr. and Mrs. S. B. Gillette, Mr. and Mrs. Frank Haberman, Mr. and Mrs. C. W. Eigin, and the hosts, Mr. and Mrs. Lewis.

Mr. and Mrs. B. J. Miles entertained at their home during the mid-week their daughter and son-in-law, Mr. and Mrs. Will Knight of Portland.

Miss Dorothy Kezar is spending the week-end in Corvallis as the guest of Miss Helen Ramsden at the Pi Beta Phi sorority.

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Society

(Continued from page 2)

"In Maytime," Oley Speaks, and "Crow's Egg," Wells. Mrs. Powers closed the program with a number by Godowsky, "Alt Wien."

Salem people will remember Mrs. Powers as Mabel Smith who a few years ago had a class of pupils here. She studied with Miss Winifred Byrd and is now continuing her work with Miss Marjorie Trotter of Portland.

Judge and Mrs. Henry J. Bean have gone to Pendleton for a week's vacation.

The May day motif predominated at the lovely bridge tea which Mrs. Lester Barr was hostess on Friday afternoon at her home. Tulips, narcissi, iris, and sprays all merged in a colorful profusion. The high bridge-score of the afternoon went to Mrs. Clarence Gray, while Mrs. Walter Page won the consolation award.

Guests at bridge included: Mrs. Leo Page, Mrs. Clarence Gray, Mrs. Walter Spaulding, Mrs. William McGilchrist, Jr., Mrs. Merle Rosecrans, Mrs. Claude Steusloff, Mrs. G. F. Chambers, Mrs. P. A. Elker, Mrs. William Busey, Mrs. Henry V. Compton, Mrs. E. E. Kennell, Mrs. K. M. Graham, Mrs. Merrill Ohling, Mrs. Walter Page, Mrs. E. M. Page, and Mrs. Phil Newmyer.

In the group at the tea hour were: The following additional guests: Mrs. E. L. Stovner, Mrs. Donald Young, Mrs. Paul Hendricks, Mrs. John H. Carson, Mrs. Allen Carson, and Mrs. Clifton Irwin.

The Salem WCTU will meet at 2:30 o'clock Tuesday afternoon in the hall. Delegates from the county convention held at Woodburn will give their reports at this time.

Novel decorations of card playing emblems were used on Saturday night at the Phoenix club informal dance held at the Illbee Country club, and attended by more than 100 guests.

Acting as patrons and patronesses for the affair were Mr. and Mrs. George Hug, Mr. and Mrs. J. C. Nelson, Mr. and Mrs. Hollis Huntington, Mr. and Mrs. Paul Marnach, and Mr. and Mrs. William Bell.

The hostesses of the evening were Miss Hazel George, Miss Wanda Jean Hoberler, Miss Fay Watson, Miss Pauline Marnach, Miss Fay Jo Wals, Miss Gladys Albin, Miss Gladys Murphy, Miss Alma Farmer, Miss Dorothy Swette, Miss Dorothy Bell, Miss Josephine Jaskoski, Miss Wilma Glece, Miss Florence Busch, Miss Jennie May Hoppes, Miss Leona Geer, Miss Miss Gwendolen Harris, Miss Mar-

garet Tucker and Miss Rosalie Jones.

The guests were Miss Dorothy Kezer, Miss Lois Morehead, Miss Florence Power, Miss Virginia Dorcas, Miss Mildred Pugh, Miss Ethel McGilchrist, Miss Lucille Pettyjohn, Miss Winona Flanders, Miss Erma Bolander, Miss Jean Shipp, Miss Marvel Edwards, Miss Helen Arpke, Miss Francis Mapes, Miss Alpha Holcomb, Miss Mildred Ackerman, Miss Neva Millard, Miss Mary Drager, Miss Lois Gorsline, Miss Helen Gorsline, Miss Doris Nye, Miss Echo DeSart, Miss Kreta Janz, Miss Josephine Maulding, Miss Elva Franklin, Miss Marguerita Millard, Miss Martha Hobson, Miss Fredricka Carlson, Miss Maud Gwynn, Miss Helen Breitenstein, Miss Gertrude Bartley, Miss Velma Stimpkins, Miss Clara Wilton, Miss Caroline Lambirth, Miss Maxine Glover, Miss Grace Maden, Miss Frances Sande, Miss Geneva Sundin, Miss Maurree Styles, Miss Dorris Hensley, Miss Marie Riley, Miss Mildred Welch, Miss Heloise Plank, Miss Odile Matthews, Miss Margaret Breitenstein, Miss Margaret Bailey, Miss Lois Caviness, Miss Audra Winslow, Miss Towe, Miss Purdy, Miss Virginia Neef, Miss Helen Marcus.

Garlia Simpson, Leroy Grote, Wayne Harris, Dennis Heenan, John Drager, Max Hubbs, Ross Harris, Wesley Ellis, Dr. Dackstrum, Millar Chapman, Cola McClellan, Raymond Bonesteele, Thomas Allen, Norman Brock, Russell Jones, Floyd Query, Quenton Cox, Collis Marsters, Tom Duffy, George Acres, George Woodruff, Bill Verbie, Stewart Kibby, Eugene Young, Marvel Cooley, Con Gordon, Bob Ashby, Vera Mathes, Cecil Edwards, Jack Spang, Harold Olinger, Howard Post, Don Kelly, Charles Coffee, Hall Whittonbery, Bob Kitchen, Albert Gordon, Joe Lane, John Evans, Robert Newburgh, Gerald Mero, Erwin Duffy, Frank Dockebach, Loran Simpkins, Jimmie Campbell, Jerome Hansen, Glenn Drager, Ezra Webb, Alden Adolph Cecil Thompson, Ned Strahorn, Lyman Laycock, John George.

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Safeguarding the Customer

Our buyers in New York are specialists. Obviously, they are qualified to separate the wheat from the chaff when selecting goods for our Stores.

They know merchandise intimately. In no lines handled by us do they take someone else's word. They are constantly in touch with the reliable mills and sources of production. Quick action by them, if necessary, assures our patrons the best of everything.

But with us no transaction is the mere selling of so many garments, yards of material or shoes. We are packing Service with each purchase from us. And we aim to serve well!

Wash Satin Splendid Quality

Make the little girl a dress of this! It is just like mother's silk Dress, and it can be washed. Appropriate for lingerie, costume slips, etc. The yard,

\$1.98 Primrose Crepe Printed Patterns Primrose Crepe! It makes stunning frocks. The yard, 98c

For the Wool Dress New Spring Materials

You will want to make a new Dress the moment you see these new Spring wool materials! The colors are the loveliest imaginable and in a great variety. Stripes! Stripes spell fashion this Spring. Plaids and checks are also foremost in style. In flannels, twills, and wool crepes, ranging in price, the yard, from 98c to \$3.69

Correct Costume Slips Make Dresses Fit Well

A well-made costume slip will make the one-piece dress look right! We have a large assortment of correct costume slips. Include them in your Spring wardrobe.

Satine and Silk In various silks and satines in white and colors. Some are strictly tailored, while others have dainty flounces. Our prices are low! Our quality is high! 79c to \$2.98

Fancy New Wash Fabrics So Dainty for Spring Frocks!

Such a bewildering array of crisp, dainty new materials in all the Spring time colorings! You'll want to begin your Spring sewing as soon as you see these. We have never before shown such a complete range of patterns and colors, nor so many new fabrics. Here are a few of the most attractive new materials.

39-40-inch Printed Voile in the very latest Chinese floral and dotted effects. A large range of patterns and colorings at each price. Yard 29c, 39c, 49c 39-40-inch Pritswiss, a new printed sheer fabric in assorted patterns and colorings. Yard 35c Fine Mercerized Voiles in plain shades, the yard 35c and 59c Printed Cotton Pongee in fast colors, variety of patterns. Yard 49c 32-inch Lorraine Junior Tissue, Small checks and fancy plaids. Yard 49c 39-40-inch Flake Voile with fast dots, a very popular fabric in a variety of patterns and colors. Yard 49c 32-inch Lorraine Egyptian Tissue, newest novelty patterns in checks and plaids. Yard 49c 34-5-inch Printed Alhambra Crepe in assorted patterns. Yard 89c 30-2-inch Imported Dotted Swiss, colored and light grounds. Yd. 89c 30-2-inch Imported Novelty Swiss, assorted patterns and colorings. Yd. 98c 36-inch Belle Claire, a novelty crepe with a ratine effect. Yd. 79c

Leona Crepe New Material Make a Dress of this new material! The yard, 98c

Finer Spring Gingham In New Colors and Patterns

Fresh, crisp new Ginghams are here! They are waiting to be made into attractive apron dresses, school dresses, and tailored dresses. Innumerable patterns and colors.

They Wash Well This splendid quality gingham will launder well and wear well. In three economy prices for excellent weaves! The yard, 29c to 49c

Gilbert Satine Mercerized Finish Superior quality in all the colors and black. The yard, 49c

Silver Spray Lorraine Tissue Ask to see this beautiful gingham material! The yard, 49c

The New "Combinette" Brasierre and Corset in One!

Here is a practical undergarment! Athletic young women and business women find it splendid for strenuous wear. It serves the purpose of a Corset and a Brassiere.

Our Own Make Lady Lyke It is our own Lady Lyke make! That means it is excellently made of staunch material. The Value is here, too. Try one of these, at \$1.49