

SALLY PAINTS ◉ SALEM RED ◉

for FALL OPENING

SALLY PAINTS SALEM RED!

Not the brilliant Chinese Red so much in vogue last spring but in lovely shades of the new wine red which fashion has decreed as the distinctive shade for the smartest of fall frocks. But, Fashion is kind, for those who do not look their best in red she has created a deep rich shade of green and many unusual shades of brown and tan, which are equally good for Fall wear.



On her way down town Sally stopped for a minute to look at the windows of the French Shoppe but she found them so intriguing that she couldn't pass them up, and she was well-rewarded for inside she found just the dress that she needed for teas and afternoon wear—huge draped but sleeves which come into a tight cuff and make one look like Catherine de Medici. Sally wanted to spend the whole afternoon there but she thought of the many things she had to do so hurried away to find some shoes to wear with her new frock.



"To be smart one must have a figure—and that requires a well-fitting girdle or corsette," says our wise Sally. The Howard Corset Shop is prepared to fit both slender and stout figures correctly, and with the highest quality of goods.

The next generation will have to hustle to find new thrills that this generation overlooked.



QUELS BEAUX CHAPEAUX!

Sally at last has found the hat she wanted to wear with her sports costume. Of course it is one of the new mushroom effects of soft felt with a short rippling brim—exquisitely perfected "pour les sports." The Vanity Hat Shoppe, 289 Court.

Some girls wiggle, others giggle, while the rest seem to get their fun out of chewing gum.

LET IT RAIN! LET IT POUR!

Sally is armed with an umbrella and slicker that can smile in any storm. The umbrella is of



bright plaid silk with a nice stubby handle, and the slicker is bright red and light enough in weight to be worn comfortably either alone or over a warm top coat on cold days. Sally knows that she can rely on them for she bought them at Kafoury's Department Store where everything is reliable.



SALLY LOOKED SO ATTRACTIVE IN

her new things that she stopped at the Kennel Ellis Studio to have her photograph taken. She realizes that for artistic photography they are unexcelled.



IS IT REALLY SNAKESKIN?

Sally opened her eyes in astonishment as she tried on a pair of shoes in Price's Shoe Store. Isn't it a crime! To skin snakes for shoe trimming! thought Sally but who wouldn't skin a snake for a pair of shoes as delightfully barbaric as those with cunning reptile designs on them in the futuristic fashion—and anyway it really wasn't snake skin, it was fine French kid treated to resemble our jungle friends.

SALLY FINDS MORE PAINT

at the Gabriel Powder and Supply Co., 175 South Commercial. Bright paint, glossy paint, paint of all kinds and colors for exterior and interior use. Sally knows that with a small can of bright paint one can do wonders to the old chairs in the attic—and she really enjoys painting them with Du Pont Duco, a paint enamel that dries in twenty minutes time, giving a glossy even surface—a pleasure for the eye to behold.



for coarse pores

Elizabeth Arden, famous specialist in the care of the skin, prescribes VENETIAN PORE CREAM. A glassless astringent cream that closes open pores and corrects their laxness. Tones the skin cells, keeps the skin healthy and fine-textured, refines the coarsest pores. Smooth it on the face at bedtime, over the distended pores. Leave it on the skin over night. \$1, \$2.50.

Elizabeth Arden

has developed a scientific Preparation for every need of the skin. Her book "The Quest of the Beautiful" outlines the correct care of the skin and the best use of her specialized Venetian Toilet Preparations. Ask for a copy at the toilet goods counter

Central Pharmacy
Next Door to the Bank
of Commerce



A SHINY NOSE IS NOT A SHINING EXAMPLE

for any one to follow. Neither is a nose covered with powder of an improper texture. Well-groomed women invariably choose a powder which is suitable to the requirements of their skin. The Capital Drug will help you in selecting the powder which will best accentuate your personal charm.



LIKE THE STRAW THAT BROKE THE CAMEL'S BACK is the bag which is not a fitting complement to one's costume. Sally is most enthusiastic over those which she finds at Moon's Jewelry Shop—of the best quality of kid—and one to go with every costume—and some that will go with any costume.

Who knows an undertaker who is opposed to bootlegging?

EXQUISITE LAMP SHADES!

Sally knows that peace of mind can be attained through a boudoir of charm and beauty. Soft lights



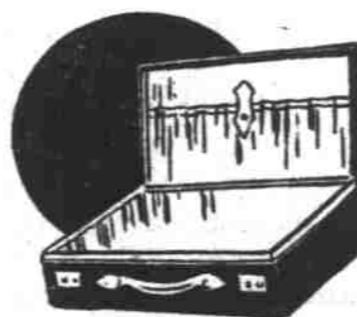
contribute to the beauty of any room. The delicate glow of a boudoir lamp harmonizing with luxurious furniture brings to her mind the thought of Stiff's Furniture Company where quality and fair prices give every one the opportunity of having a beautifully furnished home.

IT'S A GREAT ASSET—

And no woman can afford to be careless about her hair without losing the greater share of her personal charm. Sally, who is very fastidious about her's, goes to the Model Beauty Shop for her permanent wave. Experience has taught them the especial need of every texture of hair. And who does not know that the barbers here are men who are expert in the cutting of ladies' and children's hair.

A MAN IS KNOWN BY THE COMPANY HE KEEPS—

and a woman is known by the stationery she uses. You can find just the right note paper to fit your personality at the Crown Drug Store. Do not give the wrong impression to your friends by using a cheap grade of stationery.



WEEK-END CASES

in sea lion gray with gray silk linings. Beautiful beyond compare. Just see for yourself. Max O. Buren, 179 North Commercial.

SUCH ELEGANCE AS THE AUTUMN MODE DISPLAYS!

At last, woman has come into her own, for the new autumn fashions are designed to enhance her grace and charm. More fitted lines. Greater leeway in trimming. Richness in fabric and color. Gorgeous embroideries. Seemingly straightness that billows forth enchantingly when one moves. Skirts short, but not too short. Wine red the new shade, with black a close rival. Elbow puff sleeves, or deep armholes. Surplice closing on frocks. We could go on indefinitely, telling you of their new features, but the best thing is to go to Miller's and see them for yourself. They will be glad to show them to you whenever you call.

SALLY MUST LEARN THE VALENCIA—

and the Harvard Trot at Mrs. Ralph White's Dancing Academy in the Derby building. Mrs. White



has just returned from a summer of study with Sylvia Tell at the Cornish School at Seattle and the Oregon Association of Dancing in Portland. Her ballet classes open October 4, and her ballroom classes October 7 at 8:30 p. m.

SALLY LIKES THE DELICIOUS WAFFLES

served at the Spa at all hours—to say nothing of their delectable fountain drinks.

Lawsuits and surgical operations cost at least twice as much as you figure on.



A GOOD BEGINNING

is essential to every growing foot. Children who are not provided with shoes that fit perfectly and support the foot well are sooner or later bothered with corns, callouses and all the other troubles of defective feet. In the Juvenile Department of the Buster Brown Shoe Store Sally found shoes that were both sensible and good looking for school children, and for herself she found the duckiest sport oxfords imaginable, suitable for both golf and street wear.



RINGS ON HER FINGERS, BUT

Sally refuses to have tears for her crown because she cannot be sad when she looks at the pleasing array of many jewels—earrings, bracelets, watches, rings and necklaces at Burnett Bros.

GENTLEMEN MAY ORDINARILY PREFER BLONDES—BUT

blondes and brunettes are equally irresistible after a shampoo and a marcel at Gray's Improvement Shoppe.