

# The MODE in MILLINERY



BY SALLY LATIMER

AS CHILDREN in the kindergarten we made cocked hats of newspapers, with brilliant red white and blue cockades of colored paper. Some day one of the Paris milliners will remember them, and lo behold, we shall have a

new style! Because almost any period, country or subject is likely to inspire them—viz the Spanish sailors (square crowned and straight brimmed) which probably owe their existence to Raquel Meller. Somewhat like these, in their square crowns are the Puritan hats—however they are taller and the brim slant downwards a bit.

one of the Paris milliners will remember them, and lo and behold, we shall have a new style! Because almost any period, country or subject is likely to inspire them—viz the Spanish sailors (square crowned and straight brimmed) which probably owe their existence to Raquel Meller. Somewhat like these, if their square crowns are the Puritan hats—however they are taller and the brim slants downward a bit.

The strangest influence so far has been brought to bear upon this season's millinery. It is the turbans of the women of Africa. How this influence bore fruit is quite a tale. A motion picture in Paris called "La Courruze Negre" (The Black Voyage)—showed several scenes in which the women wore tall turbans, slanting sharply backward from the forehead, but reaching quite a height. Presto—here was the inspiration needed to achieve something new.

A great many hats feel this influence, in one way or another. There are some hats which can be traced directly to it—tall draped turbans of some soft material—satin or velvet. Other hats, felt and velour, borrow the height, and instead of drapes, wear pleats, and like the turban, slant sharply backward to quite a height.

Height in the crown is one of the foremost requisites of a smart hat—that and an elaboration of the crown—pleats, tucks or drapes of one kind or another. Some hats may be draped to one side, with a beret or tam-o-shanter crown—others may be shirred from the very tipmost top to the bottom of the crown—anything to break the monotony. The only plain crown permissible is that high and square in shape.

War has been declared upon the felt hat on several oc-

casions. Its enemies claim it is very well in its place—but that place is with sport or tailored clothes and not with clothes of a more formal nature. Velvet, they claim, is much more suitable with the more dressy type of coat, and I do believe they are right. However, to make the parting wrench easier, we see a great many velvet hats mad in the same simple styles as our felts used to affect—some of them frankly striving to look like felt. So we see velvet, in addition to claiming the formal end of the style question, has poached a little upon the true preserves of felt and entered the field of sports.

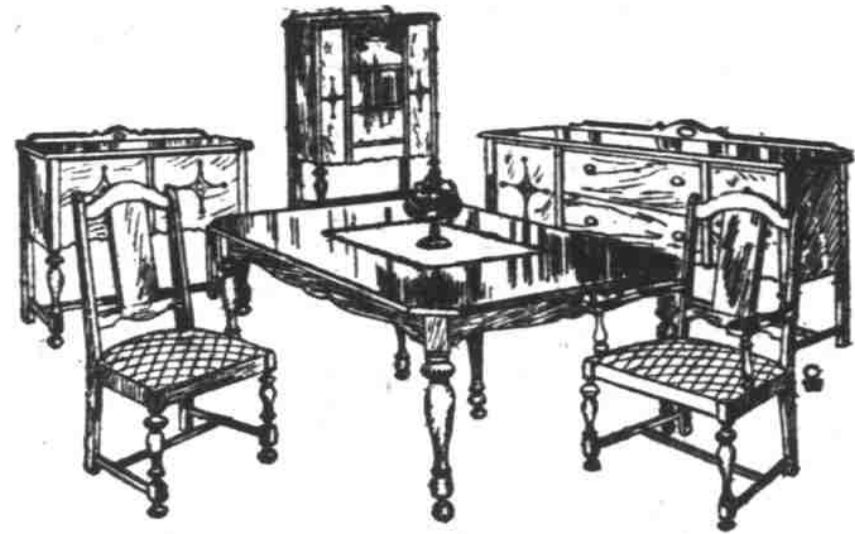
Well, velvet and felt approach a battle royal this winter, and may the best one win. Just now the outcome is doubtful. Velvet has on its side the advantage of being something new—not so much of it having been used recently—while felt has also stepped out in new guise. I mean the new, lustrous felts that are woven to imitate velvet in their smooth shiny finish—antelope and solcil. Still, in spite of the scrimmage, they remain friendly—one often sees them side by side in the same hat, and that is very smart indeed.

There is quite a flare for more elaborate trimmings this fall. Metal ribbon, gleaming and brilliant in color, is one important note. Used on velvet or felt, it provides a dash of color to winter restraint.

Feathers—will we wear them again? There are signs of a revival of interest in them, although I hardly think they will be seen in any great amount. Give us a little more time to get away from the simplicity we have become accustomed to, and I wager that feathers will have their day.

Will we wear large hats again, like the Milan hats of the good old summer time? Yes and no—they are good style, but really not so comfortable with heavy fur collars. A compromise will probably be effected and the large hat forced to shorten its brim in the back, or turn it up.

## FURNITURE



It is with intense interest that we give our efforts to Salem's First Annual Window Display Week. In our new store on North High street we are afforded practically unlimited window display room inasmuch as our windows show the entire front floor space of the store.

We are "dressing up" for Wednesday night and hope that you will pay a visit to the windows of Salem's newest furniture store

## CHAMBERS & CHAMBERS

North High Street Near Chemeketa

Buster Brown Shoe Store. High class, stylish looking, comfort giving, long wearing shoes for the least money. Come and be convinced. 125 N. Com'l. (\*)

Henry O. Miller, 184 S. Com'l. St., where most people prefer to get their auto parts for all makes of cars. Trade here and make savings on all auto parts. (\*)

Ulrich & Roberts, realtors, 122 N. Commercial St., know property values and make for you profitable investments. Will both save and make you money. (\*)

Vibbert & Todd Electric Store, High at Ferry Sts., Everything electrical. Good service and low prices are bringing an increasing trade to this store. (\*)

C. W. Day, tires, tubes and accessories. Has the Goodyear tires, the standard of the world. Mr. Day can give you more mileage. Corner Com'l. and Chemeketa. (\*)

Nash leads the world in motor car values. Beautiful display of new models at the F. W. Pettyjohn Co., 365 N. Com'l. (\*)

The Salem Haw Co., most progressive. Every accommodation given to those in need of best hardware supplies. Work and prosperity the motto. 120 N. Com'l (\*)

The Cherry City Baking Co.'s bread, pies and cakes are of highest quality. One of Oregon's most sanitary bakeries. Visit it. Worth while. A Salem show place. (\*)

The Marion Automobile Co. The Studebaker, the world's greatest automobile value. Operating cost small. Will last a lifetime, with care. Standard coach \$1415. (\*)

The Opera House Drug Store. Service, quality, low prices, friendship give increasing patronage. Old customers advise friends to trade here. High and Court. (\*)

First National bank, the bank of friendship and helpfulness in time of need. Interest paid on time deposits. Open an account and watch your money grow. (\*)

H. L. Stiff Furniture Co., leaders in complete home furnishings, priced to make you the owner. The store that studies your every need and is ready to meet it, absolutely.

Capital Bargain House, Capital Tire Mfg. Co., Mike's Auto Wrecking. Three in one. Bargain center of Salem. Thousands of bargains. H. Steinbock, 215 Center. (\*)



# Fall Opening

## OF OUR NEWLY REBUILT STORE

### Showing The Late Modes

## In Fall COATS and FROCKS

There are smart models arriving every day, each bringing some fashion note of interest, individual in detail, yet conforming to the mode. Now is the perfect time to select the winter wardrobe when styles are most varied and selection is wider.



### COATS

Are Novel

Luxuriously trimmed with fur, these cloth coats stress the new bloused back or belted mode, and come in plain toned fabrics, or in plaid or basket weave. At our low prices every woman gets the utmost in value.



### MILLINERY

Is Extreme

It's either the small close fitting felt or the large drooping velvets that are the center of attraction. Our millinery department on the mezzanine floor is an entirely new feature to this store and like everything else we have tried to secure style and materials high in quality yet moderately priced. You are welcome to look around.

### FROCKS

Are Youthful

The tiered and pleated skirts that grace new frocks achieve a becomingly youthful silhouette. There are smart cloth models in twill, kasha and jersey, and lovely afternoon frocks in satin, crepe, velvet and moire.



### HOSIERY

Is Sheer

Knees are in style for fall—but they must be clad in silk. The boot silk hose is taboo, for the styles demand silk to the top. Our hosiery department has been doubled so we can assure you of almost every size, color and weight in Phoenix, Wayne Knit, Luxite and the other quality brands.



Shipley's

Shipley's