## IPRINC FASHIDN/ decidedly new


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PHONE A FRIEND AND PLAN WITH HER TO SPEND THE AFTERNOON BROWSING THROUGH KAFOURY BROS. STORE



For Easter Frocks If You're Planning to Make Your Own

Right now is the time to select your silks, if you
have been thinking about black and white, here they are in a heavy flat crepe 40 inches $\mathbf{\$ 3 . 5 0}$
wide, a yard

40-inch Marillyn Crepe, a rich lustrous heavy silk
crepe, in sixty-four different colors crepe, in sixty-four different colors
to choose from; a yard $\quad \mathbf{\$ 2 . 7 5}$
40 -inch new Stippled Silk Crepe, in two-toned Thisis soanething very new.
Per yard $\quad \$ 3.50$
It is a farsighted person who will choose silk from this assortment of gray colored Crepe de Chine
prints. Smart women will buy them quickly, seeing them as a most value-full silks for the money;
40 inches wide,

36- and 40 -inch Tub Silks;
a yard $\quad \$ 1.69$
Special Group of Silks Specially Priced In this assortment are Canton Crepes, Satin ings; $\$ 2.75$ to $\$ 3.45$ value.
Special, per yard
54-inch Silk Faille for ensembles and
$\$ 3.98$


Our employees will be glad to show their cards upon re quest if you are in doubt as to their identity
("Jack Cherrington," whose picture is shown above, one of the best known
and liked members of our Salem organization, is entering upon his 20 th ear of continuous service with us.)
Portland Electric Power Co.

EASTER DRESSES for the
Well Dressed Woman
$\$ 35.00$ Very lovely models of.exceptionally good quality flat
repe and georgette crepes, artfully adapted into frock hat are softly bloused with graceful cascade drape pan ls, some with bodice enhanced with attractive em
broidery; others have button trimmed vestees of con trasting, silk or a bit of pretty lace, in all each and
every one is charming and right up to date.

## EASTER DRESSES

Very Chic in Style
$\$ 24.75$
avely all silk Flat Crepe and Georgette Silk Crepes
ave been used in these charming frocks which boast an atmosphere of correct styling. Many are enhanced finished with handsome applique embroidery. Smart ness is expressed in every dress you see here.
EASTER DRESSES, Charming
$19^{75}$ Attractive Styles
These dresses express many new interesting features
that are attractive and winsome. Materials used are

## WOOL MATERIALS

## For Dresses and Coats



