

Spring Opening Tonight to Bring Crowds Downtown

ENSEMBLE IDEA NOW PREVALENT

Loose Fitting Garment Out of Date; In Its Place is Fitted Article

EDITOR'S NOTE
 Sending its own report, er into the style shops of Salem authentic accounts of lem The Oregon Statesman has obtained authentic accounts of what Salem women will wear this spring were obtained. This is one of the description of milldies' newest and finest spring outfits—The ensemble.

When the discriminating lady of fashion takes interest in spring outfitting, she must first recognize the prevailing spirit of the mode for the season. And this spring the ensemble is the thing. The term ensemble has broadened its scope since it first became popularized in feminine styles. The ensemble idea indicates the choice of garments and accessories in harmony of line, color and type. From the top of the smartly covered head to the tip of the daintily shod toe, the costume blends. The prevailing mode is indeed one of youthfulness, daintiness and femininity. Even sports clothes, very prominent this season, have these qualities. This effect is evident in such touches as the uneven hemline, the cascade of dainty ruffles, the circular flounce, and the graceful cape effect in back on both frocks and coats.

One thing to be remembered is the fact that garments must fit. The loose styles of the past are completely discarded, and instead of the straight dress gathered in at a dubious point by a string belt, we find the tight hip line with definite point of contact with a waistline. Sleeves, if any, follow closely the contours of the arm, except in some of the very newest dressy frocks which feature a departure at the elbow line into a large bell shape.

Jackets and capes are not to be overlooked as appurtenances of the street and evening gown. There is an inimitable dash in the cape which completes a street costume of plain or printed silk. Some of these, especially the shorter ones, form a part of the dress itself, and others, running to the type which dips almost to the hemline in back, are detached and may thus be discarded on occasions when a warm wrap is needed.

LACE GOOD FOR AFTERNOON
 Nothing could be more lovely for the formal afternoon tea than a lace dress. This garment, with its gracious simplicity and subdued elegance, is the last word in femininity. It is usually constructed on the circular plan, with perhaps a lace jacket to offset its soft lines.

Crowd Assured For Event Which Has Many Features To Attract People of City

CROWDS of Salem townspeople are sure to throng the streets of Salem tonight as the third annual spring opening sponsored by the Ad club of this city gets under way.

Unveiling of windows is set for 7:30 o'clock but before that hour arrives the bands of the senior high school and Parrish junior high school will be on the streets furnishing music while auto dealers, eleven in number, will have their showrooms open for public inspection.

SPRING FASHION'S ATTRACT

When windows are unveiled throughout the city scores of windows trimmed in the new fashions with spring's newest and most attractive goods at hand, will be opened for public viewing and thousands of townspeople will go from store to store to inspect the new offerings.

A feature of the opening will be a treasure hunt. During the first four days of this week tickets have been given out by all the participating merchants and from these tickets numbers will be drawn. These numbers will be announced on cards in the windows of the stores about town and when holders find tickets matching these winning numbers, the merchants will award the treasure hunt prizes to the ticket holders. With nearly 100 prizes available, the treasure hunt never fails to attract the crowds.

DANCE GALA AFFAIR

Special attractions have been provided at the theatres for the spring opening night but the gala affair of the event will be the annual spring opening dance. This year this event is to be staged in Crystal Gardens and the music will be furnished by the Knight's orchestra. Verne Sucko, chairman of the dance committee, will have charge of this dance, admission to which will be only 50 cents.

New Raincoats Colorful; Trench Model Stays Good

New raincoats are as colorful as the needs of fashion dictates. You may step abroad in evil weather in black or in white, if it suits your mood and purpose, yet blues, new shades of red, and tones from brown to beige are the really emphasized colors.

There are numerous novelties, such as elephant's hide, so named because the cloth is effectively crinkled yet is advantageously light in weight. An approved spring model in this material is illustrated, double-breasted as to cut, with large patch pockets and an all-around belt.

Cottons have been given the rubberized treatment, as shown in the coat of printed linen crash in a leaf pattern done in the pen and ink technique. This makes a distinctive coat for spring and summer wear.

Rainwear incorporates many of the style details of the spring topcoat, the new models designed to play the dual role of rain or sports coat.

The 1929 version of the popular trench coat is made in a rain-proofed gabardine that is slightly iridescent. The trench model, as well as the other raincoats of this season, are very straight in outline and not perceptibly flared.

The cape theme is a smart one in storm coats and is very well done in a youthful and graceful

model pictured, the material a rubberized silk in any one of several seasonal colors.

BOY'S SUITS

The boys' suits for spring come in a great variety of styles, including two-button and three-button models, notched and peaked lapels loose fitting and semi-fitted jackets, single and double-breasted vests, etc. Tans, blues and grays are expected to hold their popularity. Styles in boys' clothing change very rapidly, and spring may bring some surprises as the season goes forward.

BLACK FABRICS WITH LACE

Following in the footsteps of the winter mode which combined black velvet and ecru lace so charmingly—Spring decides to use the same motif for her sheer black heifrons, employing the ecru lace in yoke effects and bandings that relieve the sombre effect and provide most becoming necklines.

A few light derbies will be worn this spring, but these of course will not be in great evidence as most men discard the derby when they take off their overcoats for the season. However, the man always fond of a derby is always with us and no doubt he will have many excellent models from which to choose.

NICE VARIETY OF NEW COATS

Severity Combined With Chic to Make New Models Irresistible

By S. E. P.

The coats this season are so attractive that every woman will long to select two or three. It goes without saying that sport coats are most prominent. But there is nothing drab about them! They manage to achieve the effect of severity combined with such chic that they are irresistible.

Collars invariably stand up in back, giving a neck line most graceful, and often there is an inverted tuck or some form of trimming enhancing the back, and providing the slenderizing effect. Stitching or unusual design of cuff and pocket add a note of individuality. Capes are very good on both the sport and dress coat. Tweeds and basket weaves are fabrics much used.

MATERIALS NICELY VARIED

Moire, camel, cameo-sheen, and broadcloth are the outstanding

materials for dress coats. A black broadcloth trimmed with monkey fur is very smart, or one may find a regal coat of princess style with Persian lamb trim. The moire numbers are very attractive with chic little stand-up collars, and graceful scarfs or capes. Braid trimming is seen on a few of the dress coats. Very wide cuffs are popular, these often being featured with fur bands of caracul or fox.

A few colored velvet wraps are being shown, and another novelty is the felt coat trimmed with bright bands or appliques of the same material.

NEW PLAY SHOES

What is being done to men's sports footwear? Formerly sneakers were about all that was known—now we are to gaze with astonishment at such items as green-trimmed gray oxfords or suede trimmed with lizard or water snake. Festive footwear will be on the market for spring—the lines between social and physical playwear being more strongly marked in shoes now than ever before. Among the novelties two interesting items are tan suede trimmed with Russian calf, and the basket-weave sports shoe, which had its inspiration in the Deauville sandal.

Lovely Suit in Linen is Charming for Springtime

Perhaps nowhere in the realm of costume fabrics has Fashion placed such an inspired hand as in the linen groups where she has devised most intriguing new weaves and patterns.

Here is shown one of her spring ensembles of linen in a smart tweed texture of bluish gray used for the skirt and coat. The yellow blouse and applique trim are of superlinen—a resilient handkerchief quality that comes fully shrunken and in fast colors.

We have always loved the linen suit for its trim tailored lines and graceful coolness—mourned its temporary absence from our midst. Last year through gay ensembles combining plain and patterned linens, we saw encouraging signs of a renewed vogue for linen suits.

This season behold—they are with us in most enchanting variety in sports types quite dressy models and smart tweed weaves linens that make most ideal business suits and ensembles for traveling or town wear.

These chic little suits are usually three piece models with blouses of contrasting linen.

SPRING!

WHATEVER else may be said, there is no reason quite like spring.

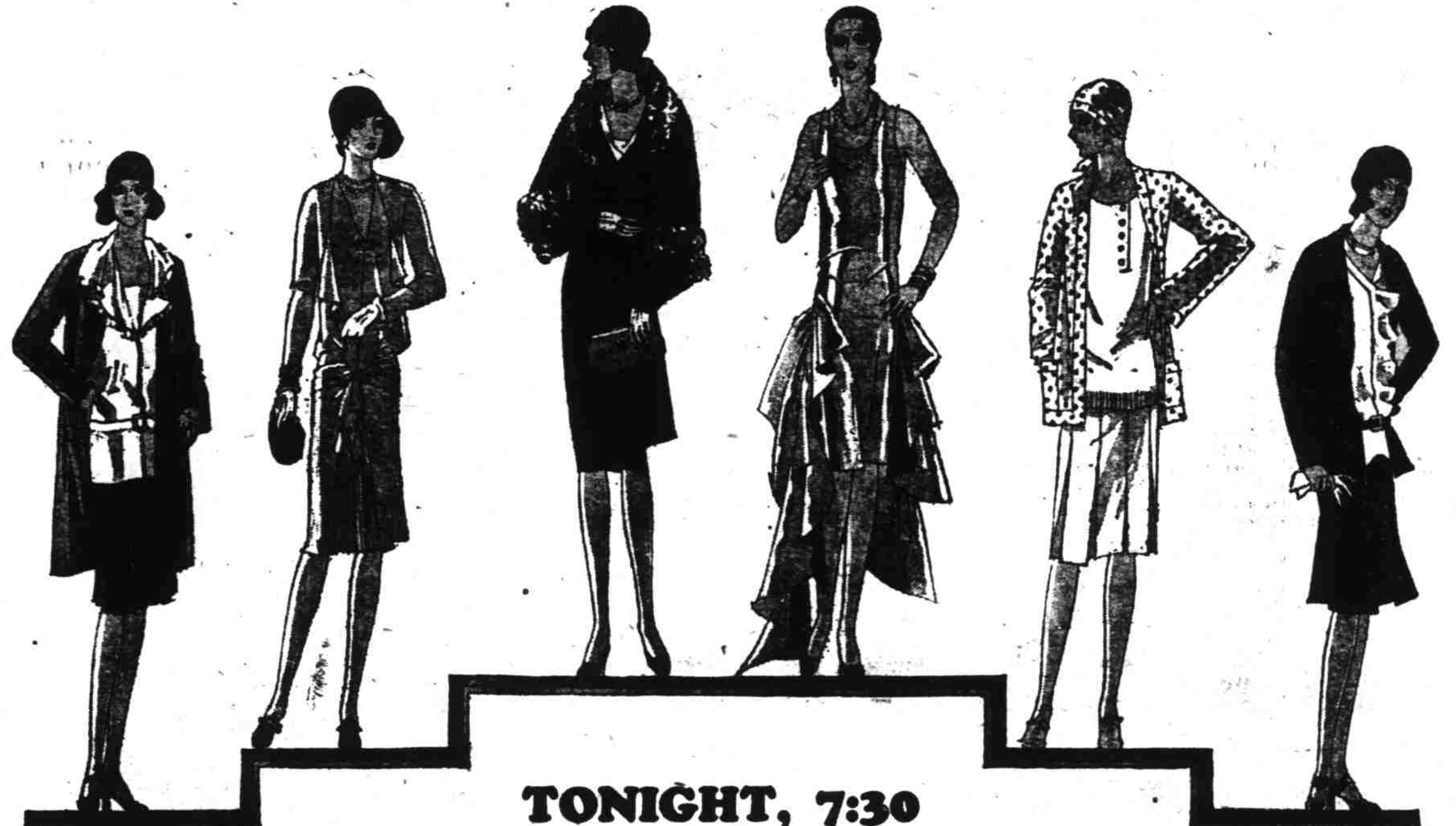
Winter has come and gone, leaving behind it the thoughts of cold days and dismal nights and in its place has been ushered in a season of warmth and sunlight, of green grass and flowering shrubs.

Spring is life's window of opportunity.

How natural it is that on this season mankind everywhere would bedeck himself as befits the season—with gay raiment and with effects of attractive hue.

Spring Opening in Salem is a time when the merchant displays his wares, it is true, but he does it in the sense that there is so much of newness, of freshness, of the very essence of spring all around him, that the goods must be shown if people would catch his message of the season.

Tonight the windows and stores will be full of spring's newest costumes and thousands of onlookers will hurry from store to store to envision the finest creations of the season. A dainty scarf, a showy tie, a dress quite right, a coat to mirror spring, these and scores of other apparel will tell the story of spring here tonight.



TONIGHT, 7:30

The Spring Opening OF PARIS-INSPIRED MODELS

Spring will be here any minute, and in anticipation of such a joyous event, we are holding this important fashion opening of new spring modes... as conceived in Paris. The loveliest fashions imaginable... with verve... and youth... and charm... to tempt you. Suits and ensembles... sports and dress frocks... beguiling hats... colorful accessories. Fashions worth seeing... and decidedly worth owning.

Millers

Salem's Leading Department Store

Fashion's Spring Opening

at.....

Bloch's Golden Rule

Salem, Ore. Store 220 N. Liberty

Fashion, this season, places her authoritative approval on frocks with lines and colors that most become you, allowing generous latitude for the choice of costumes in good taste. Beautiful frocks are shown in our Dress Department, including lovely materials in georgettes, flat crepes, printed silks, crepe Romanies and satins. In brilliant blues, vivid greens, sparkling reds, violet, yellow and light navy, including such smart colors as chartreuse green, maroon glaci tan and Liberty blue.

\$5.73 \$9.73 \$14.73 \$19.73

A small deposit will save you any dress you may select

