

NEW COLORS IN SPRING'S ARRAY

Red Looses None of Its Prominence; Violet Still Is Good

By S. E. P.
The question of color selection is one which often perplexes the early spring shopper. One cannot go wrong in selecting the medium greens and soft blues which have been good for sometime past. Variations of these colors which prevail in the new season's mode are Independence blue and Bon-nieblue; in the greens—opaque green, which is darker than usual, is very good; also the very smart Chartreuse, which is being used so much in the east. In the yellows, the soft maize and deeper broche will be most popular, and of course browns, tans, leaf-mold, and the always-good beige, will be featured.

REDS STILL FEATURED

Reds have lost none of their prominence, and the bright shades, especially signal red, will be much used in gowns and hats.

Perhaps nothing could be more appealing to the feminine taste in formal apparel than those in shades of violet. Pansy, wood violet and passion flower are the lovely hues which may be combined or used separately.

THE SPRING SWEATER

Bright pastel sweaters will not be as much in evidence this spring as heretofore, though plain colors are plentiful. Browns and tans will be in the forefront and these, particularly when carrying a reddish tinge, appeared at this writing to be prominent features of the spring offerings.

Crew necks are highly regarded in lightweight sweaters in solid color. The V neck is also popular, especially in sweaters having a fancy effect.

Matched sets of golf hose and sweaters continue to hold a good deal of popularity.

It is possible that the toning down in sweater patterns is largely attributable to the belief that loud stockings have not been as popular of late as formerly.

Brushed wool sweaters may be much in demand this spring.

Spring—It Is The Time For Clothes, Newest And Finest



FABRICS FROCK BASIS

Lovely Colors Predominate in New Goods This Spring

SCARF ADDS ITS TOUCH

Decided skill is required to fashion a stunning frock which leans largely on its own fabric for trimming interest. This has been done for some time, but that very fact is sufficient to almost rob the method of whatever originality might exist. Yet couturiers somehow contrive to be ever original in their ideas. Plain materials, as our enduring crepe de chine, georgette and crepe marocain self-trimmed, are the media most used in develop-

ing afternoon dresses, attention being directed to various lovely shades of green, porcelain tones of blue and several bright red. Black is as usual a popular choice. GRASSHOPPER GREEN HERE mentioned in word from Paris, is the shade in crepe marocain chosen by Germaine Lecomte for the afternoon frock displaying ingenious use of fagoting which sweeps down and around the blouse, about the U neckline and defines the hips, the points forming the centers from which very full circular insets are attached to the skirt. The cleverness of these fagoted lines is the suggestion of graceful movement common to the willow figure.

In scarf collar dresses the newest couturier interest is created by that having one end of a scarf attached to the blouse from waistline to the V neck, and the other end flowing loose and whither it will. In a model of green wool from Bernard the scarf serves as the decorative theme, its ends incrusated with several rows of conventional designing, executed in two shades of green leather.

One end of the scarf in this dress is attached at the waistline, where it is accented by a buckle of gold metal, which fastens the leather belt, worked in two shades of green leather to match the dress trimming.

Several print frocks for summer created by Worth also make the most of this scarf idea. Using a softer material, he extends a gathered band diagonally across the blouse front from waistline to neck, at which point it becomes a scarf and flows out into a long end, which may be draped in various ways to please the mood of the wearer.

Regardless of their continued popularity of the winter, prints still hold the couturier interest. The combination of contrasting prints—contrasted in color rather than design—is seen to some extent. This idea is well done by Mirande in a flat crepe ensemble of tree-quarter length coat and pleated skirt in a cream dot pattern on a navy blue ground, while white dots on pale green form the blouse and trimming.

Contrasting prints and plain colors as well are shown in the realm of scarfs, as in a long scarf collar, one-half of which has white dots on a navy background and the other half has light and dark blue dots on a white silk. Jeanne Lanvin's now celebrated tie is a black scarf collar, bordered with red satin along one half, the other edged with white.

SWEATER IS PART OF THE SPORTS OUTFIT

Colors Brighter and Gaye Than Ever Before With Pastel Shades Out

By S. E. P.
The sweater is indispensable this season for the woman interested in sports. Colors in these jaunty articles no longer run to the delicate pastel shades but are brighter than ever, with orange and black or tan combinations featured prominently. Green and wood violet shades are very good, and dark blue will be much used, though the latter is usually brightened with a touch of red. There are some very sporty numbers with futuristic trimming in harmonizing shades. The crew neck is highly regarded in the sweaters of solid color, while the V neck is popular in the more fancy type. A wide suede belt adds just the right touch to most of the slip-on sweaters.

Variety in the sport costume is introduced in the form of the ever-useful short jacket. The blazer stripe is better than ever this season, and there are some dashing swaggar effects in the smaller "Mexican stripe" in brightest of colors. These, as well as the sweater, may be worn with a harmonizing sleeveless sport dress, or with one of the clever wool skirts which are usually pleated in novel fashion.

IMPORTED SANDAL FEATURE LOCALLY

Beautiful Colors Found In New Styles for Lady's Spring Wear

Every woman realizes the importance of being well shod. Comfort and neatness must, of course, be supplied at the expense of style. There are beautiful shoes to be had in the neutral shades of tan which will complete the harmony of the ensemble. Dull kids in black as well as tans will be most acceptable.

Leading all others in the sport shoe is the imported sandal. This number, which was first popularized in Hollywood, will be found practical as well as smart looking. For its lines insure comfort, and

its construction insures coolness for the warm weather. The sandal will be found in all colors and will be adapted to street and afternoon wear as well as to the strictly sport.

Dress shoes of satin and silver will be popular as always, and very good will be the crepe de chine slipper to match the formal gown.



Newest Conceits in Spring HATS

WEEKS of style scouting in the south by our own expert has culminated in our large showing of "strictly in the style" millinery.

Newer than new are straws that are manipulated like fabrics—and felts appear in new interpretations.

Smart Polk Effects Off-One-Eye Hats Little French Turbans



"Quality Merchandise Popular Prices"

DRESSES



Destined for Fashionable Spring Wardrobes

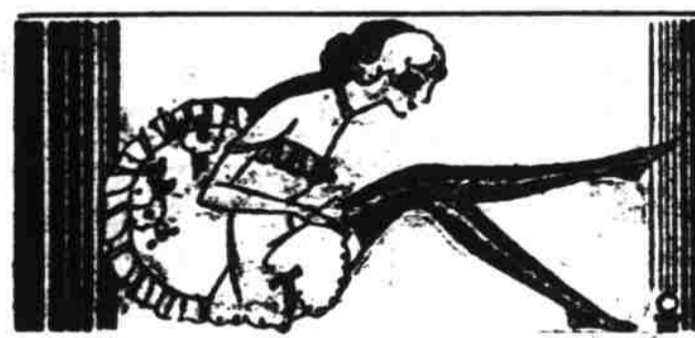
PRINTS... those favorites of the frock mode for spring... are here in all the lovely new styles and colorings approved by southern stylists. Other frocks are equally charming in pastel georgettes, chiffons and flat crepes.

The Scarf Frock
The Cape Frock
The Two-Piece Frocks
Princess Frocks

Washable skins—the practical gloves are here in many shades and styles. We will be glad to show the spring numbers to you.



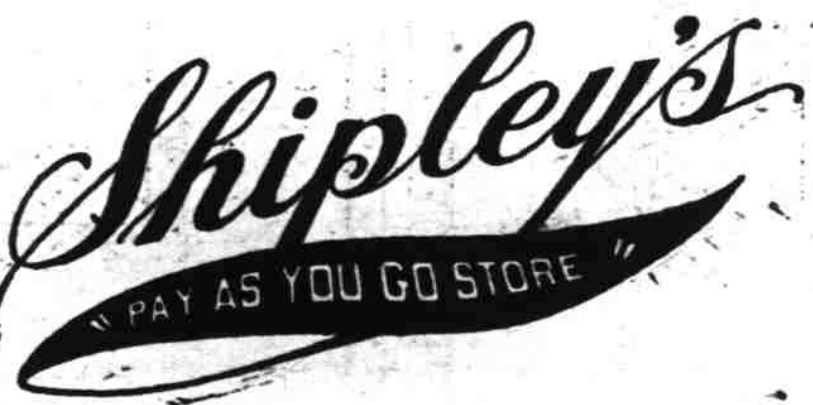
WE ARE able to offer the ladies of this vicinity an extra service this year—in addition to having available for you the latest authentic styles we have first hand style knowledge. The heads of our various departments have journeyed to the style centers of the "early south" and will be only too glad to discuss with you the authenticity of style and materials. This is an added feature of Shipley's and we hope you will avail yourself of the service.



THE HOSE this spring should harmonize with ones complexion and at Shipley's one will find the real variation in shades—Salem's Hosiery Store—we have often been called because our hosiery department is larger and more varied than some exclusive hose shops in larger cities.

The lady at the head of this department will be glad to tell you what she learned about hose in the south.

Light Tan Allure Sun Bronze Fair Tan Lido Sand Blue Tan Chanelle Beachburn



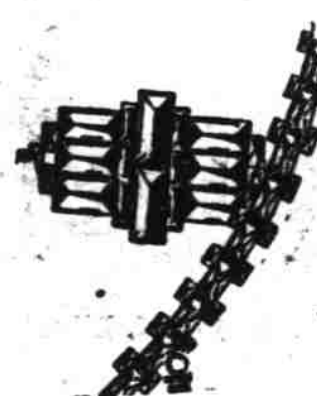
COATS



In Many Important New Materials

EVERY important style feature for spring is here... the Princess line, the scarf, the new and novel capes, uneven hemlines... in fact, everything that makes the coats for spring particularly attractive and desirable.

Tweed Coats
Twill Coats
Satin Coats
Broadcloth Coats



Jewelry is an important item this spring, playing a very important part in the ensemble idea. Every piece was personally selected by the head of this department.

