

SUITS FOR MATRONS HAVE CHARM AND DIGNITY; THOSE FOR THE MAIDS HAVE CHIC



Test Driving is Sure Trial When Tires Are Made

Driving test fleets continuously 22 out of 24 hours a day, for weeks and months, until millions of tire miles have been run, has been a big factor in modern improved tire mileages. This is the opinion of "Russ" Smith local dealer for Miller's tires at 199 South Commercial street.



CAPITAL Beauty Shop
223 N. High St.
General Beauty Work

Spring Styles demand well-kept hair

The only genuine Realistic Permanent Wave machine in Salem
Telephone 366



Competent salesmen and a wide range of sizes and widths assures you of a perfect fit.

Design Blends With Color This Spring

THE new Shoes are clever combinations of color and design. A touch of contrasting color arranged in a unique way—adds a modern note made smart by its very simplicity. This quality footwear is the season's finest value at

\$2.90 to \$6.48

BLOCH'S GOLDEN RULE

Salem, Oregon 220 N. Liberty

STYLE SHOW WILL USE HOME TALENT

Mrs. Mack Cooperates With Elsinore to Display Late Modes

Eight home-talent models and 19 dancing girls, the latter members of Mrs. White's class, will appear Thursday and Friday evenings at the Elsinore theater in a style show presented under the auspices of "Mack's", with Mrs. Irma Mack, proprietor, directing the show. The feature will be presented each evening at 9:30 o'clock between the first and second performances of the regular bill.

In addition to the living models there will be a novel presentation of a pictured story of new fashions at Hollywood. On the screen actresses of national note will perform and will exhibit styles which will be popular the nation over this spring.

WICKREALL STUDENT TALKS OVER RADIO

WICKREALL, Mar. 20.—(Special)—Miss Katherine Price gave a short talk over radio station KXAC at Corvallis Monday night. Park county boys' and girls' club members gave the entire program. Miss Price gave the recipe for the cake on which she won first prize at the last Oregon state fair.

A basket social was given Monday night by the grade school to help pay for the new phonograph. The Woodry family of Salem, several dancers and a reader from the normal school, and the grade school pupils furnished the program, after which Mr. Woodry auctioned off the baskets. Altho the crowd was not large, the total proceeds were \$55.51. The Oregon Normal school will pay the balance of the amount due on the machine.

Miss Luzele Crippen and Robert Hamilton, high school students were both "broken out" with measles Thursday after playing basketball at Dallas the previous night.

MUCH RAW MATERIAL NEEDED FOR AUTOS

286 Board Feet of Lumber Go Into 5-Passenger Oakland Sedan

Interesting facts on the quantity of raw material required for the construction of a single automobile body were related here Saturday by George Vick, of the firm of Vick Bros., local Oakland-Pontiac dealers.

From information supplied by the Oakland Motor Car company, on Pontiac, Michigan, Mr. Vick stated that every five passenger sedan in the new Oakland All-American line required for its construction 286 board feet of lumber, 21.9 square feet of plate glass, and 252 square feet of sheet steel.

"The large amount of materials that go into a single body," he stated "explains the wide influence the automobile annually absorbs more than 60 per cent of all plate glass produced in the United States, 14 per cent of all the steel, and more than a billion board feet of hard and soft wood."

"The lumber and sheet metal used in building an Oakland sedan body serves mainly to construct the framework and paneling, and does not include special metals, textiles, and other raw material essential in giving the body the finished appearance evident when you see it on the road."

Dignity as well as charm characterize the new modes of the spring and summer season of 1929. No longer must the woman of middle age or older emulate the immature young girl in her clothes. She loses nothing of her youthful appearance in this. Rather does it accentuate the trimness of her figure and the softened beauty of her face. For the young girl there is chic in abundance. From her swanky pajamas, through her many daytime suits, to her evening clothes, she is the embodiment of youth and gaiety.

Rainy Days "Perk"
Even her rainy day apparel is bright and perk. Pictured at the extreme left of the picture is a sports model raincoat made of French suede fabric. Pocket tabs, collar, cuffs and belt are all of genuine leather.

The second model is a three-piece georgette ensemble for the matron. It has a graduated blouse with colored embroidery, and a box pleated skirt.

The two-piece combination print, center, is likewise suitable

for the matron. The skirt is pleated all around, and a stitched vestee and tie of plain fabric matches the background of the print.

Georgette Ensemble Attractive
Another georgette ensemble is pictured second from right. It has a white blouse with green flowered embroidery and green banding around the neck and hem. Steel buttons decorate the center front of the skirt and front of the short coat which has a wide hip band. A scarf collar lined with green completes the costume.

A simple little printed frock with high collar, very long sleeves and string tie is pictured at the extreme right. Over it is worn one of the pert, little sleeveless jackets with belts so well liked by the sweet young things.

FOCH'S LAST WORDS

PARIS, Mar. 20.—(AP)—"All right, let's go ahead," were the last words Marshal Foch spoke on earth. He spoke to his nurse.

Revival Series Is Started By Dallas Pastor

PRATUM, Mar. 20.—(Special)—The Rev. Kirby of Dallas is conducting a series of meetings at the Methodist church here. The Rev. John Franz spoke at a meeting at Dallas last Sunday night. On account of the church meeting, the Ladies Aid society meeting scheduled to be held at the home of Miss Anna Bischoff Wednesday afternoon, and the Sunday school social which would have been held in the church basement, have both been postponed for one week.

Since the advent of warm weather fall wheat is coming out in good shape but the gray oats has a rather thin stand on account of damage done by freezing. Most of the clover seed sowing has been completed.



Fashions for Spring

Correct in Style, Tailoring, Fit . . . and Quality, too. Here are styles that strike the latest note in masculine mode—conceived by leading designers and cut from the season's newest woolsens. The weights are suitable for year around wear. Many have the popular new Tattersall Vest. And at such a tremendous saving!

Basket Weaves Tweeds - Chevots Herringbones Cashmeres Worsteds **\$24.75**

Every Suit Has Extra Trousers

Let these smart new Oxford complete your spring ensemble. They will give you comfort, style and miles of wear.

\$3.85 to \$5.98

Hats \$3.98

Expertly modeled of fine felts in the shapes correct for spring.



Neckwear 98c

Selected to please particular men. Figured patterns, stripes, checks and solid colors in variety to satisfy every taste.



EASTER SUGGESTIONS



A SCARF, a Hat, a Flower—the individual touch to complete your Easter ensemble . . . Or perhaps you have still to buy your frock or coat. Ward's have scores and scores of fresh, alluring, new models, attractively priced, with just the right accessories to make the costume distinctively your own.

The New Dresses \$14.75

in prints, crepes and georgettes catch the charming gaiety of Spring with their lovely colors and new style touches . . . draped necks, petal-like pleatings, tucked designs. You'll find them vastly becoming and exceptionally low priced.

The Ensembles \$19.95

are found in a number of smart variations . . . little jackets on some, longer coats on others . . . color and fabric contrasts, clever style details that make each one distinctive. Every fashion-wise woman will include at least one in her Spring wardrobe.

The Spring Coats \$14.75

Swagger when fashioned of camel hair tweeds, beautifully tailored . . . or are demurely dressy when made of broadcloth, Kasha cloth, Kasha-broadcloth, trimmed with flat furs. There are flares and straight lines, inset fabrics, novelty colors.

All-Important Accessories
Colorful Costume Jewelry . . . 85c
Smart New Handbags . . . \$2.85
Pull-on Fabric Gloves . . . 93c
Dainty Handkerchiefs . . . 45c
Exquisite Flowers . . . 98c

Color in the New Shoes \$2.95 to \$5.50

to harmonize with new costumes, shoes take on color . . . light tans and beiges, grays, even blue and red, with black and reptile are very popular. There are any number of smart and graceful styles.

\$3.98



\$4.98

See these New Models.

HATS \$3.95

There's a dash and style about the gay new hats with their snug contours and high colors. Straws, felts and silks are developed in a bewildering number of charming and becoming shapes.



Of Lovely Sheerness to the picoted top—are chiffon hosiery in sun tan and all the other new shades. \$1.49



Fine Rayon fashions slim fitting vests and bloomers for wear under new frocks. \$1.95



A Dance Set is daintily flowered in blue or green. Of fine, fast color. \$1.69

MONTGOMERY WARD & CO.

275 N. Liberty St. Phone 1435 Salem, Oregon

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