

# KAFOURY BROS. OPEN TONIGHT

Fine Showrooms to Display  
All New Goods As Initial "At Home"

Kafoury Bros. tonight will formally open their new home on North Liberty street. New fixtures combine with new stock to give this well-established Salem store an outstandingly fine home for its use in the coming years. For the first time the Kafoury store is incorporating a millinery department. India prints which have been featured by art stores and specialty shops for some time are being shown in a brand new department in the new store. India cretonnes in soft color effects that are the despair of the manufacturers of the western world, are being shown for the first time locally, in the new store. Then also one must remember the new baby shop on the mezzanine floor of the new store.

There has been growing a tradition in these Pacific northwest states that there are no linens like Canadian linens and no prices on linens like the enticingly small prices that one pays for the linens across the border. Those periodic jaunts to British Columbia will lose much of their interest to women, at least, after they see the new linen supply which the Kafoury store has accumulated. The embroidered Madeiras, the hand made cutwork linens, in table cloths and napkins, pillow cases and other linens, are being shown in Salem for the first time.

Kafourys are known up and down the valley for their "yard goods" and that reputation is maintained in the new store. Bolts of silks, woolen goods and cotton prints are stacked up on the new shelves. The drapery department is more than doubled in size.

More than one-half of the main floor in the new store is allowed to the ready-to-wear department. Ensembles are featured and prints in vivid colors are predominant. Embroidered sport skirts and sport blouses promise to be popular.

### CALLED BY ILLNESS

MILL CITY, Mar. 20.—(Special)—Mrs. Clara Ellsworth accompanied by Ted Lake of Gates, left for Aurora Thursday morning for the bedside of Mrs. Lake, who is seriously ill at her mother's home there.

## She Knows Best Hat Styles



Miss Iris Waddell has come to Salem from Tacoma to take charge of the millinery department in Kafoury Bros. new store. She is an authority in her line of work.

## NEW HATS WILL CHARM VIEWERS

Piquancy of Line Related by Miss Iris Waddell, Now at Kafoury's

Hail to the spring hat! Piquancy of line, newness, yet simplicity of trim the hat in the ensemble idea characterizing the whole costume—those are spring hat notes, says Iris Waddell, new head of the millinery department at Kafoury Bros.

Miss Waddell comes to Salem after two years in the millinery business in Tacoma and Seattle. Miss Waddell says her ambition is to find for every woman in Salem a hat that will prove becoming.

### "SAUCY" EFFECTS WON

These saucy little hats will be cocked of fone eye, one eyebrow or even one ear. If they droop on one side they won't on the other. Some of them will be long in back to hide the scattered wisps of growing-out shingles.

There are ribbon trims and flower trims, but never the ribbon around the crown with a flower on one side which we have seen in other seasons. Ribbon and flower motifs appear in odd and delightful new ways.

Braids and lace are also used for the individuality of hat expression. Printed fabrics fashion the delightful hat and scarf sets. Always the hat meets in trimming and color compliment with the costume below it. Charming flat felt flowers, spriggy silk ones, that appear on the hat also appear on the coat of the ensemble as a boutonniere.

Colors are the same or contrasting to the new cloth shades. Predominant are greens, blues, tans, reds, orchid. Although femininity is the new ideal, the tailored model still remains. But tailored though they may be, they look to be 1929.

## PLAYS LEAD IN COLLEGE REVUE



Miss Margaret Myers, of Rensselaer, Ind., is the leading lady of Indiana university's annual musical show, "The Jordan River Revue." This is the third year she's played a leading role in the production.

## 'MR. BOB' ENJOYED BY LARGE AUDIENCE

SCOTTS MILLS, March 20.—(Special)—The play, "Mr. Bob" was presented by the Scotts Mills high school students Friday night to a capacity audience. Every member of the cast played his or her part capably. The receipts amounted to \$62. Among those attending the play from out of town were, Mr. and

Mrs. Ballard from Portland, Mrs. Mabel Ballard and daughter from Woodburn and Mrs. Foster from Sellwood.

Matt Walbel and his son Ernest are visiting in Seattle. Miss Enid Lamb, who has been quite ill for several weeks, was taken to a specialist in Portland Friday.

Lawrence Smith of Salem visited relatives here over the weekend. R. G. Lawrence and J. B. Lawrence of Falls, where they are working.

Mrs. Blondine Sanders has returned home from Portland where she has gone to Camp 16, Sil-

she visited her daughter for several months.

Mr. and Mrs. Charles Johnson moved the last of the week, to the Dixon house near the school-house.

Mr. and Mrs. Loran Dunagan and son have moved to the J. A. Murray home.

Little John Robinson, who has been ill with pneumonia for the past two weeks at the home of his grandparents, Mr. and Mrs. John Porter, in Silverton, is gradually improving.

Mrs. W. T. Hogg, who has been visiting her parents for the past two weeks, has returned home.

Mr. Chick, the new blacksmith from Salem, moved here Monday and is ready for business.

Mr. and Mrs. Charles Haynes of Portland visited their cousins, Mr. and Mrs. George Haynes, on Sunday.

John Geren, who is working for Montgomery Ward and company in Portland, spent the weekend with his parents here.

Misses Loraine and Doris Hogg

of Salem visited their parents here over the weekend.

Mrs. Calvin Phillips of Valeets visited her parents, Mr. and Mrs. G. W. Myers over the weekend.

Mr. and Mrs. J. O. Dixon drove to Portland Thursday on business. Pete Crites, a climber at the Butte Creek mill, jabbed a climbing spur in his leg Thursday and was taken to Silverton to a doctor. It was necessary to have several stitches taken.

Mrs. John Kells of Salem visited her sons here over the weekend.

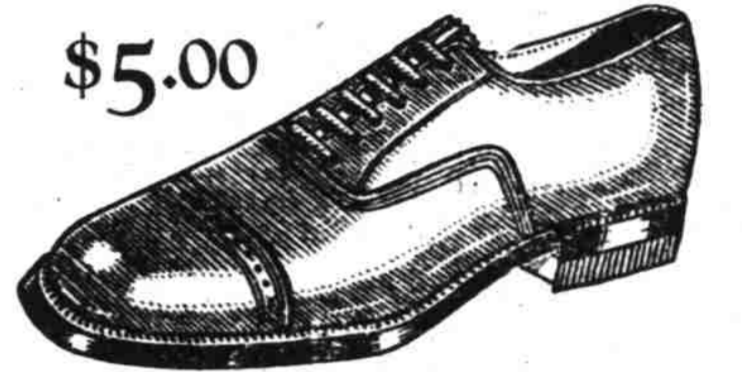
## Olympia Friends Teeple's Guests

SPRING VALLEY, Mar. 19.—Teeple entertained over the weekend Mrs. John McIntosh of Olympia, Wash. Mrs. McIntosh had not been here for a number of years. Mr. and Mrs. McIntosh conduct a store and service station in north Olympia. The Teeple's and Mrs. McIntosh were formerly neighbors in Tacoma.

# ATTENTION MEN!

See the New Patterns in Black and Tan. Genuine Calfskin Oxfords you can buy here at

\$5.00



Central Shoe Store

331 State

## State-Wide Help In Advertising Chamber's Plan

Governor Patterson has given his endorsement to the state chamber expansion program by signing House Bill 411, which authorized the expenditure of \$25,000.00 of state funds under the direction of the state chamber for publicity and land settlement work during 1929.

This fund, states W. G. Ide, manager of the state chamber, will be used in connection with the amount raised by business interests of Portland and other parts of the state to advertise ag-

ricultural, industrial and recreational resources in the state of California and intermountain states which have produced during 1928 over 80 per cent of our tourist travel and 40 per cent of our new settlers.

# GRAND OPENING! TOMORROW NIGHT

7:30 to 9:30, of KAFOURY'S

## New Store for Women

LIVING MODELS Will model the newest in spring coats, frocks and millinery

Starting at 7:45, living models will model the latest fashions in coats, dresses and millinery on the Main Floor of our new store. Come and see the newest of spring styles.

Punch will be served in our downstairs Thrift Store, and there will be plenty of music too. Come, enjoy an evening at Kafourys.

### A PERSONAL INVITATION

This is a personal invitation to all the people of Salem and vicinity to come to our Grand Opening tomorrow night from 7:30 to 9:30. There will be living models, music and refreshments and it is my personal desire to have you come and enjoy the evening at our new store.

It has been our aim to have this store complete and up-to-date in every detail and we present it to you for your approval tomorrow evening.

N. C. Kafoury

When visiting this store note the special arrangement of the merchandise that makes selection as simple as possible.

### Main Floor

- SILKS
- WOOLENS
- COTTONS
- HOSIERY
- NOTIONS
- LINGERIE
- ACCESSORIES
- COATS
- FROCKS

### Balcony

- DRAPERIES
- CURTAINS
- LINENS
- MILLINERY

A well lighted and a well ventilated place to shop.

### Thrift Store

The Downstairs Thrift Department will not open for a couple months — but this spacious department will be open for your inspection tomorrow night.

## "CLOTHES OF INDIVIDUALITY"

FOR EASTER



FOR THE NEW SPRING SEASON

Shrewd buyers of style and quality will choose Oregon City Virgin Wool 2-trouser suits. There's will be a lasting satisfaction, increased as months of wear reveal the exceptional style and shape retaining qualities of these fine clothes.

\$30 To \$45 (with extra trousers)

Also a complete line of new spring furnishings from the correct new hat with narrow brim and tapered crown to the new socks—plain colors with embroidered clocks and figures.

**Emmons**

Tailor — Furnisher — Clothier  
426 STATE

Credit on Our 12-Payment Plan



### A NEW DEPARTMENT MILLINERY

In this new department you will find a wonderful array of the newest in Spring and Summer hats. ON THE BALCONY

255 North Liberty Street

**Kafoury Bros.**

Your Home Store

Next door to Portland Electric Power Co.