

ACCESSORIES FEATURE

Just the Right Touch Added to Costume by "Extras"

JEWELRY EFFECT USED

The importance of the accessories to milady's costume must in no wise be minimized. Each small item contributes its bit of smartness to the appearance. The bag, flower, or even the kerchief which is off color may prevent an otherwise charming ensemble from its effectiveness.

For the young girl even more than for her older sister it is essential that feet be perfectly shod, and that other accessories be in good taste.

Not only the child, but her mother is judged by her appearance, and too high heels, too fancy shoes, too ornate a bag or necklace may well blight a promising social career.

Of course, the shoes for very little persons are classic in type, severely simple, well cut and of sturdy materials. For even with best intentions in the world they must stand many bumps and scrapes, and emerge triumphant from a good polishing.

For everyday there is nothing better than the plainest of oxfords, its only concession to fashion being a saddle of contrasting leather.

In all-brown, beige and brown, or black and white, here is the perfect shoe for one's play and school.

GEM FANCY HAS HISTORY

An interesting story lies back of the present fancy for handsome pendants hung from silver chains or black silk cords. Carving semi-precious stones in whimsical designs, a young research chemist sent his wares to a metropolitan shop, where they immediately evoked the interest of women seeking novel pieces of costume jewelry. A tremendous vogue has sprung from one young man's idea. The work is honest and pure, which explains its unprecedented demand.

SCARF USE VARIES

Square scarf styles are worn in fascinating ways. A new suggestion from Paris is two squares joined together at the corner, thus making a double diamond shawl scarf. White crepe handkerchiefs spotted in red and blue are bordered in solid color, one in red and the other in blue. To do such an affair, the scarf is caught around the neck with a short end and a long end, the two thrust through a ring at one side and the long piece extending down the front of the frock to fall over a shoulder.

Straight and slender does the spring-time suit or dress make one seem. The outline of the figure is preserved in its slimmness to a point well below the hips, where the flaring line, pleat or fullness is contrived in the skirt.

Naturally, this is exaggerated in evening gowns. Just as it has been for many weeks to present silhouette distinctly different, more picturesque and graceful than that of day wear. Such fullness, although present in ensembles and dresses for the daytime, is often but slightly noticeable. The two suits pictured seem almost scant in cut, but the same frontal flares appear in the skirts.

Before digressing from the subject of suits, there are a few style not only makes the coat collar in the suit of beige tweed, but the belt as well, and rather a wide one at that.

The second point is the frilliness to which the blouse designers have resorted in the pursuit of femininity in dress—clearly expounds in the two shown here that are worthy of calling to your attention. One is that beige fur emphasized in the blouse of white batiste, which is the piece de resistance of the dot printed coat and skirt of plume.

Ruffles, pleatings and flat effects in frilly collars that are definitely characteristic of spring in the year 1929. If you like them you may wear them with smartness to your heart's content. If you do not care for them—these furbelows are not the only tokens of style.

Cottons you need no longer question, for this season they are assuredly smart for sports, for afternoon, and are seen in evening assemblages of fair women. A few fashionable metropolitan women have appeared in evening gowns of dainty and exquisitely fine cotton. One reads occasionally of their being advocated for

formal occasions by the fashion wise in other lands.

This vogue, however, is but a flash in the pan, perhaps a momentary fancy, although it is easily conceived that fine batiste, organdie and the like may be unusually popular for summer nights.

There are many fabrics competing for place in the spring formal mode, such as plain and printed chiffons, flat crepes, lace and warp printed taffetas.

Illustrating the charm of the last named fabric is the evening frock pictured, its skirt flaring with abandon from snug fitting hip. It is representative also of the types of designs seen in numerous prints for formal wear, large and bold, though sometimes quite subdued in color.

A prismatic array of color was noted at a recent showing of spring apparel, the primary colors presented as unrelated harmonizing tones and consisting of a blue with a purple cast, a soft green, a rose tone and an orange shade, the last predicted as one of the smartest colors for spring.

PRINTS—THEY ARE 'IT' THIS SPRING

Varieties Run From Dainty Delicate Chiffons to Saucy Polka Dots

EDITOR'S NOTE

Not content with descriptions from afar of the newest and best in spring wearing apparel, The Statesman had the stocks of Salem investigated by its own reporters and described for its readers. The following article is authentic and describes actual goods found in Salem's own stores.

Yes—"Paris says prints." The print is a versatile mode, for there is a type of print to suit every individual taste. Even the most demure may find something which will not be too conspicuous in the darker tones, with background of navy or black. There are prints in soft, delicate chiffons for the extremely feminine type, and there are dashing, colorful prints and saucy polka dots and plaids for the woman who dares to be extremely a la mode. The print adopts itself to dresses and ensembles of various types, the most popular featuring circular effects. For formal afternoon and evening ensemble, when the return to frills and flounces emphasizes the charm associated with all that is truly feminine, there are large and more striking prints—the exotic florals and designs characteristic of the modern trend. But this season motifs and colorings are mellowed so that they appear subtle rather than dominant upon filmy chiffons and indestructible chiffon voiles.

Combinations of print and plain material are especially noted in the ensemble. Smart sleeveless frocks of plain silk are often combined with printed jackets with plain color trim, or the combination may be reversed to produce a still more subdued effect. Yellows, Chartreuse, greens and reds and blues are perhaps the most used colors for these outfits.

ROMAN STRIPES APPEAR

Who does not love gipsy-like Roman stripes with their flashing colors and suggestions of things gay and carefree? Spring's girdles and sashes will carry this colorful accent among their contributions—even sponsoring them for use with the simple evening frock.

New Elegance Seen In Spring Hats; Trend Is Away From Felts To Exquisite Straws



Six Accessories Requisite For Formal Costume; Pick Must be Made With a Care

In the externals of formal dress there are six requisite accessories to chic. Wraps, bags, shoes, hosiery, gloves and jewelry loom with such power to make or break the ensemble complete that no lady can afford to choose in a haphazard manner any more. One does not fall in love with a bag or jewelry and wear it "just because." It simply must belong or the result is nothing.

The construction of the formal costume entire up to the nth degree of perfection demands no little study, observation and weighing of the pros and cons of one accessory's relationship with others.

There is considerable leeway offered in this feminine indoor

sport of assembling smart apparel for wear after dark. First, let us note the possibilities in fabrics for gowns and their variety in texture and color.

PLAIN CREPE FASHIONABLE

Plain colored flat crepe is fashionable; printed chiffon in a large pattern is interesting; solid colored chiffon and open mesh net and lace are three other modish materials with which to express one's individuality.

Wraps will tend toward the shorter as the season emerges into real spring. Transparent velvet already is arriving in numerous versions; the jacket of sequins or lace remains a favorite, while the newest expression of the capelet is a short one of lace or chiffon tied about the throat.

Daintier and more beautiful become the slippers designed for the evening. Crepe de chine models with tiny straps, trimmed in a bit of silver or gold and dyed to match the costume, are exceedingly fetching and quite the shoes of the moment. With these sunburned tone hosiery is considered smart.

Sheer hose in melon shade blends agreeably with slippers in brocade, the color harmonious to the frock. The satin pump with a plain or colored rhinestone busk is charming with sheer hose in flesh tone.

LONG GLOVES WORN

Long evening gloves of white glace kid are worn again for formal dress, and their revival this season hints of their being firmly entrenched by autumn. Not only are white gloves considered chic, but the pastel tints are seen and are merely an echo of the vogue for pastels in frocks.

Shoe and bag ensembles are attractive when in crepe de chine or satin, and these may be in envelope style or in pouch shape.

J.C. PENNEY CO.

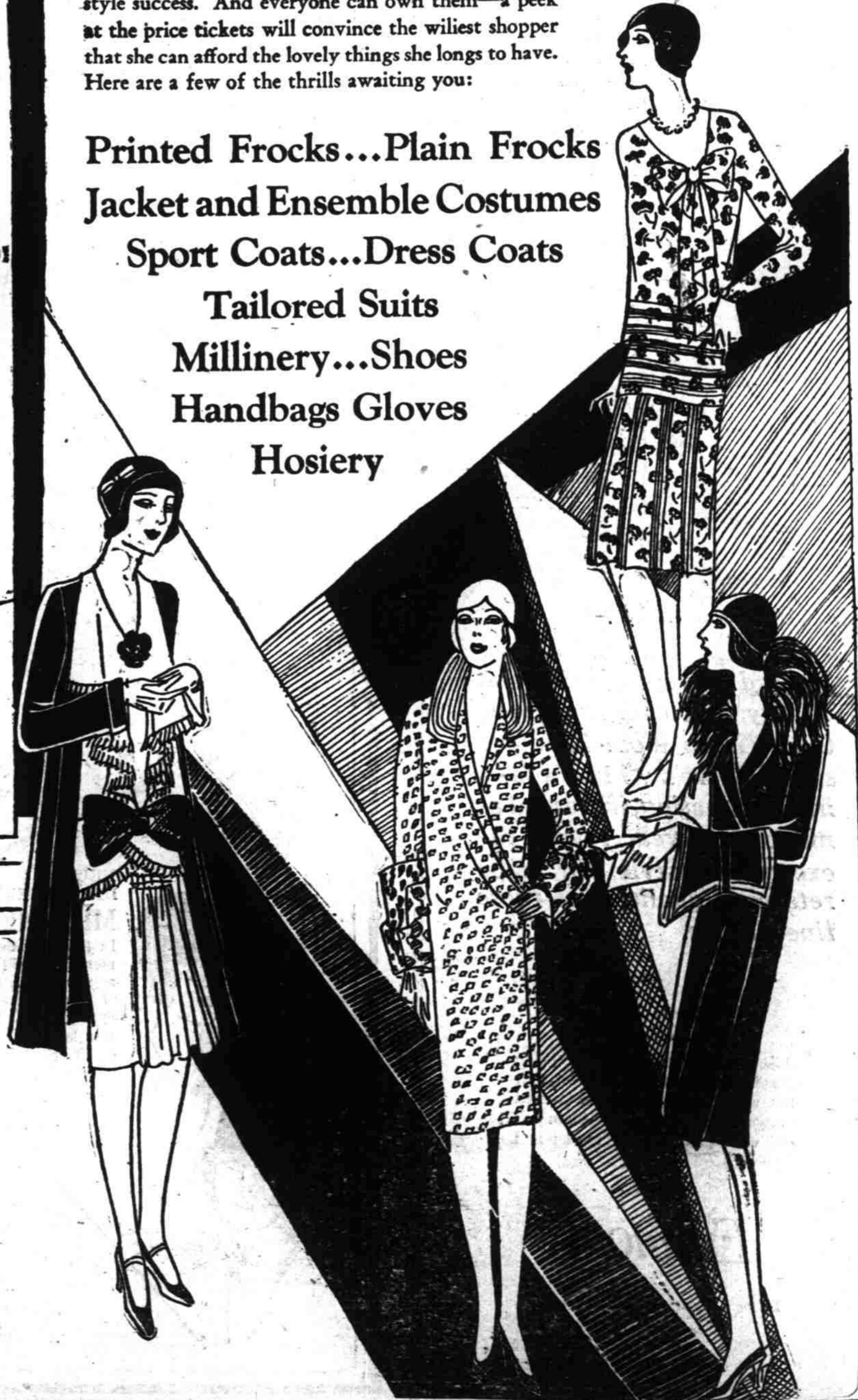
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SPRING OPENING

A Fascinating Display of Important Fashions and Correct Accessories for Spring and Summer

All over the store there are the most delightful things to see! Each one a triumph of newness, an authentic fashion that will make your spring and summer season a style success. And everyone can own them—a peek at the price tickets will convince the wildest shopper that she can afford the lovely things she longs to have. Here are a few of the thrills awaiting you:

- Printed Frocks...Plain Frocks
- Jacket and Ensemble Costumes
- Sport Coats...Dress Coats
- Tailored Suits
- Millinery...Shoes
- Handbags Gloves
- Hosiery



Shoes May be Stylish in Spite of Comfort Ideals

Fortunate, isn't it, that the makers of corrective shoes have decided that women continue to be style conscious in spite of the fact that they may be wearing shoes with built-in arches. For so long they seemed to think that a woman with hurting feet was in such a desperate state of mind that she immediately lost all thought of appearance.

Where once it was possible to identify a corrective shoe as such as far as one could see it, we now defy anyone to distinguish it from any other type of shoe unless it is put on or taken up in the hand and examined for special features of construction. The same colors, the same cut, the same leathers and trimmings that are found in any other type of shoe can now be found in the corrective shoe group, except that no one high spike heel is ever included by this division.

Where once the idea seemed to be that the darker the shoe the costume ensemble

more inconspicuous and therefore the better concealment of one's foot ailments, it has now been discovered that light colors in neutral tones are sometimes less noticeable against the pavement background than a black shoe color range is now open to the shoe that is made especially to support a falling arch.

CUT ALSO CONSIDERED Cut has also been considered. Where the oxford tie was once the standard style for the arch support shoe, one now finds strap, oxford and step-in models. Soft materials are used and the shoe is entirely flexible except for the arch, where support must be provided.

Certainly the woman with feet that must be pampered has no longer a single excuse for complaining, since she can now find a smart corrective shoe suitable for any hour of the day and in a color to harmonize with any of her

Swinging skirts, graceful bows and fluttering scarfs tell their tale of new frock modes—capets and capelets, throws and stitching put the fashion responsibility of coats on their shoulders—jackets have a way of appearing on all manner of frocks and the ensemble theme is outstanding—examples of all these ways to chic are to be found in our Ready-to-Wear department. We suggest that you visit us as soon as you can—whether you are ready to purchase or not, we shall enjoy a chance to show you these exciting new things.

We Invite You to See the New Things With Us