

## Paris Fashiongrams

Sweaters are very much in the foreground for sports—usually accompanied by skirts of circular tendency.

There's a new cotton tweed that tailors into a stunning sports costume for summer climes or weather.

Little shoulder capes on sheer or printed silks are delightfully young looking.

Skirts descend as the day goes on into the night, from 14 inches for sports to trailing draperies for the night lights.

Panamalac—a shiny, light-weight straw—is particularly good with tailored costumes.

Opaline rose—soft, fragile, with a beige tint, trims the best of the black and blue frocks.

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The plain truth about plain color tweeds is that they're about to have the biggest season they've seen in years.

Last year a flower on the shoulder was positively passe. This year Paris says "Put a flower on everything."

Hats are large of brim or brimless—naïve or sophisticated—as is most suitable for your face and your costume.

The long-limbed look is the chief characteristic of all the new Spring fashions.

The tier, the peplum, the flare and the flounce are all signs of a new frock.

Many of fashion's best points will appear on her sleeve—the cap, the bow and the flare—and sleeves will either be cap length, elbow or three quarter.

The bolero appears on everything, coats, suits and frocks.



# Spring Opening

## The Easter Fashions:

Smart—smarter—smartest. We echo in advance your exclamations as you wander through our many displays of what to wear for Easter and the spring it inaugurates. So what to wear. Suits. Ensembles. Frocks. Coats. Millinery. Ensembles. A field that covers and reflects all the important Paris creations—to meet your own particular taste and purse. You must see Miller's comprehensive showing of ready to put on apparel! "IT'S TIME TO DON THE NEW"—says DAME FASHION.

## "What Shall I Wear?"

SPRING fashions continue in developing and perfecting the new note of elaboration which so dramatically and completely has changed the mode, giving to it, instead of the old uniform severity, a feeling of more feminine, gracious charm. Style trends for 1930, as presented in Printzess coats and ensemble costumes, are both distinguished and distinctive in every expression of line and detail.

The new silhouette has a fresh variety and an interesting novelty. It is form-fitting and gracefully molded to a longer length. These newer lines are subtly and skilfully adapted in the Printzess models we are showing with a result that is becoming and acceptable to every type. You will find styles for all daytime occasions—swagger sports coats in beautiful light-weight woollens of exclusive pattern, exquisitely designed ensembles in two and three piece themes, smartly tailored street models and intricately cut dress coats in well-chosen fabrics and colors.

And with the careful manipulation of of silhouette, you get in a Printzess the faultless quality and workmanship which is always the background of chic. This season there is an exceptionally attractive collection of Printzess coats and suits from which to make your selection—of Printzess "Petite" for the shorter figure and of Printzess "Travelure" for travel and sports wear.

We feel that to choose a Printzess is a step in the right direction toward good dressing, and cordially invite you to see these smart Spring garments now while our assortment is complete.



### Stockings Come That Way

Yes, stockings come that way these days—with a personality all their own—with colors very subtle and expressing the very spirit of the costume. Take for instance, the luscious Rosador, the cool beige clair, the frank sporting sun-tan. Just a hint as compared to our twenty-three other style-right hosiery shades.

### Gloves—Complexion Tinted

New Spring gloves are discreetly decorative. Especially these new Perrins in the long for short sleeve and short for the long sleeve fashions. . . . Gloves in every new shade . . . eschell, sun-tan, black, navy, white and grey. With piping, stitching and embroidery.



### Hats—That Just Frame the Face

Lacy, soft shiny straw, shimmering like a cobweb with tiny embroidered motifs. The hat that everyone is wearing with dressy frocks and coats. The hat that is so flattering, so young looking. The hat that trims itself with a satin bow and knows enough to stop there. These are copied with the magic of Paris! Captivating chic? Miller's say so.

### Fashionable Footwear

Never have fashions been so versatile in footwear. Heels follow the sun. Low heels for sport . . . Cuban heels for street . . . spike heels when the sun goes down. Colors lighter than sunburn . . . white bottle green . . . and dull kid . . . these and styles without number come in every version of strap, strapless, and lace effects.



### Lingerie—in Frosty Tints

Luscious peach, blush, delicate flesh, and the delectable frosty tints are new in speaking of silken intimates . . . and here, one has choice of dozens of garments in dance sets, step-ins, combinations, panty outfits and costume slips.

### Foundations—Come First

Fashion has gone feminine . . . and only perfectly contoured natural curves have any place in the front row of chic this season! Foundation garments with an up-lift type of bust, curved-in, slenderizing waistline and curved hip lines are catering to the requirements of the current fashions. Good-bye foundations are ideal garments to effect the new princess line . . . and Good-bye are here exclusively!



### And Then—There's the Blouse

Paris said "suits" . . . and then, inevitably, "blouses" . . . where upon she proceeded to do grand things with blouses, making them of crepe or satin crepe, printed crepe and tucking them to match her suit or mood. And here we have copies of her blouses in tulle, lace, or otherwise, sleeveless or sleeved. For every type of suit.

## The Longer Silhouette . . . Why Not Now?

We warn you—it's a losing struggle if you are fighting against it. And once you give yourself a fair chance to like it, you will wonder how you could ever have approved of anything else. The frocks for Spring are excellent examples of this mode at its best—the proved successes, the modified innovations. Frocks in the longer silhouette, in monotones, in prints, in silk crepe and chiffons. A charming collection in the 1930 manner.

## Surely You're Buying A Spring Suit!

Spring wouldn't be Spring without a new suit to wear—especially this Spring. And if the tailored type isn't your type, you will revel in the dressmaker versions that give you all the latitude you require. Suits with peplums—with cape collars—with shoulder capes—with intricate details. Suits with their own blouses to lend them just the right touch of adornment. Suits, in short, to please everyone—if you make your Spring selection here.

## Little Details that Determine the Smartness of Your Ensemble

It's a big season for fashions—and it's the little things that count. Accessories—by these shall your smartness be determined. The flower you wear. The jewelry in its relation to the costume. The gloves and stockings of subtle color. The right scarf for your tailored suit. Little, yes—but looming big in the eyes of smart women whose goal is perfection—which is why they make their goal at Miller's. Everything to complete the "head to foot" costume.

Tonight, at 7:30 o'Clock, Salem's Downtown Windows Will Be Unveiled for Spring Opening . . . . Miller's Direct Your Particular Attention To Their 14 Windows of the Season's Outstanding Fashions!