

Individualism Is Keynote in Fashion's Dictates For Spring

DIFFERENT IS SPRING MOTIF

Shoes Like Other Articles Of Apparel Must Be Different

Fashion authorities are emphasizing the importance of individuality in dress thereby giving Madame free reign to adapt the latest styles to her personal use in an effective, charming, charming, and suitable manner.

Shoes are always given their share of consideration by the smart woman, but in general, too little attention is paid to their heels, and their appropriateness for various occasions.

For morning wear, and town shopping, the Cuban or baby Spanish heel is decidedly chic. The latter is, in fact, the only heel which should be worn, both by the short, chubby woman, and the tall, slender woman. The one looks unbalanced, and her legs doubly heavy, if they are upheld by thin spiky heels, and they only add ugliness to the woman who has been endowed by nature with the distinction of more than average height.

Weight Distributed Those who indulge in sports know that the game with the most dash and perfection of finesse, is played in a flat-heeled oxford, Wales tie, or brogue, preferably rubber-soled, which gives even distribution of weight to the entire foot, relieving the sole of the pressure which results from a higher heel.

The modified heel is seen in hotels at afternoon tea dances and for spectator sports. Those who tend toward more formal attire, however, cling to the high Spanish heel, delicate of curve, and best suited for those who are light of foot, and of medium height.

Low Heel Favored Most women will find that if they suffer from foot strain, they may readily relieve it by wearing a low heel through that part of the day during which they are most active, and changing to the higher heels for the hours in which social obligations demand that they look their daintiest. They will look fresher, too, if their faces don't bear the marks of irritability which uncomfortable feet result in, and which physicians term one of the most important causes of general nervousness.

ANTIQUES FINE IN HOUSEHOLD

Modern Pewter is New in Homes Where Taste Is Foremost

The impetus for antiques as occasional accessories to the modern home has revived an interest in a beautiful metal. The first expression came in the actual unearthing of authentic pieces. Suddenly coffee urns and Baird candelabra of revolutionary days were placed on the market at fabulous prices.

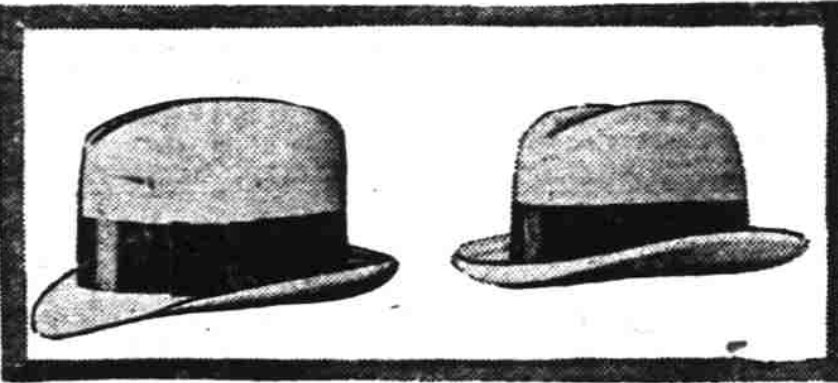
American ingenuity next came to the fore with accurate reproductions at prices for the modest income. Lamps and table pieces, Paul Revere pitchers and old platters were charming, useful and picturesque.

Now another phase has crept in. Modern pewter has become a vogue. Modern because of the polished surface and trim restrained Twentieth Century lines. Stores the country over are stocking ash trays and flat silver, flower bowls and desk sets—proving that the beauty of the metal rather than the fad for antiques has sustained its popularity.

SMYRNA Turkey (AP)—While building a road in the heart of this city workmen unearthed a sarcophagus containing the bones of some old Byzantine potentate and fifty gold ornaments of great value. The whole was turned over to the city museum.

CANBERRA (AP)—This island continent of Australia has 6,373,219 people scattered through its expanse. In 1900 there were about 3,000,000 people here and by 1950, at the present rate of increase, there will be about 10,000,000.

Snap Brim More Popular Than Ever



Hats suitable for all occasions will be needed this season to complete the wardrobe of the well-dressed man. The snap brim will be very much in evidence this season.

MEN TO BE MORE CONSCIOUS OF STYLE NOW THAN BEFORE

Coats Longer, More Form Fitting, Waist-Coat to Have Six Buttons

Spring style trend in men's wear With the trend of the mode for women becoming more feminine and more formal this season, men will have a tendency to be more style conscious this spring than ever before.

It will not only be evidenced in his evening clothes, but also in his street and sports wear. The ensemble idea will hold an important place in the smart dresser's selection for 1930, especially in harmonizing color schemes.

New Color Tones Seen Fabrics will be inclined to show a decided tendency to follow the new color tones so prominent in the women's new mode. A striking trend towards pastel effects will be quite in vogue in the new men's wear.

The smart suits for spring will be just a trifle longer than last season, the shoulders will be normal in width, with the coat inclined to be rather form fitting, two or three button single breasted with lapel notched, half peaked and peaked.

The sleeves will be finished with deep vent, with one to four buttons, or with imitation cuff and three buttons, or turned back cuff.

The waistcoat to match suit will be single breasted with six buttons, either with or without collar.

Double-Breasted Popular Fancy double breasted waistcoats will be quite popular, especially of plain colored linens. Trousers will have a tendency to taper slightly to bottom.

There will be a decided play of mixtures and different style plaid this season. Gray and blues in medium tones will lead. Greens, gray-blues and gray-browns will be very prominent with the greenish tones for the man who wants 'his season's newest' tones.

The two button double breasted jacket this spring will hold a decidedly important position in the new vogue. The lapels will be rolled to the last button and will be peaked.

The more formal fashions in women's evening wear will play an important role this spring in persuading men to wear formal evening clothes.

High Hats Back The smart new formal evening mode for women is destined to make us all become prime ministers. To be really smart and decidedly correct, men will have to high hat this season. The tall coats step into the forefront as a style leader.

Speaking of tall coats, we find they will be rather pointed instead of wide round effect. The sleeves will be finished with four bone buttons.

The white waistcoat with four buttons will be high in favor in the smart 1930 men's evening wardrobe.

The single-breasted waistcoat will be given a decided preference to the double breasted since the spreading vogue of the tail coat.

Black is undeniably the most practical color for children's wear and black patent pumps with bows or ankle straps, are favored with the simpler type of party dress. But we may thank the new dressmaker touches of pleated ruffles, shirring tucks and lace bandings on "dressy" frocks for the consistent place they have made for more delicate shoes.

For all occasions, the small girl wears nude, or flesh colored hose with her party shoes, and stockings in preference to the three-quarter sock marks the new conservatism in dress which is emphasized by mother's long skirts, and operat gloves.

Miss two to six's older sister may wear beige, greige and black, and if she is almost 16, may be permitted the first sign of maturity in footwear—the baby French heel, whose graceful curve and solid form gives added beauty to her costume, without weakening in any way the growing muscles and delicate arch.

Manufacturers are realizing more definitely that children take deep interest in their clothing, and the way they cater to their young desires is a tribute to their understanding and ability.

TOKYO (AP)—Seventy-six passages and three whole scenes were slashed by the police censor from a drama based upon "All Quiet on the Western Front." A Japanese translation of the German war story reached its fifty-fifth printing.

COLOR FAD IN SHOES LIGHT

Men Seem Less Attracted by Wave Than Women; Oxford is Popular

Of the two sexes, man is decidedly least vain, and we may attribute his smartness in dress largely to the women who influence him, either directly, in the home, or less personally in general association.

The shoe problem is not as important to man as to woman, because men's shoes are designed primarily for comfort and wear. It has only been in recent years that stylish appearance has taken the upper hand and made of that part of his apparel a factor deserving of careful consideration.

The fad of colored shoes for men, has been an uncertain, short-lived thing, and has gotten no farther than brighter shades of brown and russet. Blue has been worn just a little, at the winter resorts, but black, brown, white and combinations of black or brown with white have held the ascendancy.

For summer sports wear, either active or spectator, the low-cut oxford is favored in the above-mentioned combinations. They are generally made with colored wing-tip fronts and sides with white or tan buck forming the body of the shoe.

Conservative Types Lead For daily town wear the conservative browns and blacks hold first place but interesting features are provided in perforations and the shaping of the last. The accented square front has lost the position it held, even with the younger set of men, and the general trend is toward a modified last of simple cut, which gives comfort and neatness of appearance by means of subtle points in manufacture which are to readily evident to the purchaser.

The ensemble idea in men's clothing is carried out by having the shoes harmonize with the suits, socks, kerchief and tie. Brown is worn with all shades of tan, from the light speckled tweeds which usher in the spring, to the deep browns with reddish casts. Black kid, highly polished, is worn with the smart new greys, oxford, and various shades of blue.

It is interesting to note that a more pointed toe is preferred for formal evening wear, and the medium is always patent leather. The new models being featured are cut low, and the line of the shoe is accented by a horizontal line, placed in some instances nearer the tip, and in some, nearer the lacing, depending on whether the individual preference is for accented or abbreviated length.

Color to Play Unusual Part This Year in Man's Taste for His Apparel

Slightly More Pointed Toe in Vogue for Shoes; Colored Shirt Good for Some Time; Grey Felt Hat Always Smart

By E. P. HOWARD

A well-dressed business man remarked to me the other day that in his opinion nothing gave a man a greater feeling of confidence than to know that he was not only well groomed but correctly outfitted. With this as an incentive we did a little scout work to ascertain just what would be needed for this feeling of confidence for spring.

From all corners we got the impression that the much talked yellow group is outstanding. Visualize a brown suit, and with it a light tan shirt in madras. For this outfit the tie, of dark background, preferably a harmonious brown would boast small figures of a yellowish tinge superimposed on the ever popular foulard or optical field. The socks also adopt these colorings.

The grey and red is another spring combination of merit. With a steel grey suit and a red tie a shirt may be chosen in grey. A particularly nice one shown was a light grey tone with blue stripes running horizontally.

It has been a long time since American men have admitted as much color into their wardrobes. Yet it has met with surprisingly little resistance. Men from Cambridge are wearing hose in a new wool fabric in popular colors of dusted brown, grey, blue and tan.

And from the same locality comes a new pull over sweater in shepard plaid which has been inexpensively but effectively copied by American mills. With the forecast of brown as the favorite in suit colors, brown shoes are newly important. Oft times a man's appearance has been totally spoiled by the bad selection of shoes.

This spring the English type of slightly more pointed toe has come to the fore. These, if styled



For wear in the country or on the golf links, Conrad Nagel, popular M-G-M star and considered one of the best dressed stars of the screen, suggests this outfit.

correctly, are equally comfortable—and have always been ever so much more dressy.

There was a time when a man wouldn't look at a colored shirt, demanding white on the pretext that he refused to look like a farmer—for a few seasons ahead we predict, however, that we will hear little or none of these objections.

SHOES FOR MEN MOSTLY BROWN

Radical Styles and Colors Lacking in Footwear This Season

Despite the demand for variety in men's styles generally, the trend in footwear for the male this year is reactionary in this respect, the goal seeming rather to be comfort and convenience although there is no lack of pleasing design, as may be judged from an inspection of local display windows.

For one thing, the predominant color is brown, and there is not so much variety in shades of brown, either, the manufacturers seeking a happy medium which is pleasing in itself—more so than the numerous shades ranging from light orange to a near red—and furthermore is easily cleaned and doesn't need such frequent polishing.

In the second place, the custom last is almost universal in this season's styles, this importation from England combining style and the maximum of comfort. Variety is not wholly lacking, but most of the variations are adaptations of the custom last, and the bizarre models of other years are nowhere to be seen. Wing tips and novelty stitching are among the variations from the basic mode.

Black shoes are still correct especially for evening wear. For formal wear, the lightweight oxford or pump remains in vogue, usually in medium or narrow lasts and with plain toes.

Siam, the only remaining absolute monarchy, has an Oxford graduate for king.

LITTLE MISS MUST HAVE GOOD SHOES

Black Undeniably Best Color For Kiddies' Shoes Although Colors Good

From head to foot, Miss two to 12 is emerging in springtime glory at all the fashionable resorts, and we have found her feet singularly smartly shod with the advancing season.

Saturday afternoon is the time for the most important of her social functions, and the newest importations from Paris consist of pastel kid pumps and slippers, to match or harmonize with the dainty frocks. Kid, satin and crepe de chine are well suited to small girls, and we find them worn in flesh, baby blue, peach, orchid, yellow (made ultra-smart by young Princess Elizabeth of England,) and the always appropriate white and ivory.

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Auto Parade

Tonite 7 O'CLOCK SHARP

Be down town by seven sharp and see this wonderful parade of fine, new spring automobiles.

About seventy-five cars, with a retail value of \$160,000.00 together with five bands and police escort will give Salem the most picturesque parade ever witnessed.

After the parade the dealers will hold "Open House" in their respective showrooms and everyone is invited to attend these special displays.

This is your "Spring Opening." There is no charge to you whatever. Come down town -- bring your family -- enjoy yourselves.

"Sponsored by The Salem Ad Club"

... on fashion's headlights for spring

the man's shop announces an early and complete presentation of correct styles well dressed men will wear for spring 1930 . . .

light colors are in high favor again, tweeds—flannels and worsteds are good—bespeckled patterns, diagonals and herringbones brighten the variety which also include subdued plaids and stripes.

the 2 button peak lapel holds its popularity but the two button notch with soft rolled lapel is newer . . . all these style points and many more are to be found in the good old man's shop.

'35--'65

the man's shop

fashions for men
416 state street
salem, oregon

Johnny Mack Brown, Metro-Goldwyn-Mayer feature plying wearing a snappy-looking spring felt.