

Well Dressed Woman Must Have More Than One Evening Gown

Two 'Formals' Are Essential

Three Distinct Influences East Indian, Grecian and Renaissance

Salem has more "formal" life than most cities of its size because of state and university functions in addition to the dancing and dinner clubs.

Every well-dressed woman must have at least two formals, and more if her budget allows. Let's have a look at the fashion forecast so the selection of these most important of gowns will be just right.

Much can be said of the new evening gowns — but one thing stands out, and that is that there are three distinct influences.

First, we have the East Indian, which is the result of portraits of a beautiful Maharajah of India shown draped in her native sari, her dainty feet sandalled, her body swathed in magnificent fabrics.

Secondly, there is the Renaissance influence, which finds expression also in the manipulation of rich fabrics — and which reaches its height in the exquisiteness of its colorings.

Thirdly, there is the Grecian, which appears interpreted in soft folds of fabric, delicate accents such as narrow gold and silver kid belts, and occasional silk rope belts tied about the waist, and falling to the hemline with deeply fringed tassels.

Dinner Any Hour
Dinner at eight, or at any other hour, should find you looking your very best. If you prefer the less formal type, you will choose a gown with long sleeves, a fully draped skirt, and billowing sleeves either three-quarter or full length.

If you want the full expression of formality, however, you will choose the jacket costume, the coat of swaggar cut in three-quarter length — or if you are proud of your youthful figure, the shorter, fitted jacket — or if you are as slim as a sub-deb, you will choose the very brief fitted jacket, almost like a peplum-type. The gown under it will approve of the raised neckline, and possibly a deep V back, but you won't choose a halter unless your gown is really meant to be fully formal.

Incidentally, these dinner gown-and-jacket outfits are very practical, as they serve a double purpose . . . being suitable for informal occasions with the jacket, and quite proper for gala wear without the jacket. Another frequent influence in dinner gowns is the covered shoulder, effected by means of draped capelets, while occasionally we see dropped shoulders (only if your own are beautiful), and more often the metallic bodice combined with a velvet or rich crepe skirt.

Strictly Formal
It is in strictly formal evening wear that fashion attains full luxury and elegance with silhouettes showing new developments. The draped line is most important, being of Grecian origin, and gives a statuesque quality in classic and straight skirt folds.

Hindu influence obeys the draped dictum too, and has significant influence on evening trends. In general, the fall and drape of these straight, though full evening skirts concentrate their fullness at the front, with occasional sweeping back movement, and occasional, though less frequent side movement, yet completely ignoring bias cuts.

There will, however, be simple gowns which do advocate the bias cut, for those who do not dare attempt the strictly new. Another silhouette of importance by night is that which is very full-skirted, and usually appears in stiffened fabrics which can best obey new silhouette lines. In direct contrast to these skirts are the molded body sections, almost like the basque type.

Fabric and Color
The fabrics which make this a season of evening elegance are heavy, lustrous, plain or hampered satins; heavy sheers which drape exquisitely; rich metallics; changeable (two-tone) velvets; as well as Lyons and transparent; moires and taffetas, slipper satins, heavy crepes, and rich laces. Colors favor either very pale tones, or deep jewel tones inspired by the Renaissance. Incidentally, you can choose white if it flatters you, as it is important, next to light blues and soft pinks, while black continues to be a sophisticated leader. The evening tones of Renaissance influence are dark blues, bright pure reds ranging to deep wine reds, the rusty Titian red, a gamut of greens, plums, gold and browns. A favored trim of Grecian influence is the narrow belt of gold or silver kid.

PERIOD DOMINATES
The period influence continues to be notable in color, silhouette and trimming.

Dressier Handbags Obtainable This Fall; Quality Leather Used; Variety in Color Unlimited; Luxury Provided

You will be buying better handbags this fall, because there is a dressier trend in all apparel and accessories.

The fine smooth calfs, supple antelopes and less costly suedes, and pin grain leathers adopt high-style trappings, and there are dressier accessories including cording, quilting and novelty stitching, while the interior of all bags make for greater convenience and greater practicability due to new pocket and zipper construction.

Since dressy bags are preferred, pouches come back as most important, while envelope bags are meant to wear with swaggar clothes, while the top-zipper bag may be styled dressily or sportily. You'll like the swanky top handles, novel gate frames, and new interpretations of the box theme.

In tailored bags the smart alligator grains lend themselves well to the new colors, but all the novel rough grains of last year have outlived their smartness. True dark browns for tailored and dress wear, gingery browns for sportswear, the attractive new deep greens and deep wine tones are color leaders, perfectly keyed to fabric tones.

There are a few smart fabrics, these most often however in the cocktail and evening types, where we also find gold and silver kid, sequins and seed beads. And in all bags the tendency is for the bag silhouette to carry all its style significance, with actual trappings subdued as antique gold clasps and dainty carsette frames.

Impassioned Colors
You can have as much color variety in your gowns as you like this fall and winter, for even though blacks, browns and whites continue to be what are called "staples" by the trade, we fanciful-loving women will go in for gingery browns, wines, greens, and rusty tones, as well as some navy blues just in case you're going to wear some of your navy clothes from spring.

There's more luxury in leathers, too, with soft glaze kids, lot of grand suedes for tailored styles,

Sport and Dress Shoes Different

Suedes are Smartest With Many Alligator and Smooth Leathers

There will be broad distinction between your sport and dress shoes this fall and winter, and both types are more interesting, more colorful, and more costly looking simultaneously offering better value. Sport shoes swaggar, and still advocate the lower heel, with oxfords and broad straps having heavy rivalry, while monk and ghillie versions don't lag far behind.

The suede leathers are the smartest for swaggar styles (even our men folks will be wearing suedes) but there are also a great many smooth and alligator grain calfs. All leathers are smooth, and most effect is gained in combining two leathers.

In dress shoes smooth calf and kid are smartest, but there'll be suedes for those who like them for dress too, adding the shine of patent leather trim. And if gabardine shoes pleased you in the early spring, you can enjoy them again in heavier textures for fall. And when it comes to evening shoes — gold and silver kid are classic, while brocades and crepes (to be dyed) will be selected to contrast with the simpler types of gown.

High vs. Low
By direct contrast with the low heels favored in sportswear, very high heels will be preferred for dress wear, with broad straps a novelty, and glove-fitting, high-built silhouettes predominating.

These higher shoes are practical for cold weather, and are made more feminine by means of dainty trappings. Three and four eyelet ties are the favored oxford types, occasionally side laced. In the broad strapped types sabot and D'Orsay cuts are smart, with lots of elongated tongues sticking out over the straps.

Colonial
A little colonial inspiration is seen in this season of diversified fashions in occasional step-in shoes of glove-fit character, and the T-strap sandal advocates the broadest strap yet seen.

Sandalous
In fact, the sandal in general, with open or closed toe continues an important style; but most particularly for evening wear to complement the draped gowns of Hindu and Grecian influence, occasionally giving the statement, "high heels for dress" the lie, by introducing the flat heeled evening sandal.

Renaissance Mode Has Historic Side

You probably have heard and read much of Renaissance influence, and if you're not caught up on your history, or your history of art, you may be wondering what it's all about. Maybe we can revive your memory by telling you that the richest period of art in all the ages was begun in the thirteenth, greatest of centuries, and terminated sometime around the middle of the seventeenth century.

This period was called the renaissance — (or rebirth) of grandeur in art, and is distinguished by the richness of colors used by the artists of the period, the mag-

nificence with which they draped the human form, and the elegance of the fashions and fabrics worn by the men and women of that time.

Today's
The term Renaissance, therefore, has been selected for an indication of the same richness, the same elegance and the same verve of color in this year's fashions. We have Italian greens and Italian reds, the same deep, vibrant colors which you will find in paintings by Coreggio, Titian and Raphael. Black velvet, always the king of rich fabrics, is repeatedly used by itself and to trim other fabrics. Sleeves particularly repeat the Renaissance influence, full from shoulder to elbow, with cording, tucking, and jeweled closings at the wrist.

Added Attractions!!

Mr. James Knowles, expert shoe fitter from Enna Jettick factories, will give you the benefit of his shoe fitting knowledge and advice you on any of your shoe troubles, FRIDAY . . . SATURDAY.

Mrs. Arabel Foley, hosiery fashion coordinator for Belle Sharmer hosiery, will be at Miller's all day Friday and Saturday giving expert advice on hosiery fashions, proper sizes, etc.

Marion Thornton, educational representative of the White King Soap Company, will be in the fabrics section Friday and Saturday to give you expert advice on laundering fine fabrics. ONE-POUND PACKAGE of White King soap FREE with purchase of \$1.00 or more in washable ready-to-wear, yardage, lingerie, children's wear, etc.



MILLER'S DEPARTMENT STORE

(Plan to Attend Salem's Annual Fall Opening Tonight — 7:30 o'clock)

IT'S EASY TO FIND Just what You Want at Miller's

THERE is much to be seen on the fashion floor. Dresses in colors inspired by paintings of the great masters . . . tweeds soft as down under your fingers . . . furred coats that turn everyday occasions into festivity! The price tags will make you open your eyes in wonderment . . . they are that low!



We have the Knack of Knowing what you are going to ask for!

We keep our eyes glued on Paris! Every day finds our receiving room one of the busiest places in the store, unpacking new things from New York. That is why you always are sure of finding the clothes you want most at Miller's.

ACCESSORIES TO MATCH OR CONTRAST!

- Millinery
- Footwear
- Gloves
- Handbags
- Jewelry
- Hosiery
- Neckwear
- Scarfs
- Flowers
- Kerchiefs
- Umbrellas



The New Silhouette

THE DEFT HAND OF DAME FASHION HAS GIVEN YOU A NEW SILHOUETTE THIS FALL THAT IS AMAZINGLY DIFFERENT . . .

HERE ARE THE HIGH POINTS, a full skirt, a fuller sleeve, draped bodices, side drapes, new necklines, swaggar furs, rippled collars.

GLAMOROUS COLOR SCHEMES — there's picturesque beauty in these glowing renaissance shades — wines, blues, lustrous browns, deep, rich reds and greens.

ALL THESE AND MORE, TOO, are to be found at Miller's this week. New coats by the famous house of SHAGMOOR, PRINTZESS and HIRSCHMOUR, dresses from NELLY DON, SNYDER and LAMPL.

ACCESSORIES, none smarter than Perrin gloves, Red Cross footwear, Holeproof hosiery, Virginia-Art bags.

Fall Opening Windows Unveiled at 7:30 — Tonight!

BAILEY'S
Salem's Newest Dress Shop
CORDIALLY INVITES YOUR INSPECTION
OF THEIR
New Fall Apparel
featuring better dresses moderately priced
124 South High St.