

**Doll Up!**

Full's here, ladies, and time to replenish that wardrobe. There's no "business as usual" this season, but plenty of war-time fashions to please you.

# The Oregon Statesman

FOUNDED 1881

**No 'Opening'**

Dimout forbids Salem's holding a fall opening program this year. But the merchants are finding fine show windows in the Statesman. They have a message for men as well as for women.

NINETY-SECOND YEAR

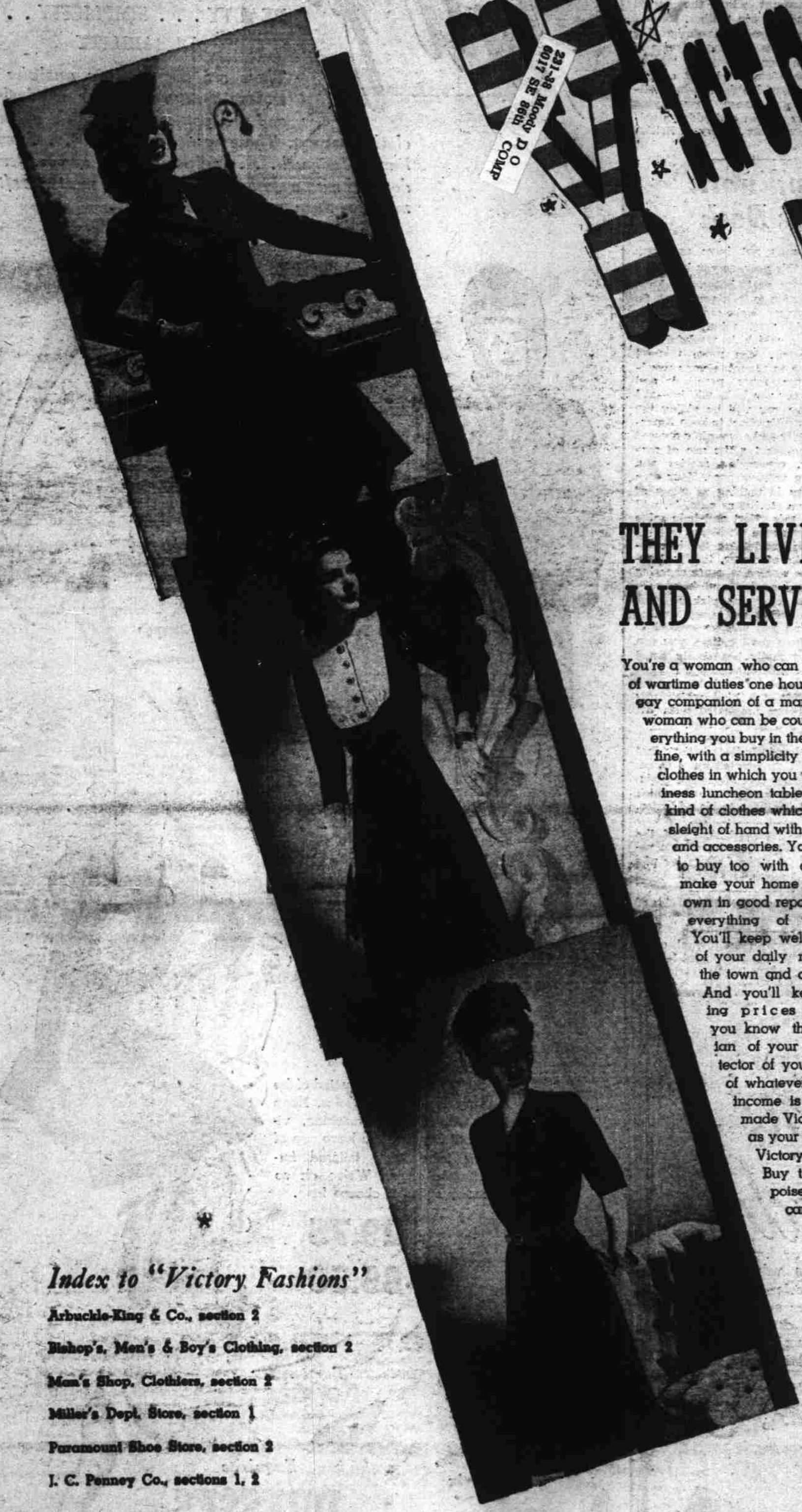
Salem, Oregon, Friday Morning, September 25, 1942

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## VICTORY FASHIONS

### THEY LIVE GLORIOUSLY... AND SERVE FAITHFULLY...

You're a woman who can be counted on: to assume the most solemn of wartime duties one hour—and the next hour to be the spirit-lifting, gay companion of a man grateful for your good cheer. You're a woman who can be counted on, and you expect as much of everything you buy in these times: Your clothes must be lastingly fine, with a simplicity that has a timeless quality. The kind of clothes in which you will feel perfectly "right" across a business luncheon table, or across a supper-club table. The kind of clothes which will lend themselves to fascinating sleight of hand with the season's very inspired millinery and accessories. You'll urge your children and husband to buy too with an eye to the future; and you'll make your home a haven, keeping each thing you own in good repair, replacing when you must with everything of the most enduring quality. You'll keep well informed, through the pages of your daily newspaper, on all the news of the town and of the world in which you live. And you'll keep close watch on the ceiling prices your retailers post, because you know that price regulation is guardian of your dollar's buying power: protector of your right to buy a fair share of whatever is available, whether your income is large or small. You have made Victory your buyword as well as your byword. And to you these Victory Fashions pay tribute. Buy them to wear with poise and give them the care they so richly deserve.



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