

Keep Up the Homes We're Fighting For



'Boys' Looking Forward To Their Homecoming -- To New Furnishings

Here is the pre-view of your home equipment for 1943, and possibly for the duration, as decreed by leading designers and big-name producers, after scanning the list of materials available after war needs are cared for adequately:

There is still upholstered furniture in the stores: some of it is springfilled, made before the government prohibition of steel springs; some of it is made with new wood springs, and some of it is the posture-type, padded and tufted with soft materials.

Outdoor furniture of metal has largely disappeared, but wood furniture in bright colors is available. There is some fiber furniture, and there are tables with wooden legs and tile tops.

Every Need Can Be Met

Bedroom and dining room furniture in adequate quantities to meet most needs is being manufactured. Modern and Eighteenth Century are the favored styles, with Early American third Walnut, mahogany and maple are the predominating woods. (Though these woods are used in the war effort, only the plain-straight-grain wood figures are suited to gun-stocks, aircraft, motor torpedo boats and army trucks). There is some oak left in the stores, but all white oak must now go to war uses.

The number of patterns of all types of furniture has been reduced by half, in the past two years. Only the best-selling styles are being made, in the interest of economy and efficient production. Some exclusive little numbers have been dropped, but the needs of the mass market are being cared for adequately.

The new furniture is made without metal drawer pulls and other ornamentation of precious war materials; wood and glass have replaced brass and aluminum. Decorative effectiveness, thus lost, is more than replaced by the use of exotically figured woods in the furniture itself.

Desks, principally of the knee-hole variety are available in profusion and are selling faster than most items in the stores. Regular mail is one thing that keeps up a service man's morale, and this is one important reason for desk popularity. As with the cedar chest, a bride living at home with her parents for "the duration" considers it an admirable piece for the new home-to-be.

Home Is Security

Cedar chests continue to be an important item in the stores, with weddings and trousseaux partially responsible; and wool conservation

equally important in the minds of moth-conscious consumers!

Investment in needed home furnishings is regarded as a sound disbursement in wartime, by students of economics. Because the furniture, floor coverings, draperies and decorative accessories have permanent value, they are not classed with non-essential items. Furniture prices are still at low level, compared with most other commodities, and it is regarded as likely that they will be higher in post-war days, inasmuch as producers have been working on very narrow margins since the advent of price control.

Unnecessary lowering of living standards is undesirable at a time when people are spending more time in their homes, authorities agree. With more people staying at home because of curtailed motoring, and scores of war activities carried on in the houses and apartments of the nation, comfortable useful homes mean more than they ever have.

"In addition," one home economist points out, "when Johnny comes marching home again, what kind of a home will he find? Not one which has deteriorated beyond easy reclamation, we hope! Certainly it is easier and more economical to make changes gradually as they are needed, than to re-furnish the home in one full swoop."

Buy Bonds First

In this connection it is pointed out that it is still possible to purchase furniture on credit terms.

Most merchants are urging their customers to invest in War Bonds, and a number of them are suggesting that this is an easy way of acquiring funds to buy appliances such as mechanical refrigerators, washing machines, irons, etc., when production on these work-saving devices begins after the war has been won.

Health authorities estimate that one-sixth of all persons in the United States are infected with trichinosis.

The Labrador duck was slaughtered for its feathers so swiftly after its discovery that scientists learned little about it.

Local authorities in Great Britain undertake the repair of private houses damaged in air raids.

Clothes That Will Wear Longest Have Timeless Good Looks



TIME TO SAVE for more war bonds, with wardrobe economy via a spring-through-fall gabardine suit, tailored of fabric woven of 100 per cent naphthalated wool.

DIGNITY AND COMFORT combine in this lightweight felt with contrasting grosgrain band and narrow binding.



"V FOR VICTORY" says this young, pre-blocked, blue felt hat. The blue crepe pugree band is imprinted with the valiant letter.



ON THE STYLE BEAM come sunshine or rain, is this water repellent, gabardine topcoat, expertly tailored from fabric woven of long wearing naphthalated wool.

Jewels Pair With Purses

Colorful Novelties Appear in Varying Guises in Spring

Novelty costume jewelry, reflects the trends of the times, not only in construction but in the various designs they come in. Charm bracelets, completely equipped with air raid implements; V for victory lapel gadgets; Australian kangaroos; "god neighbor" perfume flagons to pin on your coat are just a few of the amusing and interesting jewelry items offered by ingenious designers.

Color runs rampant and achieves many eye pleasing results in non-priority, attention-compelling lapel ornaments, earrings, bracelets and necklaces. They may be made of wood, ceramics, plastics; in many instances combined with colorful stones for added attractiveness. Leather, too, finds a niche for itself and goes smartly with the functional type sport clothes so right for war-time living. Leather jewelry often teams up with beads which are used as added decorative features that add dress-up appeal to the simplest design.

Quilted or simulated pearls, accented by dramatic clasps may be had in a varied choice, and their adaptability to any costume mood from a gala dress to a sport sweater is ample reason for their inclusion in every jewel box.

Different effects may be achieved merely by the length of a necklace... smart dog-collar for high, round necklines, chokers for the high V, and long waist-length strands that may be adjusted as the wearer desires. Introduced before, but ever new looking are necklaces of classic pearls and black pearls and pearls

that are strikingly effective. Besides traditional necklace and bracelet types, pearls may be had in lovely lapel ornaments, earrings and rings, to form complete sets of ageless beauty.

The variety of handbags shown for spring will happily satisfy fashion conscious women when it comes to making a personal choice. Buying only those things that are needed, is a war-cause well served by the versatility of the spring collection. Old standby leathers... patent, calfskin, cowhide and grain leathers... are still to be had in sizes and shapes that provide as much wartime utility as possible. But, dominating the scene is a vast selection of handbags made in new fabrics with new framework that will win the hearts of American women for their smart beauty, plus their adaptability to quick changes in costume.

Fabric bags, in all colors and patterns, are effectively set off with interesting frames... some made of carved and natural woods, others of attractive, durable plastics. Catering especially to the factory worker and CD volunteer, is a wool felt carryall that provides space for a full size thermos jar and "snack," plus all the usual compartments for change and cosmetics!

Bag and glove coordination, too, is an important element in completing 1943 spring ensembles. An example is a soft pouch fabric bag mounted on a V-shaped frame which continues its motif in matching fabric gloves which feature a V-design.

Fifteen million cattlehides, which will make more than 315 million pairs of shoes, will be allotted for U. S. civilian requirements in 1943.

The average US citizen used 2208 pounds of major food commodities in 1942, compared with 2231 in 1941.

Floors Wear Happy Blends In Latest Rugs

The bulk of current carpet and rug production is being made of a blend of wool and the very finest rayon yarns. Thus, with the wool at 25 per cent of normal supply, it is possible, with the blends, to make up from 40 to 50 per cent of normal production through use of rayon, and in some instances, cotton, with the regular material. In addition, there is much cottoned floor covering in the market. There are shaggy rugs made from cotton, and the hooked and braided type, suited to Early American furniture also are available. Having streamlined their production, the floor covering mills

have simplified their styling, making the best-liked patterns and colorings. This, like the blending with other materials, is in accordance with governmental desires.

There are still embossed patterns and plain carpeting in all-wool material. The bulk of the merchandise now being shown in the stores, however, is in the Axminster and Wilton weaves, with a reasonable supply of velvets. Friezes are also doing a good bit to beautify America's floors.

Tastes vary in different sections of the country. Wiltons and velvets have been liked in the east; Axminsters have dominated the middle-west, although Wiltons have come up strongly into favor in recent months. The west coast goes in for the light tints and pastels. Patterned rugs predominate, and the floral motif is the favorite.



Only the Clothes are Different
The Spirit is the Same...
EASTER

The pompously dressed, slickly mustachioed gallants of former years attending Easter services in heavy, swallow tailed coats, stiff shirts and wide foppish neckties have given way to smoothly dressed men, briskly purposeful... but the feeling of reborn hope is still as new and bright as the April sun! Times may change and customs in dress undergo modern transformation but now as then, durable, quality fabrics in styles that conform to the dictates of the times are demanded by discriminating men.

- Suits By Griffon, 100% Wool! 29.50 to 45.00
- Sport Coats 10.95 to 17.50
- Shirts By Enro 2.00 to 2.50
- Slacks By Ratner 5.95 to 9.45
- Shoes By Dixon 5.95 to 6.95
- Hats By Mallory, Cravenetted 5.00 to 8.50
- Ties By Wembley... To Top Off That Easter Suit! 1.00 Non-Crush
- Socks By Westminster 39c and 45c
- Belts By Paris 1.00 and 1.50

S & N CLOTHIERS



S&H Green Stamps

S & N CLOTHIERS

456 State Street... Salem, Oregon

BROWN'S IN PEACE OR WAR THE QUALITY STORE

Diamond engagement ring in 14K gold. \$29.75 Terms

Exclusive style. \$47.00
Finest quality, 14K gold. Terms

Lady's Longines wrist watch. 17 jewels. Solid gold. Newest fashionable style. \$67.50 Pay Weekly

Man's handsome, accurate watch in yellow gold color. Fully guaranteed. 17 jew. \$33.75 sl. Pay Weekly

Splendid diamond duo. Matched rings. \$32.50 Terms

Diamond bridal ensemble in 14K gold. \$44.50 Terms

Quality diamonds in fine matched rings. \$60.00 Terms

Matched pair of rings with splendid diamonds. \$72.50 Terms

Handsome gold service ring for Army, Navy, Air Corps and Marines. Masculine! Pay Weekly. \$14.75

Man's handsome gold ring with choice of sparkling birthstones. Newest style! \$10.75 Pay Weekly

Natural gold, engraved cross, set with sparkling diamond. Chain included. \$6.95 Pay Weekly

Buy War Bonds

BROWN'S

194 N. Liberty 426 Court St.
Salem's Leading Credit Jewelers and Opticians