

There's Attractive Choice in All Lines Of Autumn Apparel

The sheath silhouette, the shorter lengths, the free use of braiding cord and velvet, the abundance of plum tones, plaids and tweeds and woolsens of many textures all predict the casual, accented with the elegant, for the fashion season of fall - and - winter 1950.

Choose Fall '50's suit of sleek sheen gabardine. It will be deep plum in tone, styled with a slim, slim skirt relieved for walking by pleats placed low or a buttoned slit. It will have a long-line jacket (26 inches) with sleeves that melt into the shoulders; a long, narrow reverser collar or French-imported horseshoe neckline and gently padded arched hips.

The Color's Off-times Black

Choose your first dress of fall. This year, it's the color "black." It's a wallpaper-snug sheath of wool crepe, relieved by a pleated flounce around the hemline; femininely lovely with its scooped-out neckline, its unmounted sleeves and exciting touches of self-color braid or velvet.

Choose your all-important coat. The "Pyramid" that surrounds you; close at the shoulders, voluminously full with a surprisingly slender look down to your sevenths, or full-length hemline. This autumn it gives rich brown and deep-bodied wool a new importance.

Choose your furs. Select the "little pieces", the muffis and the stoles and the capes that lend such great elegance to your every costume. Or make yours one of the shorter length, narrow-in-line coats of heavenly midnight blue Persian Lamb with sleeves that push up to reveal dramatic up-to-the-elbow-and-then-some crushed gloves, with a lining in burnt orange contrast to the blue of your coat.

Choose your gala occasion apparel with an eye to the "separates." Take, for instance, a clan plaid pure wool floor-length skirt (in a clan that complements) your escort's dinner jacket or trousers) with a linen blouse that carries out one of the brilliant colors in the plaid of your skirt.

Choose your country - time clothes and include sweaters that are designed as blouses and dried-to-match the banker's grey or vintage tones of your flannel arrow-narrow skirt.

Choose leisure-time wear, again with an eye to the "separates." This time, you want a just-like real zebra weskit; a vivid green wool jersey blouse; a tartan plaid smoking jacket with deep revers of velvet, and a corduroy skirt that billows and is in sharp difference to the rest of your fashions for Fall '50.

Blouses Now Hold Key Role

With separates and imported-Paris horseshoe neckling suits playing a key role in fashion for fall '50, blouses assume new importance in your wardrobe.

Wool jersey is a "first" for blouses this fall. A natural for jumpers, skirts and tweed suits it promises to be most popular with deep armholes, below-elbow sleeves and a high collared neckline. Trims of sweater ribbing, velveteen piping and collars and cuffs will add softness to this tailored fabric.

Sheers will be seen in two-color blouses, sometimes a light tone on a dark tone; other times in contrasting fall '50 colors.

The dress-up and classic suit blouse fabrics, such as rayon crepe, tissue faille, nylon crepe and tricot sheer are easily tubbed at home this year and will appear in a myriad of colors, from delicate pastels through sophisticated deep tones. Many of the nylon crepe and tricot sheer blouses will be styled with tucked and frilled fronts making them especially good for wear with the new lower-cut necklines on suits and jumpers.

Interesting to note on the majority of this fall's blouses is the variety and newness of the trim. Ribbing, already mentioned for use with wool jersey, is foremost among the unusual trims. Braid, insets worked in novel and tailored ways; ribbon used as edging, bows and stripes, self appliques, many, many buttons and antique jewels are just a few of the many blouse trims being introduced for wear this fall.

Knitted Dresses for Fall Are Available In Great Variety

The knitted dress, a favorite for every hour of the day, is refreshingly new this fall in a variety of novelty knit fabrics and stitches. Fabric patterns and unusual trimmings also add appealing accents.

Plaids, stripes, checks and tweedy knitted fabrics plus a galaxy of silk ribbon, velvet and metallic nylon thread are only a few of the new innovations enlivening knitted fashions.

Slim-skirted, battle-jacketed dresses are predicted to be top fashion. Other interesting new fashion developments are "separates" which may include a knitted weskit with a knitted suit or a detachable collar and peplum on a softening influence to heretofore severely tailored knitted garments, are also new for fall '50.

Horseshoe Neckline Comes from Paris

The horseshoe neckline is the fashionable curve and here from Paris for fall. You'll find it cuffed for jumpers, filled with shirred net for party dresses, and bound with revers in the smartest suits.

For Juniors, the horseshoe line is effected by welt outlined yokes and dresses with button-on bibs.

REMOVE GLUE

To remove glue stains from washable rayon fabrics, soak the spot in warm water. If it is a stubborn stain, you may have to soak it for quite a while. For non-washable rayons, sponge the spot with water, then with vinegar. Then sponge again with clear water.

our new all-nylon slippersock



Nappers

by Holeproof

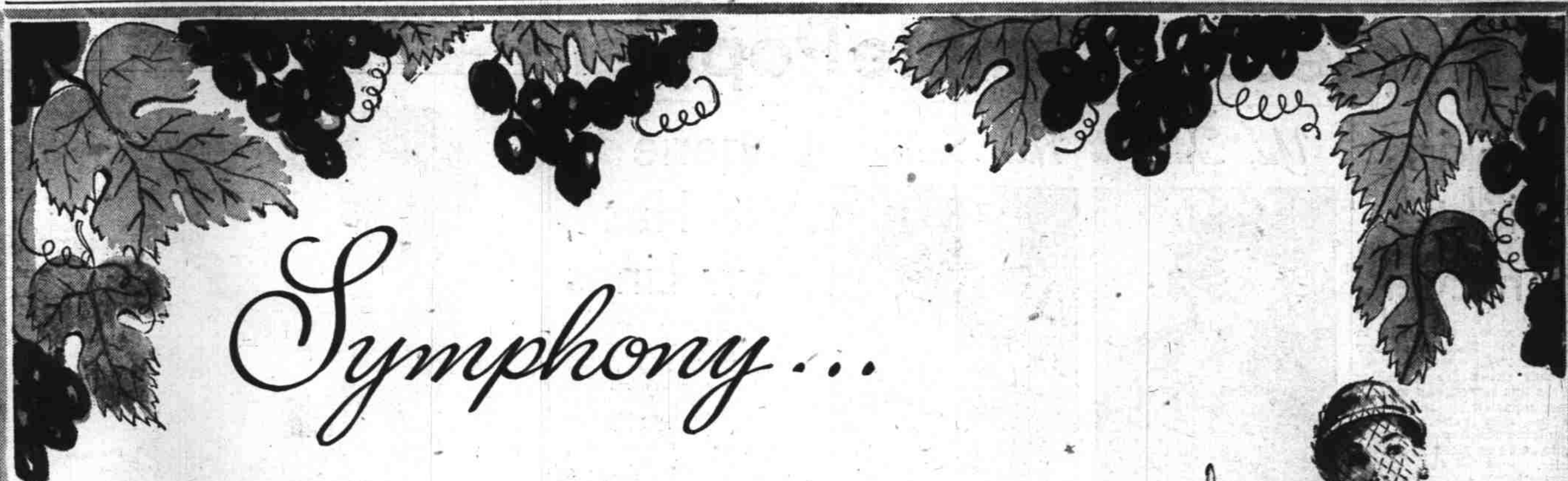
are a snap to wash!

\$2.95 pair



Toss these slippersocks in the laundry, Nappers by Holeproof come clean, dry fast, won't shrink. They're 100% pure nylon right down to the cushiony padding and durable whole-sole. They're so comfortable, lightweight and perfect for round the house lounging. In bright Tribal colors. Sizes for men, 10 to 13.

Miller's



Symphony... in Fall Tones

Attune with the season . . . attune with fashion . . . You - in an easy-flowing coat . . . a slim-tailleur suit . . . a casual skirt a go-everywhere dress . . . in rich, warm vibrant fall shades! Sumptuous in wool . . . in tweed . . . in rayon . . . truly effective solid-tones . . . as a check or a plaid! And so wonderfully adaptable to every accessory color . . . you'll want an entire Autumn wardrobe in these new colors. Come in early - let us show you our wide . . . pleasingly priced . . . collection designed for Fall 1950!

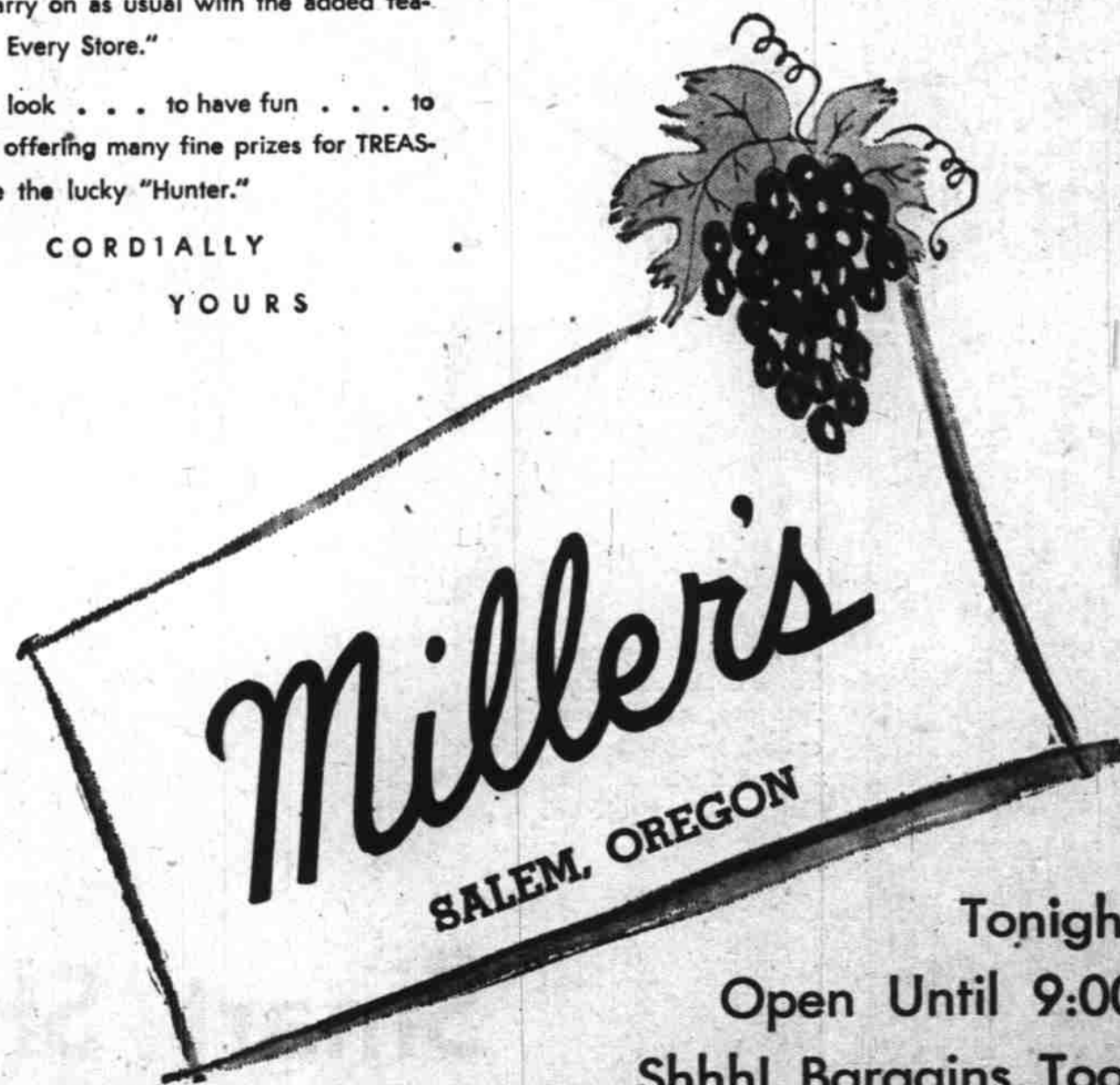


TONIGHT! FALL OPENING FASHIONS! FUN! EXCITEMENT! PRIZES!

. . . Tonight is fun night in downtown Salem! Fall opening presents a scintillating array of new fall merchandise depicting the authentic fashions of the new season. Windows will be dressed in their Sunday best . . . stores will be open and business will carry on as usual with the added feature of "A Big Bargain in Every Store."

. . . Come prepared to look . . . to have fun . . . to save money! Miller's are offering many fine prizes for TREASURE HUNT. You may be the lucky "Hunter."

CORDIALLY YOURS



Tonight Open Until 9:00 Shhh! Bargains Too!