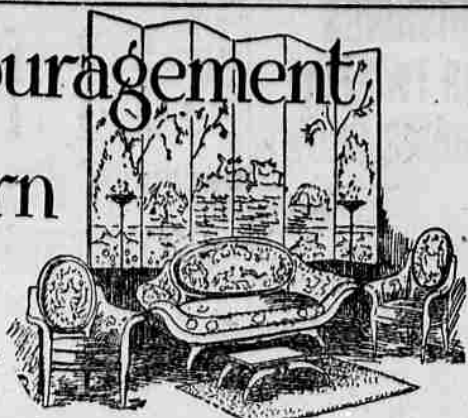


The Encouragement of Modern Art

By Marjorie Howe Dixon



Said one to an artist:

"It must be hard to be an artist, and have to be thinking up new ideas all the time?"

Said the artist:

"You mistake. One does not grub desperately for new ideas. The new ideas come fitting in, oh so many of them, and each insists on being expressed in some outward form. The artist has no peace—the idea pursues him, and will give him no rest until it has been brought forth in tangible form, in some way that others can understand."

With the master craftsmen who are working with furniture or fabrics this is equally true. At the Paris Exposition of Decorative Arts, opportunity was given to see the new ideas that have been wrought in wood, metal, and materials of silk and cotton. And thru the courtesy of the museums of the large cities in the United States Americans may see these new things first hand, as these exhibits travel from city to city.

Americans Are Sympathetic

It has already been stated by one lecturer on modern art that Americans are appreciative and receiving with pleasure and some degree of sympathy these new things in furniture, fabrics and ceramics. This is gratifying to know because with all the emphasis that has been placed on period furnishings and the collection of antiques, it would not be surprising if these new creations were received coldly and critically. It is even said that Americans are more sympathetic than Europeans in this respect.

It is always possible to produce some very weird things when seeking the novel in any line of art. The joy of the pieces in the collection from the Paris Exposition is that so few are objectionable in this respect. And surely we know that to be new, does not mean the thing has to be bad.

A general character of silliness has been noticed among the pieces shown, that is in the divans, chairs and low benches. This may be due to the slim silhouette worn by the ladies. And the vanity cases and

CONSTRUCTION OF DAVENPORTS TO BE FEATURED

A Birchfield davenport will be built each afternoon and each evening in the window of the Giese-Powers furniture company for the entire time Fall Window Display Week continues, beginning Wednesday. Passers by who are interested to stop in front of the store on Court street will have an opportunity to see just the kind of materials and workmanship that is put into that kind of davenport.

A Birchfield davenport will also be given away as one of the prizes offered by Giese-Powers.

Other articles of furniture, including such things as chairs, tables, bedroom sets, floor lamps, phonographs, etc., will be arranged so that the Display Week visitor may see them as he looks into the establishment through the large windows at the front of the store. The Giese-Powers show windows differ from those of a department store or a dry goods store in that the individual looking in can see as far as the back of the store; there is no background to the show window itself.

Decorative tables correspond in character.

Beauty of material has been stressed. A cabinet depends for its beauty upon its proportions and the lovely grain of its wood for its effectiveness. Polished marble tops have been used variously.

Battled Velvet for Hanging

Then of course there are many many other lines of expression shown in the exhibits. Battled velvet forms a wonderful hanging. A display of brasses in new designs for locks, key holes and handles is worth studying, as well as cases of bowls and vases wrought in silver or glasses or pottery.

To one interested in fabrics the new designs in printed silks and linens will be found worth special notice. Tapestries, rugs, brocades will further intrigue his attention.

It is said that novelties in design may be introduced most easily in the ceramic arts. The human mind adjusts itself to these, or perhaps halfway expects new things to be continually appearing in pottery, china, or glass. But "tamper with accepted designs in furniture at your own risk," says this show thinking mind. So the craftsmen must not feel easily discouraged. It is a matter of history that the transition period from one style to another in decoration or home furnishings is as long if not longer than the preceding period.

Then let us receive the new art with open minds, ready to see the good it has produced and not reject it because it is, well, it has to be—different from our preconceived notions.

MORE ROOM IS BREIER'S NEED

A 40 foot addition is to be built at the rear of the C. J. Breier company store this fall and will be in readiness by November 15, according to present plans. The ready to wear department, a feature of this series of chain stores, will be carried in the new portion of the store.

The store is featuring complete lines of ready to wear for ladies while a full children's department is also offered. Woollens, sweaters, mixtures and flannels are available for the dress line, which features direct shipments from New York. Ladies silk dresses in all colors are also carried.

There is a complete coat department and when the alterations to the present store are finished the establishment will be complete in all lines and be in reality a small department store.

Fall Foot Fashions Are Moderately Masculine

After a spring and summer season when Mr. Man stepped out in Footwear of the gayest seen in many a year the modes again revert back to the conservative tones and lasts that usually accompany the fall and winter.

Last summer footwear for men went to an extreme, with its colored trimmings of various animals whose hides were tannable, but now the pendulum swings backward and we are just about where we were a year ago.

The semi-balloon last which met with popular fancy last spring promises to continue in good grace during the coming months. This last is a modification of the full balloon last worn so extensively when the balloon trousers were in fashion.

Change to Conservative But since the stylized and designers decided that man should wear narrow trousers the footwear critics followed suit. The balloon trousers demanded a substantial base, but the newer styles in clothing call for the change toward the conservative.

Among the leathers that will be worn to a great degree with the approach of cooler weather is Scotch grain, favored for its durability and its ability to keep its neat appearance most of the time. These will be worn with a heavy sole and in some instance a well turned-in sole to keep out wetness. These are about as waterproof as shoes can be made.

Tans and Blacks As for colors the ever present tans and blacks will be shown. There is a tendency to favor the tans in various shades, especially by those wearing the lighter colored clothing.

The propaganda is still on to push the sale of two pairs of oxfords—tans and blacks—the latter to be worn after dark and this campaign upon the part of aggressive shoemen is meeting with headway.

There also are efforts on the part of a certain group to make Mr. Man buy several pairs of shoes. The theory, of course, is that man's health demands a change of footwear every day. Incidentally it has been pointed out that shoes worn in that manner will last much longer. Tests have proven this point.

Few High Shoes Worn

Only the extremely conservative or the ailing will wear high shoes in winter. The sale of this class of footwear is almost nil and only in severe weather will the man discard his oxfords in favor of the high ones.

There is some effort being shown in the part of some makers to bring the button oxford back into good standing, but whether this style will return is a matter that only time can tell. Unusually smart creations are being brought out. For the smartly-dressed man

spots will form a part of his wardrobe. These are presented in shades of light tans or grays to dark tones with pearl gray ruling.

ROTTLER TO SHOW SHOE NOVELTIES

Women's shoes of a rose beige shade, women's shoes with leather of the alligator skin appearance, women's shoes with an effect resembling the skin of a serpent, women's dress shoes, women's everyday shoes, women's school shoes.

In fact, anything and everything that milady could possibly want to see, by way of footwear, will be in the window of the J. J. Rottler shoe store when Fall Window Display Week begins here Wednesday night. The men will not be left. Semi-brogues, many of them of a light tan color, some of them black, will feature the showing for the benefit of those who want to see what is correct as well for a man to be wearing this fall and winter. Most of the stock of which the men's footwear is made will be of a heavy grain.

When women wear the popular semi-sport oxfords they will wear with them patent copper trimmed ties. By looking into Rottler's windows they will be able to see the latest in both these features.

LATE POTTERY DESIGNS SHOWN

Gift and art goods are being carried in a separate and complete department by Pomeroy & Keene since they moved to their new location. This department is featuring a wide variety of gifts suitable for all occasions at all prices.

One of the specialties is the stock of pottery, both the Rockwood and Raffalisco (Italian) pottery being offered. This ware is to be found in the gift room, an innovation.

With the pottery are other novelties, including brass work, which is gaining in popularity.

The store also features wrist watches for men and women, jewelry in platinum and diamonds and all the late patterns in sterling silver.

FURNITURE



It is with intense interest that we give our efforts to Salem's First Annual Window Display Week

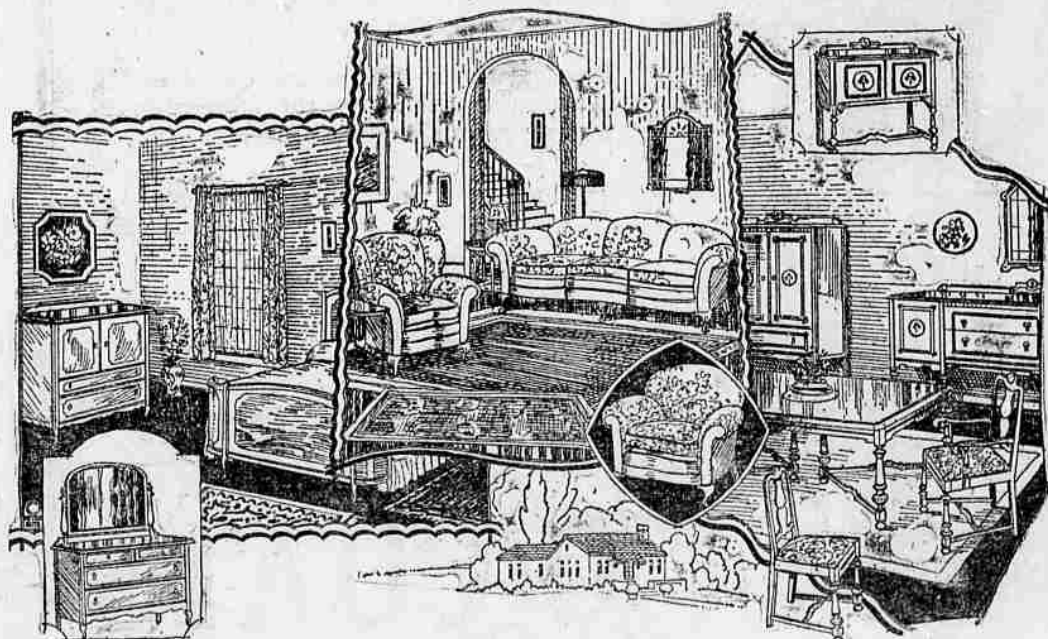
In our new store on N. High street we are afforded practically unlimited window display room inasmuch as our windows show the entire front floor space of the store.

We are "dressing up" for Wednesday night and hope that you will pay a visit to the windows of Salem's newest furniture store.

CHAMBERS & CHAMBERS

N. High Street Near Chemeketa

OUR FORMAL FALL OPENING



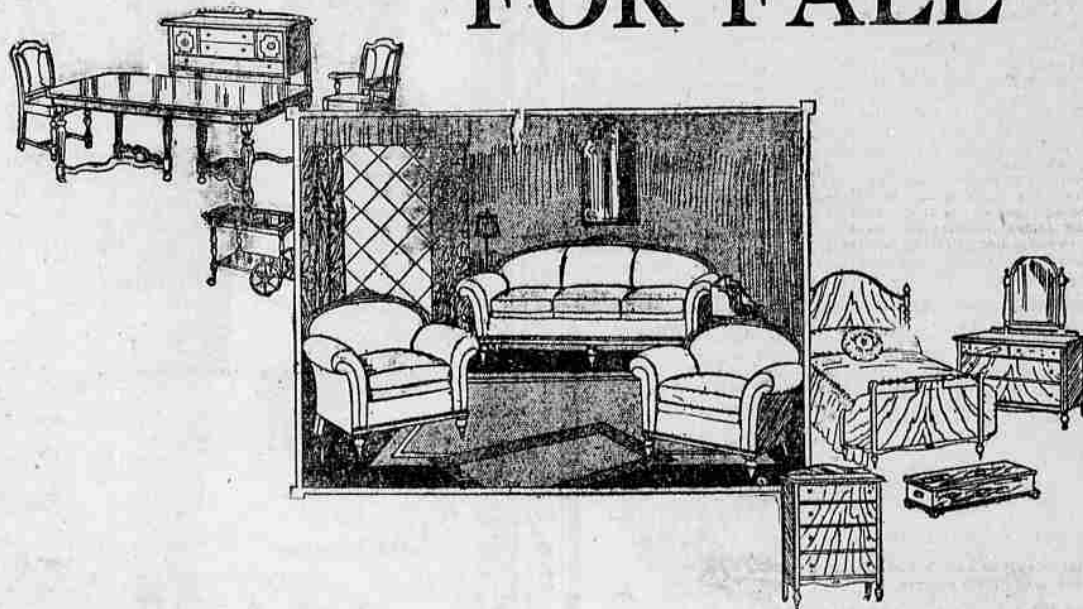
STARTING WEDNESDAY NIGHT

The opening of Salem's Annual Fall Window Display Week we will feature the actual manufacture in our window of a Birchfield Davenport. We consider the living room as the most important of all rooms to be well furnished for the winter months—entertaining as well as the increased use by the family on long dreary evenings makes this an important factor. Lively drapes, upholstered furniture, rugs, mahogany tables, floor and bridge lamps and the like all go toward making home a pleasant and inexpensive place to spend the winter months.

GIESE-POWERS
Furniture Company

Who will get the Free Davenport, Rocker, Fernery, and Lamp Wednesday night.

FURNITURE FOR FALL



In our five solid floors of furniture one will most certainly find just what is required for each individual want.

See Our Windows Wednesday Night

They will contain displays representative of our entire stock. Good Furniture honestly priced and credit gladly to those who deserve it has built a business recommended by hundreds and hundreds of people in Salem and nearby towns.

Furnish your home for fall and enjoy its pleasures while you pay for it in small monthly amounts.

H. L. Stiff Furniture Co.
COMPLETE HOUSE FURNISHERS

Where You Can Always Do Better