

MERCHANTS VIE IN MAKING DISPLAY EVENT SUCCESS

MILLER'S WILL FEATURE COLOR COMBINATIONS

Miller's spring showing will be dedicated exclusively to the style viewpoint with emphasis being placed upon the "blue laws" covering a wide variety of shades in this popular color, ranging from navy tones to the delicate tints of sky blue. Apparel and accessories will be featured by the department store.

Along with these effects will be shown the compe and degrade color combinations that are growing very popular this year and which the stylish dressed woman is wearing.

The ensemble of spring finds an infinite variety of the smartest modes and may be completely unrelated as to detail—it may be harmonizing, contradictory or perfectly united—a thing of individuality different from every type.

A two-piece costume of harmonizing tones or contrasting colors distinguishes the smart two piece costume that is finding fashion's favor for the spring and summer months. Flat crepe, or wool or crepe, for every daytime occasion is offered. A short, smart, closely fitting, jacquette, underneath a sleeveless compe frock of two piece effect or a trim little frock with long sleeves is also good. Embroidered details are repeated on dress and jacquette.

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GAHLSDORF PLANS TO SERVE COFFEE

Hot coffee made at the store, with equipment similar to that sold by the store, and assorted Tu-Hu cookies and cakes, will be served to all visitors at Gahlsdorf's store on Court street in one feature of the annual spring window display on Tuesday evening.

The store has recently been opened in its new location just east of Commercial street, having been moved from its former place on North Liberty street.

"We'll give everybody all the coffee they want, half a dozen cups if they want it," was stated today by William Gahlsdorf, manager of the store.

The two windows will feature dining room and kitchen goods. In one window a banquet table will be arranged just as it would appear in a home, equipped with dishes and other articles of the kind sold by the store. In the other window the latest articles in kitchen equipment will be shown. Among other things will be the utensils with which fancy sandwiches, cakes and other things are made.

There will be a piece of fancy maid linoleum on the floor of the model kitchen, and a rug on the dining floor.

SMART SHOP WILL SHOW NEW STYLES

Anyone with a desire to check up on the latest models and most advanced styles in women's hats, coats, suits, millinery, hosiery or furs will be able to do so by viewing the window of the Smart Shop on North Liberty street just off State, when the spring window display of that institution is shown beginning Tuesday evening.

Women are wearing visca straw hats this spring, so the word going out from the Smart Shop. Some of the hats are a combination of silk and straw; others are all straw. The dominating colors are the new monkey skin, gooseberry green and Grecian rose; also black and white and all black.

Many of the women's coats are trimmed with beaver or monkey fur.

The Smart Shop display will be in the new window that was built when the shop was remodeled last fall. Exact details of the display will not be known until Tuesday night.

LIGHT CLOTHING TO PREDOMINATE

Light clothing predominates the wardrobe of the well dressed man this spring and will continue thru the summer, according to styles being offered by Al Kruse, men's furnishings. The three-button single breast models are in demand and enable the wearer to express individuality with a careful selection from a wide variety of stylish furnishings.

Along with the light colored suits are the new light shades of head wear with the sporty snap brims. These are worn with a colored and contrasting but not fancy hat band.

Collar attached shirts are still in great demand and are going strong with the men and are being worn with the best designated as "bond" for the colors are very bright, offering many brilliant contrasting combinations. The butterfly type of tie in extreme shapes is being worn extensively while the fancy bow-completes the wardrobe.

FORMAL OPENING TUESDAY

May we extend to you an invitation to attend the opening of our new store Tuesday 1 to 5 and 7 to 10.

PRICE SHOE CO.

135 N. Liberty

BRIGHT COLORS FOR MEN SHOWN IN SPRING LINE

The Man's Shop, Huntington & Cooley, make a specialty of showing the newest styles for young men. This year they will have the latest men's styles on display for their spring opening. "Colors are exceptionally bright in men's wear this year," according to Ellis Cooley. "Tweeds and cashmere fabrics in two and three-button models are popular in suits, in shades of gray, tan and brown.

"In hats grays and tans are fashionable colors. Hats have either a semi-flat or rolled brim, with a raw edge. In shirts, hosiery, and neckwear, colors are exceptionally bright, in fact the snappiest I have ever seen in young men's goods.

"We try to carry a popular-priced line of goods in all parts of our store. We handle standard lines of suits, the Knopf brand and the Society brand, and our hats are from standard makers, Echoide and Lee."

The Man's Shop has recently been refurbished with mahogany colors throughout, and a complete new set of furniture. The shop makes a specialty of its window displays, and this year they will make every effort to keep up with past records.

SHOW OF SILKS AT KAFOURY'S

For the spring style opening Kafoury brothers have made improvements in their store and merchandise. A bigger stock of women's ready-to-wear coats, suits and dresses is available. This department has more space for stock and larger displays. Improvement has been made in the store by painting and new lighting.

Every member of the sales force in this exclusive store for women is an expert at the line handled. The store handles the finest and largest line of imported and domestic silks in Marion county. They enjoy through their Portland store, the advantage of large-scale buying in the silk line.

Styles of the season are complete in their hosiery, glove and fancy goods departments. The local management feels that its business is steadily growing, and they are expanding accordingly. Their recent adoption of the credit system is an accommodation the public seems to appreciate.

NEW SHOE STYLES HAVE 2-TONE TRIM

Parchment and pastel shades with two-tone trims are "the thing" in ladies' footwear as shown by the Buster Brown shoe company. Blonde and pastel-parchment shades are also used extensively in the trims.

Features for women include the novelty spring oxfords with new effects in arch support oxfords and novelty strap effects. Laces will be fancy with contrasting colors. There will be practically no changes in the evening footwear.

New shades in tan are offered in a wide selection of oxfords for men for sport and everyday wear while the black dress oxford continues to be worn almost exclusively for evening.

Invisible Stock Room And Parlor Effect Are Features of New Store

Formal opening of the new O. A. Price parlor shoe store featuring the invisible stock method of merchandising, will be held Tuesday, from 1 to 5 o'clock in the afternoon and from 7 to 10 o'clock in the evening.

The store follows the present tendency of attractiveness that has marked business changes in the past few years and the latest and most expensive equipment has been installed.

American walnut, wrought iron and V-trut plate glass doors and mirrors are used extensively while the floor is covered with a heavy carpet that harmonizes with the room. Twenty upholstered velvet chairs and two davenport will be provided for customers in the 24 by 42 foot room.

All stock is kept in a special room at the rear and no shoes can be seen from the main portion of the store. Also at the rear is a day light repair shop, where all work will be taken care of.

Black and gold marble with black and white tile form an attractive entrance, with deep display windows on each side of the entrance. Wrought iron effects are also used of good advantage in the windows and offer a balcony at the rear that will be used by Price as an office. On one side of the entrance is the hosiery department while the wrapping department faces it.

Another feature of the store is the childproof department, a special waiting room furnished in wicker furniture and a private office being available. Dr. John M. Gronholm, D. R. C., for 26 years in business in Portland will be in charge.

PENNY REFUSES TO REVEAL SECRETS

It's a secret. Nobody will know, except the few who do the work, just what the windows of the J. C. Penny store on North Liberty street look like for the annual spring window display week until the curtains are drawn aside on Tuesday evening.

"We think it will add to the interest of the occasion if we don't make any announcement of what we intend to feature in our displays," it was stated by those in charge of the affair at the store. The curtains will be carefully arranged in front of the windows, and everything that is done by way of getting the displays ready will be done with secrecy. Then, at the noon hour on Tuesday, the crowds will be permitted to see everything.

WOOLEN SUITINGS WILL BE FEATURED

The Scotch Woolen mills will feature in their spring window displays the new woolen suitings with new two-piece suits for tailcoats. It was stated by those in charge of the affair at the store. The curtains will be carefully arranged in front of the windows, and everything that is done by way of getting the displays ready will be done with secrecy. Then, at the noon hour on Tuesday, the crowds will be permitted to see everything.

FOUR ROOM MODEL HOUSE IN WINDOW

Four rooms of modern home will be reproduced in the windows of the C. S. Hamilton Furniture company on Court street as a feature of the annual spring window display Tuesday night. Interest in the home owner or prospective home owner, rather than mere elaborateness, will characterize the display.

There will be a kitchen, a bedroom, a dining room and a living room, all appropriately furnished. Our purpose in this display is to show how much can be done on a given amount of money by way of furnishing a home," it was stated this morning by Ralph Hamilton at the store.

Floors will be appropriately covered with rugs and with linoleum. The Monarch electric range will be featured in the kitchen. A wood range will be installed, with the electric range near it, and a card will be displayed bearing exact statistics comparing costs of the two. The outstanding feature of the electric range is said to be its low price, as well as the fact that it will heat in a fraction of the time consumed in heating range of a different model.

COMpletely NEW STOCK PRESENTED

"Our stock is 100 per cent new stock," J. M. Borgerson, manager of the Central shoe store on State near Commercial said in discussing his preparations for the spring style opening. "We have only been in business three months and our stock is every bit new. We sell a complete line from the Central shoe company factories, but the Central Shoe Store here is a local and an independent retail business."

A special window display will be arranged for the first of the week. A large shipment of the latest shoe models was received Saturday by express for this occasion. "The store carries not only a full line of men's and women's shoes, but a complete stock of children's footwear as well.

NEW FASHION SHOP HERE FOR OPENING

Wilson's Fashion Shop is a store to new that it might be said to have been built just in time for the spring style opening. It is located in the Oregon building, State street side. Mr. Wilson is planning on two window displays. In one he will have an ensemble afternoon frock, the newest thing in the New York stores on Broadway and Fifth avenue, and reported to be having a tremendous run there. This costume is available in a variety of colors and patterns. In the other window he will show the newest styles in sports wear.

Wilson's Fashion deals in things for women exclusively, mainly dresses, suits and coats. Mr. Wilson says suit composes are stylish, come in three parts, some two, patterns and checks. A "surprise coat" will arrive here today in time for the style opening. A few of this model, copied from a Paris coat, have been expressed on special order.

SHIPLEY PLANS WIDE VARIETY IN FOUR WINDOWS

Four windows, each with distinctive displays and colorful lighting effects, and an open house entertainment with styles displayed by living models, will characterize the part played by the C. G. Shipley company, dealers in women's clothing, in the spring window display festival this week.

In the front center window coats and dresses will be shown, with a large floral display and the set of lingerie that is to be given away as a prize.

One of the side windows will contain a display of sport waists, coats and suits. The other side will have in it chiefly haberdashery, including hosiery, gloves, neckwear, handkerchiefs and similar articles used by women. In the back window, which may be approached through either of the two entrances from North Liberty street, upon which Shipley's fronts, the entire display will consist of black and white goods, which is one of the most popular combinations this spring.

Millinery of the latest fashions will be a part of most of the displays.

Inside, the store will be decorated throughout, and prepared for the reception of visitors who will be invited in to see the styles as displayed by living models. A large phonograph will furnish music.

Knabe Piano Bargain

Slightly used \$275 upright model, New priced \$415. Easy terms. Geo. C. Will Music House, 432 State St., Salem, Established 43 years.

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STIFF OFFERING NEW FURNITURE

Dining room furniture, bedroom furniture, and kitchen equipment will be shown in three model groups to represent rooms at the H. L. Stiff Furniture Company's establishment on Court street as a feature of the annual spring window display week.

Rugs and linoleum of the kinds carried in the company's stock will appear on the floors and draperies will be hung to represent what would ordinarily be walls between the various rooms. Tapestries, which are one feature of Stiff's stock, will be shown.

FIGURED CREPE IN COLORS FEATURED

Figured crepes in pleasing color combinations and in plain colors are being shown by the Sheldon-Silverthorn company in all the popular shades of blue, green, rose and monkey skin. Silk and cotton crepes are in demand, with the silk in the lead.

Compe shades, as the pleasing combinations are known among the women and in the trade, are in heavy demand. While both the large and small figured materials are good, the preference this spring is with the smaller figures.

In the hosiery line efforts are made to harmonize rather than contrast with the costume with nude, champagne, rose beige and the pastel parchment shades in demand. These are in colors to match the new and popular shades that are being shown this spring.

UNUSUAL SALES ROOMS FEATURE OF FRENCH SHOP

The French shop on High street just north of State is one of the most interesting in Salem's retail district. A new method of displaying the millinery, dresses and furs carried in this store has been tastefully incorporated in a recent renovation of the premises.

Instead of using display cases and shelves, stock is kept in separate small rooms. Hats, for example, are in one room, suits in another. The interior of the establishment has been divided into 15 rooms. Decorations and hangings are pleasing. The interior changes have been made in Spanish style, but the style of the goods is French.

BUTTON OXFORDS BACK SAYS ROTTLE

John J. Rottle was so busy today selling from his complete line of Walk-Over shoes that he could barely find time to tell all the things new in footwear this spring. John will have special window displays of these newest creations, and he told of some of the new things for the year.

Button oxfords are coming in for men's dress in black, tan, and ecru. Young men's styles have narrower toes and heels a little higher. For women ties are the thing. They come with various heels, and various colors. Pumps are fashionable. For dress slippers in black, patent-leather, or satin are correct.

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Detailed construction of not only a Birchfield davenport, but an entire overstuffed furniture set, will be a feature at regular intervals at the Glese-Powers furniture store on Court street during the spring window display festival this week. The furniture will be built in one window and a new bedroom suite will be on display in the other window of the store. "We have just received a shipment from the east consisting of four complete new bedroom suites, and we plan to show a different one each evening," it was announced by C. F. Glese this morning.

On Tuesday and Wednesday nights the store will be opened and the crowds invited to enter the establishment and view everything.

Construction of a davenport has been a feature of the Glese-Powers display on previous occasions of the kind being staged this week, but this time the feature will be extended to include cogswell chairs, fireside chairs, fireside benches, footstools and other articles of furniture in which Glese-Powers deals.

The entire store building will be lighted up, permitting a good view of everything in the store by those passing through and by those who look in from the front window.

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