

Here's

WHAT Mr. MAN

By Harry M. Morrison
Color, as in no season in the history of the clothing industry, promises to be the greatest magnetic force in the sale of suits and Tuxedos for spring.

When the latest Cadillac—the conservative, staid Cadillac—blossomed forth with "500 color combinations" and registered new peaks of success, the day of color had arrived.

When conservative, traditional London tailors present "lustrous cedar wood or mixtures of old plum and gold," the days of dull blacks and dead shades are gone!

Color In Everything

When color runs riot in furniture, home furnishings and motor cars, in footwear, pajamas, underclothing and suspenders and about less often commodities, the day of color is definitely here—and color can be harnessed as a selling proposition.

The lifeless blacks, drab and dull grays are not present in their usual, Man lives not by utility alone, but is motivated by beauty, by color.

For spring the light bright "sun-burned" colors are predicted to rule.

New Blends Are Offered

Tans and sand shades, browns and grays in entirely new blends, enriched with abundant threads are prominent.

All of which promises to make this spring one of the most colorful seasons in years.

While color will take the spotlight, style, of course, hasn't been overlooked. The tendency in suits is toward three-button models—the double-breasted suits have seen their vogue. They will still only appear in spring—and then confined mainly to suits. This is according to salesmen's reports for the larger cities.

Of course, the two-button suits, the old standby of many years, will continue in favor with a certain class, particularly the business man.

Short Coat For Collegian

The college type of suit, with its short, straight, boxy coat, six-button vest and wide straight trousers, will continue to intrigue the younger man—and if predictions mean anything there should be an unusual sale of such clothes. For this style extends and blends will show favor with its "young strange" designs.

Among the patterns, hosiery, bloomers are expected to prove extremely popular, especially in the wider effects. Glen Urquhart's



will wear this Spring

and plaid will be in considerable demand. Stripes, while they promise to interest a great many, probably will not be as popular this season as heretofore.

"Twists" are going to enjoy a considerable heyday, as like chevrons and zigzags.

Notch Lapels Favored

Notch lapels require and demand the highest priced ranges. Straight Tubular Models—Most of the coats will be trifle shorter than heretofore, with lengths from 46 to 47 1/2 inches, with never models straight and tubular.

Twists, herringbones, everplains and homespins will hold the center of the stage and there will be a marked tendency to the brown and tan shades.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

As they say in financial advertisements, these forecasts are not guaranteed, but were taken from sources that are deemed dependable.

Brings Out Ancient Customs Quintuple Brittany Wedding



BRIDES DRESSED FOR A MARRIAGE FETE

Quimper, Brittany, Mar. 21.—The first quintuple wedding in a quarter of a century recently brought out all the old Breton customs in the Moelin region.

Five sisters, Josephine, Genevieve, Bernadette and Marie-Anne and their brother Theodore, the whole Deltou family of the village of Khermen, were married in the ceremony at Moelin, the nearest church town.

The wedding ceremony resulted in the custom at Pleuzatel, also in Brittany, where all the weddings are performed at once, every year.

The Deltou wedding procession, led by an accordion, rode in wagons and marched to Moelin, where after the customary sports among the young men, the mayor performed the civil ceremony and the cure the church rites, with all bells ringing. This is an expense that every family does not afford.

The wedding lunch lasted several hours and the dance that followed ran into the morning finally the hard-working accordion showed the way back to the village.

The five brides were in Breton costume, with regional coiffes of ribbons and lace on starched linen. They wore their elaborate embroidered, long-skirted dresses and their heavily and gaily embroidered silk suits—their Sunday clothes—with low cut vests to show their shirt-fronts. Before the war the dress suit or the Breton costume was obligatory at weddings, for the groom, but latterly this has been neglected. The women, however, cling to their customs.



Smart Chapeaux for SPRING

A large department full of new hats for miss and matron—new arrivals coming daily—keeping our military salon right up to the minute with dozens of Parisian styles. Copies of exclusive creations—in all the newest silks and straw braids—various pretty colors. Moderate prices.

Smart Shop

MODERN DANCING DECLARED VILE

Vienna.—(25)—Austrian Bishops have declared modern dances pure and innocent but hold the jazz is vile.

Therefore, their flocks are free to dance the Charleston to the slow strains of the Viennese Waltz, or to the Black Bottom to the dreamy tunes of Vienna orchestras.

But "Hot Mama" and "You Charleston Man" come under the heading of music which the Bishops at their 1927 Conference found "harmful." Therefore it cannot be performed with the sanction of the church.

The Bishops stipulated that dances, music shall have no jazz qualities, that dancers' positions shall not be suggestive and that the girls' skirts must be the proper length—the ankles.

Viennese dancing masters are puzzled to know how the jazz dances can be performed to last year's music. They are confident they can write "marches"

SPECIAL MASS FOR FISHERMEN IN TEXAS

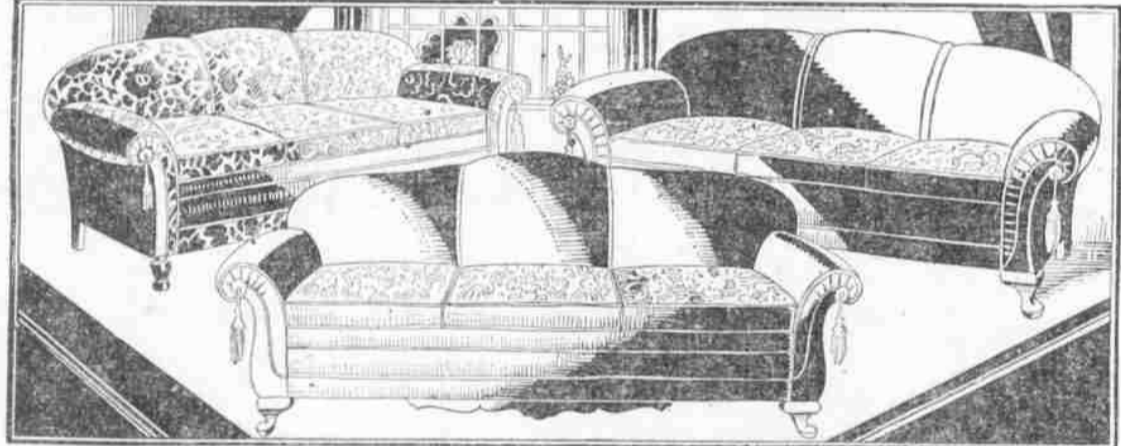
San Antonio.—(25)—Bishop Wilton might add another little chapter to his "Complete Angler" if he could fish some Sunday morning in Medina lake, near here, and then return through the woods to the fishermen's chapel and attend the special mass provided for them on special their Sundays with rest and fit.

Services are at 11 o'clock so that the anglers can get in several hours of sport before the fish quit biting during the hot part of the day.

The chapel is built of native rock quarried out of the hill upon which it stands. It is large enough to accommodate 120 communicants. The building was sponsored by the Knights of Columbus, but was built with donations from Protestants as well as Catholics.

American jazz under the refining cultural influence of Europe as they have done with American negro dancing.

Birchfield Upholstered Furniture Proves Its Quality By Long Wear



See the "Birchfield" Upholstered Furniture Built In Our Window, Starting Tuesday Evening and Continuing the Balance of the Week

Know "What's Inside" Your Upholstered Furniture

Any upholstered furniture may be inviting in appearance. It may even be luxuriously comfortable—at first. But—it is the upholstered furniture measuring up to only highest standards—such as "Birchfield" Guaranteed Upholstered Furniture—that continues to be inviting in appearance and becomes even more luxurious as it is used. The frames, the springs, the filling, the upholstery—everything about every piece, measures up to a standard—represented for just what they are—good and reliable in every detail. And because of manufacturing conditions (being made in one of the most up-to-date factories on the entire coast) prices are extremely moderate. And too, there is a wonderful diversity of patterns and coverings to surprise and delight home furnishers of utterly different tastes and needs—and there is a price range so wide as to meet every demand.

Because the built-in or hidden construction of upholstered furniture is not always apparent on the surface, and because it is possible for the unscrupulous manufacturer to greatly cheapen it at the expense of wearing quality and satisfaction—we here state clearly and concisely standards of materials and workmanship required in every piece of "Birchfield" Furniture.

- FRAMES** Of fine hardwood selected for straightness of grain, freedom of knots and toughness.
- SPRINGS** The smallest Sofa we make has 36 springs in the seat, all of high quality tempered steel and hand-tied for flexibility and permanence. You may have noticed how the seats and fronts of many sofas sag after a short time. This is often due to too few springs or poor tying. Finely tempered back and arm springs are used varying in quantity according to the model, and every "Birchfield" piece has a sag-proof steel band extending across the front under the seats.
- FILLING** Every piece is filled with selected materials. No excelsior or other lifeless material is used in our factory. When such material is used, the piece soon becomes lumpy and shapeless, as the material disintegrates and crumbles.
- COVERINGS** We handle only the better quality jacquards, tapestries, damasks, friezes, mohairs and other covering materials. These are carefully put on the frames, patterns matched and pile fabrics placed so as to show the right shading. And last but not least, no boy labor is used to cheapen production costs. Every man is an experienced artisan of first caliber.

BELOW ARE A FEW FEATURED "BIRCHFIELD" VALUES FOR THE WEEK

Velour Davenport \$85.50	Mohair Davenports \$109	Mohair Davenports \$127.50
Comfortable numbers upholstered in choice of attractive jacquards. Spring back, spring-filled, loose-cushion seat styles. Extreme values.	Luxurious overstuffed pieces in plain rose and taupe mohair with close cushion seats reversed in contrasting brocades. Spring backs and shaped arms.	With gently, shaped backs and simple lines. Upholstered in fine mohair, cushions brocade reversed. Unusual davenports and unusual values.

VERY CONVENIENT TERMS FEATURED ALL THIS WEEK

Your Old Furniture Taken As Part Payment

GIESE-POWERS Furniture Company

Sold In Salem Only By this Store

Member Commercial Associates, Inc.—The Largest Furniture Buying Organization in the U. S.

THE New Things For Spring

Are Arriving Daily

Brilliant in Color and Design

The New Silks are the first indication of Spring, catching the spirit of the season in their fresh colorings and gay patterns. Modern art has inspired the new designs which are characteristic of the coming mode. The most in favor are the New Stipple Prints, Flat Crepe, and Georgette. In plain and fancy to be used in combination.

Silk and Rayon Vests and Bloomers, Scarfs, Pursets, Neck wear, Handkerchiefs, Belts, Buckles, Garters.



Hosiery
Chiffon and Service-weight in all the new shades at lowest prices.



Millinery
The style and color you are looking for—"Priced Right."

Sheldon-Sherwin Co.

"Quality at the Same Price"

176 N. Liberty St.