

Salem to Welcome Fall Opening Tuesday Night

Auto Show Opens Entertainment On Streets of City

It's here again—Fall Opening time—and without doubt there is a multitude of calendars with Tuesday night especially marked because of the occasion.

In the windows of the men's and the women's ready-to-wear and department stores will be found the latest in wearing apparel.

Florists will deck their windows in colors that Mother Nature produces.

Still other stores will show the latest in household supplies and equipment, dishes, glassware, gadgets, and then there will be the hardware and plumbing establishments with their special items.

By Monday morning over 90 business firms had signed up for participation in the annual event, and most of that group will be entering their windows in the window display contest.

Another event that is a regular feature of Fall and Spring Openings is the treasure hunt for which participating merchants are now giving out tickets.

Revived feature is the automobile show which begins at 6 p.m.

A new feature is the participation in the treasure hunt of three theatres. The theatres, Grand, State and Liberty, as their prizes will give away theater tickets.

The program for the evening is to open with the automobile exhibit and will be followed by the unveiling of the windows at 7 p.m. Also planned as part of the program is the appearance of the 50-piece Albany high school band.

Arrangements have been made with the city to block off two areas in the downtown section for the evening.

Blocked off for the automobile exhibit will be Court street from North Commercial to North High streets. The other street to be closed for the evening is Liberty street from State to Chemeketa.

In charge of arrangements for



Efforts Show Tonight—Jim Beard, head of the Retail Trade Bureau, has acted as chairman of the Fall Opening for Salem. Others working with him have been Reynolds Allen, John W. Adlon, Hollis Huntington, Ralph Schlesinger, Earl Heider and Fred McKinney.

Band to Play, March For Special Occasion

Fall is a time for band music, with football games and festive occasions. Fall Opening is no exception and there will be band music on the streets in Salem Tuesday evening.

Coming to Salem for the occasion is the 50-piece high school band from Albany. In addition to playing during the evening the band will also march through the streets.

Typical of Fall



Back-to-School separates return to the rustic in this two-piece ensemble. The shirt is supple corduroy with a hi-or-lo collar line, smart with buttons and bows. The all-wool plaid skirt by Dan Gerstman, has its pleats stitched across the hips for smooth smartness.

Glove Glamour
Gloves with a frivolous, feminine look are getting a big hand this fall. Side-draping, smocking, elasticized wrists, multi-stitching and dressmaker detail give new fashion importance to gloves as a major costume accessory.

Here Are the Firms Putting on Fall Opening

The firms now signed-up to participate in Fall Opening are: Allen Hardware, Alex Jones, Alexander's Jewelers, Anita Shops, Acklin Bootery, Ar-buckles, Anderson Auto's Inc.

Brown Jewelers, Bishop's, Burke's Camera Shop, Bramble Hardware, Breithaupt's Florist, Busick's.

Cooke's Stationery, Capitol Drug Store, Capitol Furniture, R. L. Elfstrom company, Eola Acres, Florist.

Field's Dress Shop, Fashionette.

Greenbaum's, Gevurtz Furniture, Good Housekeeping, Gay's Candies, Grand Theater.

Hartman's Jewelers, Holland Bakery, Howard Maple Sporting Goods, Hogg Bros. Appliance and Furniture, Haniger's Dress Shop, Heider's Radio Shop, Hamilton's Furniture, Howard's Corset Shop.

Jackson Jewelers, Jewel Box, Jayson's, Johnson's Ready to Wear, Jack and Jill's, Jary Florist, J. J. Clothier, Judsons.

Kay's Apparel, Kailles Dress Shop, Karmel Korn Shop.

Les Newman's Men's Store, Lambert's Antiques, Little French Shop, Leon's Shoes.

McKay's Chevrolet Company, Midget Market, Moderne, Margaret's Shop, Marilyn's Shoes, Man's Shop, Miller's Department Store, Morris Optical company, Mar's Lunch, Moore's Bicycle and Sporting Goods, Metropolitan Stores, Inc., Montgomery Ward and company, Marion Motors.

Nohlgrren's Restaurant, Olson's Florist, Otto J. Wilson and Company.

Prices, Pennys, Quisenberry's Pharmacy, Roberts Bros., Red Cross Pharmacy, Rohland's.

Smart Shop, Sear's Roebuck and Company, Salem Hardware, Salem Home Furniture, S and N Clothiers, Steven's and Son Jewelers, Sallys, Schlesingers, Stiff's Furniture Store, Salem Lighting and Appliance, Stan Baker Motor company, Schrock Motor company.

Toy and Hobby Shop, The Spa Restaurant.

Valley Motor company, Vince Electric.

Williams Card Shop, Wool-

Glamour for Fall



Contour-Carved Black Velvet Cap by Peg Fisher, who adds halo-effect of Chantilly lace. Pearl costume jewelry by Coro.

Latest in New Autos Promised

What's the latest in new automobiles?

Those who are in Salem for the Fall Opening Tuesday night will find out without having to go from one dealer to another.

This year has brought the revival of a feature of Fall Openings of several years ago—the automobile show. New automobiles from eight Salem firms will be on display in a block-off area on Court street between North High street and North Commercial street.

Those firms planning to exhibit autos are Valley Motor company, McKay Chevrolet company, Marion Motors, Warner Motor company, Stan Baker Motor company, Otto J. Wilson and Shrock Motor company.



For the Fall Wedding—The bridesmaid wears pink satin, draped across the bodice, full of skirt.

Treasure Hunt Features Fall Opening on Tuesday

Treasure hunt—not the kind where you use a pick and shovel hunting for a chest of gold coins or jewels.

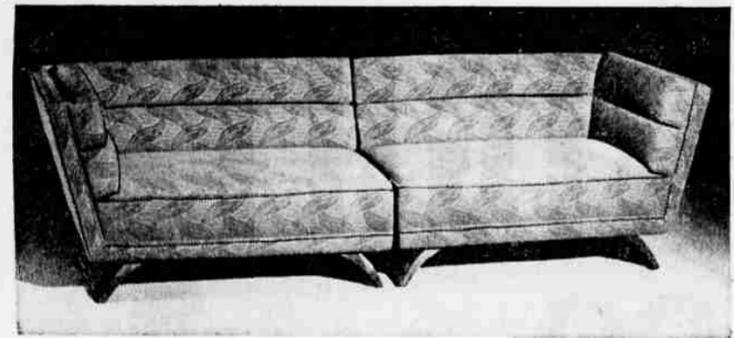
This hunt requires only tickets and they are obtainable at any of the Salem stores participating in Fall Opening this Tuesday night.

Given away at the participating stores during the business hours the tickets have numbers on them, some of which match up with the numbers to be found on cards found in the windows of those merchants taking part in the annual opening. Near the card will be a free gift contributed by the merchant.

The treasure hunters, go on their search for the numbered merchandise Tuesday night but

it will be the following day before the prize can be claimed as none of the stores are remaining open Tuesday night.

One exception will be the orchids to be given away by Eola Acres Florists, which that evening is to have a display in the Senator hotel in the office of KSLM. Ticket holders with the number corresponding to those on the orchids may claim their prize the same evening.



Two Piece Sectional . . . \$365.00

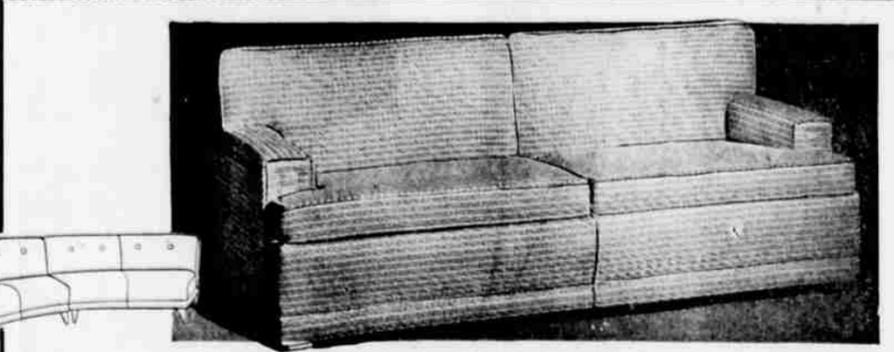
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