

MISS PEARL SPITZER

Buyer of the popular priced resses. She has been with the organization for eleven years. She is fully conversant with the New York markets and makes her selections as



LILLIAN ROSEHAFT

Merchandiser of lingerie and sportswear. She has been closely associated with Mr. William B. Friedman, vice president and general merchandise manager of Hughes stores for seventeen years. She was one of the first to sense the possibilities of nylon as a fabric for lingerie.



MISS HILDA POLIANICK

Buyer of lingerie and robes. Has been with the Hughes or-ganization for six years. Her previous experience was in the designing and pattern

Scents for Linen

Your favorite brand of toilet soap can be stored in your linen closet or linen drawer to lend a delicate fragrance to sheets, towels and pillowcases.



Now on the market are wom all-nylon sweaters with feel, appearance and practical values not found in prewar sweaters made of nylon.

Knitted with yarn made from a nylon staple recently de-veloped by du Pont these sweaters are luxuriously soft and warm and have a pleasing luster. They require no blocking after laundering, for they are practically shrink-proof, holding their original size and shape through repeated laundering

Hughes, the newest store op-ening in the Capitol Shopping center, will feature an assort-

ment of these nylon sweaters
The nylon staple fiber is
permanently crimped before it is spun into a knitting yarn. This gives the sweaters which are made of this yarn a soft. lofty texture that does not be-come harsh or matted when laundered. In fact, repeated washings actually seem to imrove the texture.

Hot water can be used with-out fear of a harshening effect Crimping is also responsible or the warmth characteristics of the finished sweater.

Long wear is assured because the fiber is remarkably strong and is not weakened by perspiration. Quickly washed clean and safely hung on the line to dry, the sweaters simplify ward-

Shirtwaist Style

Some of the season's most fabulous evening gowns turn out to be separate blouses and skirts. Lilly Dache shows wide spectacular skirts of slipper saconcoct a dozen dance outfits by switching blouses.

Cover caonage leaves generations which may be worn tops of varying formality. The fashion drain. Combine meat, bread group. Teen-agers may buy a long skirt of faille or satin, and a portion of meat-olive mixture on peach cabbage leaf, roll and by switching blouses.

Cover caonage leaves generative dusty with hot water and boil 3 minutes. Remove from heat and drain. Combine meat, bread crumbs and salt, mix well. Fry the same and t by switching blouses.



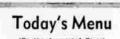
PAUL N. WELSH

Advertising manager for the Hughes organization, with headquarters in Chicago. Welsh is in charge of all publicity and public relations. He has been with Hughes nine years, formerly in the merchandising department



490 N. Capital





robe care.

During summer storage, allnylon sweaters need no special protection from moths.

cup of ripe olives gives this hearty favorite a new twist. The meat-stuffed rolls are cooked in hot water, but you may prefer to use canned tomatoes.

Stuffed Cabbage Rolls

6 large cabbage leaves pound ground lean beef 1 cup soft bread crumbs

½ teaspoon salt Fat

15 cup chopped ripe olives

fasten with a pick. Place in greased casserole and add 1 cup hot water. Bake in moderate oven (350 degrees F.) about 30 minutes. Remove picks before serving. Serves 4 to 6.

Keep a pad and pencil in your apron pocket when packing away equipment and clothes. Then you can jot down as you what you put away and



Glorified Shirtwaists-Here are three versions of important "separates," designed by Brigance for wear after five (l. to r.): Cocktail outfit with black jersey blouse, royal blue surah skirt; two-piece evening dress with white long-sleeved blouse shot with gold, radius-tucked bark-colored taffeta skirt belted in brown velveteen; for casual evenings, navy satin blouse and shutter-pleated wool jersey skirt.

Flannelette Swank



MISS KITTIE COHEN Buyer of sportswear. Combs oth the Pacific coast and eastern markets for sportswear and sportswear accessories.

Congratulations to

Hughes

College girls are wearing separate skirts and shirts of dark printed cotton flannel this win-ter. It's practical because the garments may be tossed in with the regular laundry. Fireman red flannelette also is a favorite for dormitory robes and paja-

short Evening Dress

The street length evening dress is a fashion hit for winter, 1950. Women like it because it is appropriate to wear when an Also some versions come with cover-up jackets which convert it to a street outfit.

For Delicious Waffles

New Showplace

of Womens Fashions

Before using a new waffle iron, season it by preheating the appliance for 8 to 10 minutes with the cover closed before brushing both grids with a small amount of unsalted cooking fat or salad oil. Continue heating for two or three more minutes grease can be removed with absorbent paper or by baking one or two slices of bread between the grids, electricians advise.

Hughes to Have Nylon Lingerie

Opening a new vista in wov-en fabrics, the first use of creped nylon yarn is appearing

The fabric, called "Crepelon," has rich texture and excellent drape In appearance, its finely pebbled weave is reminiscent of crepe de chine, while in prac-tical qualities it equals other fabrics of du Pont nylon.

The fabric has excellent resistance to seam slippage, lend-ing itself to fine tailoring in both simple and intricate stylings.

This nylon lingerie will be featured at the Hughes store, latest unit in the Capitol Shopping center, to be opened.

Slips and half slips are of-

fered in several variations, tailored and lace trimmed.

According to the manufacturer, pleats are permanent, as they are heat-set like the rest of the fabric, and retain their shape through repeated washings.

These exquisite luxury stylings claim the advantages of other nylon garments made of fine fabrics and well con-structed. They are easy to wash, dry quickly and need uttle or no ironing.



MISS JEAN SHIELDS

Buyer of the better dresses. She studied designing in Chi-cago and entered the fashion field as an associate of Strand Fashions of that city, where she joined the Hughes stores eight years ago.



Pockets With a Flare accent shoulder line-mark a new high in Hughes afternoon suit. Jacket has cardigan closing with duet of jeweled buttons at mirdiff, more pocket interest at the side-this time opening horizontally. Belt is asphalt gray with gold trimmed buckle. Skirt is match-slim.

Rubbing the Cold in

Miami Beach, Fla. (UR)-Huge neon signs to show shivering northerners the hourly temperature in Miami Beach are the newest wrinkle in tourist lures.

Hotel men here have asked the city council or the county to help pay for the signs which would be erected in Times Square, Chicago's Loop area and at Philadelphia's City hall.



HUGHES, Salem, Ore.

Hughes Salem's Most Beautiful **Fashion Center**

Garcy modern lighting fixtures utilize the most efficient Slimline Flourescent lamps . . . in recessed lighting units in display cases, niches, platforms and ceiling. These give 88% reflectivity which Insures maximum

Lighting at it's best

...by GARDEN CITY

F lights were flowers, Hughes New Apparel Shop would be a veritable Garden Spot, since the variety of tones and undertones of light

Garden City Plating and Manufacturing Company salutes Hughes and

the people of Salem on the opening of this newest and most beautiful

store of its kind in the Pacific Northwest. It's illumination is most creditable to the ingenuity and craftsmanship of Garden City's designers,

from experience gained in over 50 years of successful lighting engineer-

accent the beauty of merchandise in every department.

illumination for your shopping comfort. Garcy specially designed coat racks, mirror frames and other functional hardware is used throughout the store adding to its efficiency and shopping comfort.

Our best wishes for success to Hughes.

Garden City Plating & Manufacturing Co.

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