

\$27.50 Women's New Winter Coats \$22.50

At this price we've an excellent range of coats, all designed not only for service but also for looks. Smart coats with wide belts, large, collars and pockets; some trimmed with fur or plush. Coats with pleats at back or with gathers. Dozens of new \$22.50 styles, Meltons, kerseys, cheviots, burellas and velvets. Extra good value

New Fall and Winter Coats, Special \$29.50

Smart new belted models. Some with large convertible collars, round or square effects. New plaited styles and military models. Cheviols, velours, meltons, burrellas, broadcloth \$29.50 and mixtures, in all the leading colors. Sale price

\$42.50 To \$50 Women's Coats \$37.50

At this popular price you'll not find another such stock of handsome new coats in all Salem. Coats for all occasions and of every desireble material, including wool velours, plushes, burellas, velvets, broadcloth, Kerseys, Silvertone and kindred materials. Belted or semi-fitting models. Browns, greens, taupe, \$37.50 navy, black, burgundy, plum and other leading colors. SPECIAL

Plush Coats

Jusut received an express shipment of Plush Coats, similar values to those offered at Salem's greatest Women's Apparel Store during month of October. Your special attention directed to our showing of fur trimmed coats and coatees, ranging in price from

\$45 to \$95

Mezzanine Floor, Where Lower Prices Prevail

Misses' and Women's Utility Coats

Smart new Belted Coats with large convertible collars in round or square effects; new plaited styles and military models in latest designs. Cheviots, velours, meltons, burellas and mixtures. All sizes and leading colors.

Specially Underpriced at \$19.50, \$22.50 and \$24.50,

Trimmed Hats Almost Given Away \$4.50 to \$7.50 Values. Now \$2.98



Special purchase of over one hundred high-class trimmed Hats, large, small and medium shapes. Velvets, Velours, Plush, Beavers and other materials, in sallor, turban and large velvet hats-black and all the leading colors.



We are showing a great variety of Red Fox, Wolf, White Fox, Black Fox Taupe, Fox, Grey Squirrel and Oppossum Fur Scarfs, Capes and other

Dainty New Waists of Georgette Look where you will you cannot find a larger or better assortment of beautiful waists, including Peplum Models. In Georgette Crepe alone we show any number of hand-The Season's Most Stylish Modelssome Blouses, both in fancy and tailored effects. Make it a point to see these new models. Specially Priced \$5.75

up to \$17.50. New Georgette Waists \$4.75

An exceptionally beautiful lot of Georgette waists made to sell as a much higher price. Some are daintily embroidered and finished with silk binding, have them in all sizes.

Special \$4.75 Good quality Voile Waists. Special for this sale \$1.48 to \$2.50

A November Sale of Cotton Petticoats

We are known far and wide for our vast assortment of Petticoats, and in our buying we always plan for wonderful sales of cotton petticoats that will serve as a reminder that we are The Petticoat Store of Salem.

Satine Petticoats \$1.48

Great big lot of black and colored Petticeats, some ruffled,

Fancy Satine Petticoats \$1.95

And another lot of beautiful satine and heatherbloom Pet-ticoats, in a variety of new and pretty colors. Special \$2.75

Taffeta Petticoats \$5.75

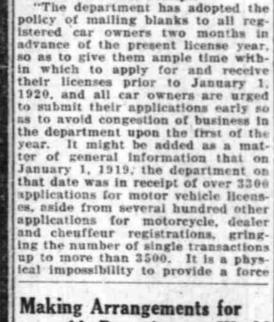
In Lovely Changeable Hues-All the preity changeable colors you could want are among these it seems. Also they are in plain navy blue and black. The deep flounces Neckpieces at Money Saving Prices. || are finished with accordion-pleated frills and wee tucks.

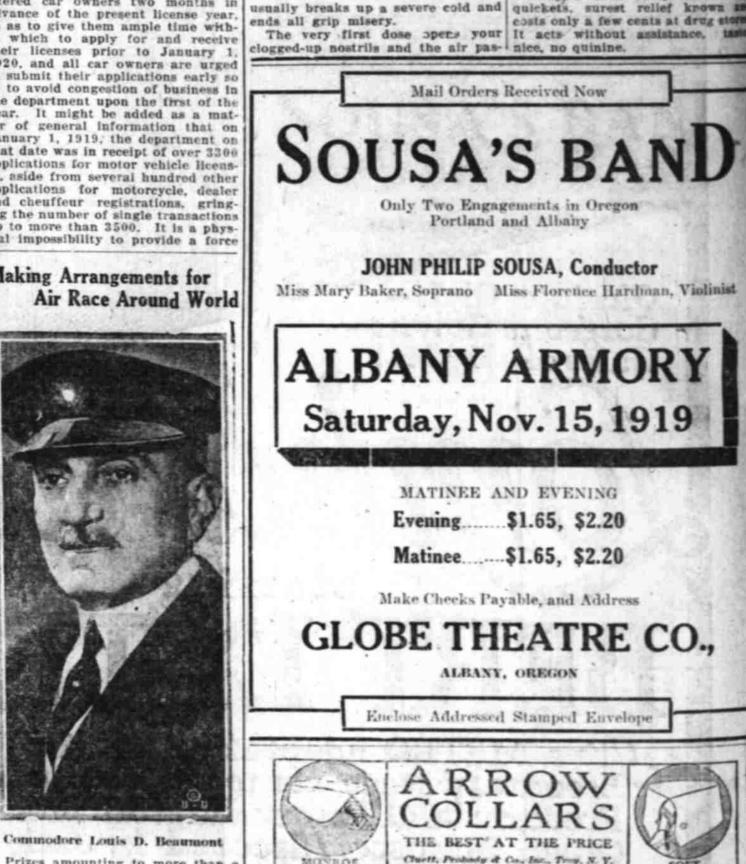
New Fall Dresses Away Below **Present Values**

Silks, Serges, Satins, Velvetcens. Jerseys, Combinationsin fact Dresses of every description for every woman who wishes to be well gowned. A most fascinating collectionin an almost endless number of the styles most favored this fall. The new round neck models. some braided, beaded and button trimmed, embroidery 8110 braiding most effectively combined. Handsome tailored effects, too-in the most becoming styles imaginable. Such colorings 215 Black, Navy Taupe, Blue, Poilu, Biege, Steel Grey. Brown, White, Rose, Lavender, Apricot, etc. Ranging in prices from

tate employing in their business more than a hundred motor vehicles for various purposes.

"In the letter transmitting the blanks, attention is called to the fact that no reservations of special numbers can be made under any circumstances, as it has been found utterly impracticable to do so. All applications which are received ni the department up to November 10 will be assigned numbers upon a drawing therefor, and after that date licenses will be assigned on all application in the order of their receipt.





Cold Compound" taken every two

hours until three doses are taken

Break a Cold

WITHOUT NASTY QUININE

stiffness,

DARLING

"DARLING" MADITURE BOUCE, 35c A 80

TES YET ABSOLUTELY MARMIESS ALL

APPEARANCE? ANE TOUR EASONITE OLALER FOR

. ... ADOLPH KLAR

feverishness, sneezing, soreness 10

"Papa's Cold Compound" is th

Don't stay stuffed-up! Quit blow-| sages of the head; stops nose rul

ing and snuffling! A dose of Pape's ning; relieves the headache, dulines

Prizes amounting to more than a tillion dollars will be offered in the International Air Derby around the world. The head of a special committee 40 arrange routes, landing places and organizing committees is Commodore Louis D. Beaumont, president of the Aviation Officers' Club in Paris and vice president of the

