

Director's FALL SELLING CAMPAIGN Of 1925

Featuring the Greatest Purchase and Sale of the New Fall Coats and Frocks of the Season---The Premier Showing of Styles---Colors---Fabrics

NEW
FALL
FROCKS



NEW
FALL
COATS



The Most Remarkable Array of Beautiful Coats Ever Gathered Under One Roof Priced at a Figure That Is Bound to Create The Greatest Buying Furore of the Year

\$11.95

Wonderful creations styled of all the newest materials such as Lustrosa, Bolivia Veloura Tweeds, Loraine, Pin Point, Dew Bloom Deerona and other fashionable fabrics—in all the very latest shades are to be found throughout this assemblage of autumn's finest modes—now ready for your choosing.

\$15.95

LADIES' AND MISSES' TRIMMED COATS AT \$11.95

Just think of being able to buy fur trimmed coats as low as \$11.95 right at the opening of the fall season—Weeks of careful shopping and bargaining with manufacturers bring on these exceptional price concessions—and now offered during Director's fall selling campaign at the most noteworthy price reduction of the year—We want you to investigate this wonderful opportunity knowing full well that you will declare it the greatest and best coat values you ever heard of.

The Prices Run Like This \$12.95, \$16.85, \$24.95 and to \$75

\$24.95

FUR TRIMMED MODELS—PLAIN TRIMMED MODELS MANNISH SPORT COATS TRIMMED WITH FURS

Fur trimmed models are enriched with Fox, Fitch, Opossum, Wolf Natural Squirrel, Dyed Squirrel, Skunk, Beaver, and other luxurious furs.

Coats will be found in the new flare, wrap, or straight lines in all sizes for misses and women

STREET AND PARTY FROCKS PRICED AT \$11.95

Autumn's most charming styles in all the newest colors and fabrics, including such materials as Satin Back Crepes, Failles, Cantons, and other fine silks and woollens—cut and sewed with the new back or side flares—draped effects and the ever wanted straight models—dresses for afternoon—for dinner—for evening wear—for street or business—**\$11.95** all go at the most phenomenal prices ever offered.

LADIES' EXTRA SIZE
SILK DRESSES \$5.95

An exceptional purchase to be sold at a price that will move them quickly. Sizes 42½ to 52½, sale price

Children's New Fall Coats Now as Low as \$3.50

BEAUTIFUL NEW DRESSES AT \$15.85

In this exceptional offering will be found values that are simply astounding—all that is of the newest and latest will be found here for afternoon—dinner—evening or street wear—all beautifully trimmed, some in lovely furs—all the newest materials in silks and woollens in the very newest shades, such as Pencil Blues, Fuchsia, Brick, Rose, Pansy, Cocoa Brown, Navy and Black. **\$15.85**

Ladies' and Children's Hose



This great money saving hosiery function sounds the keynote of substantial economy—a host of people will watch eagerly for the opening day of the sale to lay in a year's supply.

LADIES' AND MISSES' TRUESHAPE silk and fibre hose—all colors, at per pair **49c**

LADIES' PURE SILK THREAD HOSE—including the well known Bear Brand hose that sells regularly from \$1.25 to \$1.50 per pair **98c**

Ladies' Silk and Wool Hose Just arrived and on sale for the first time this popular style of fine hosiery to be had in all the new leading shades, per pair **98c**

Quality Silk Hose A wonderful buy considering former selling prices which range from \$1.95 to \$2.25 and now offered at per pair **\$1.39**

GIRLS' AND BOYS' STOCKINGS!

35c to 50c Values

Included are such well known makes as Allen A. Arrowhead, and the Bear Brands, all grouped at one price, per pair **24c**

All Gossard Corsets Half Price

Women's Corselettes Selling up to \$1.95 and now priced for the fall campaign selling **95c**

Women's Rayon Silk Vests A fine knit vest in the new wanted shades, a \$1.50 value **98c**

FANCY \$6.00 SILK CLUB STYLE UMBRELLAS AT \$3.95

Fancy Cuff Fabric Gloves For women in the wanted colors, per pair **95c**

Household Rubber Aprons All colors, very good quality at **29c**

Women's Union Suits Medium weight, low neck, elbow sleeves, ankle length, \$1.25 value **95c**

Women's Hand Emb. Gowns Made of white or pink batiste, regular \$1.50 value now selling at **75c**



The Most Important MILLINERY

Selling Featured in Months

Plan to shop early—as we anticipate very brisk buying at these amazingly low prices that are bound to attract widespread attention.

AUTUMN'S NEWEST STYLES

In Felts—Velours—Velvets—and other favored materials are here in abundance. Hats in small—medium—or large drooping styles to be had—self-trimmed or trimmed in the various ornamentalations of the season. All the new colors to be sure. Priced at

**\$2.49 - \$3.95
\$5.45**

Girls' and Misses' school hats now marked at exceptionally low prices for this big selling.

**DIRECTOR'S
DEPARTMENT STORE
SALEM SILVERTON
STAYTON**

Court and Commercial Sts.

Women's Fall Footwear

A Fall Selling Event That Should Be of Vital Interest to Every Woman and Miss Within Miles of the Store



Do not confuse this with the average shoe sale—for there's all the difference in the world—the handsomest styles from the leading factories await your critical inspection—Read!

**\$6.00 — \$7.00 — \$7.50
Women's Fancy High
Grade**



**SLIPPERS
\$3.98**

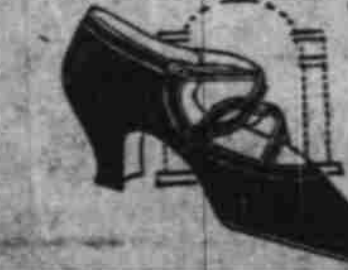
Hundreds of pairs in every conceivable style or leather, including fancy satins, in all sizes and widths—without exception the greatest buying opportunity presented this year—we advice quick action while stocks are complete.



Women's arch support two strap slippers, Goodyear welts, vici kid with military and rubber heel. Sold regularly at \$9.50, per pair **\$4.95**



Misses' School Shoes Made of durable calfskins that will stand wear, rubber heels. A regular \$5.00 value, per pair **\$2.95**



Girls' two tone fancy strap slippers, sizes to 2, per pair **\$1.89**

