

Ready This Morning

SALEM'S NEW STORE
JOHNSON'S
READY-TO-WEAR

THE NEW SPRING COATS

In the New Fabrics and New Silhouettes **\$15 to \$79.50**

Be first to wear your new Spring coat . . . and buy it at a great saving in this event. It is indeed unusual to have the new Paris models at such an advance date . . . and to obtain them at this low price is remarkable. Every fashion-accepted silhouette . . . every smart Spring fabric . . . every new trick of cape, scarf, fur treatment and tailoring is represented. You may choose with the assurance of newest fashion, ultimate value and becomingness.



THE Coats, Dresses and Suits sketched portray faithfully the new style trend for spring, 1930. There are many, many more styles awaiting your inspection and (we know) your approval!

SPRING APPAREL EVENT

Special Purchase!

SPRING DRESSES

Advance Models for Every Daytime Occasion **\$10 and up**

DRESSES in the new modified silhouette that suavely outline the natural figure in a flattering, youthful manner. Dresses for every occasion for the very youthful or the more sophisticated matron. Printed silks, flat crepes, satins, chiffons, in all the colors sponsored by Paris for the Spring season. With capelets, scarfs, novel sleeve treatments. Sizes for misses and women.

SPRING SUITS

With All the Smart New Jacket Lengths **\$7.95 and up**

HERE is a collection of charming new Spring suits that will strengthen the position of this favored mode. New lines and details of tailoring are employed to make these fashions becoming and more certainly approved by every smart woman. A special purchase from a leading maker enables us to offer them at a remarkably low price. The three sketched are only examples of the many.

A Fashion Event Combined with Economy

THIS is one of the wonderful things about this new store opening. Whatever you desire in style, or color, or selection . . . you will find it here and you will be assured that it will be as smart weeks from now as it is at the moment. Every phase of the changed silhouette . . . every question of length . . . every new style detail is stamped with Fashion's authentic approval. Choose now from this brand new stock.

—WE INVITE YOUR MONTHLY ACCOUNT—

JOHNSON'S

READY-TO-WEAR

466 STATE STREET

NEAR HIGH

Johnson's for Hosiery

Johnson's for Gloves