

This Fall You Can Look
as you've
never
looked
before!

SHOP PRICES... If you want to look this Fall as you've never looked before! You'll find Price's abounds with all the authentic styles... everything you need to dramatize your individuality more flatteringly than ever. Nowhere in Salem but Price's will you find, at one time, so complete, so incomparably superior Fall fashion collections!

PRICE'S

For the NICEST Things

In DRESSES It's EISENBERG!

Yes! The very same Eisenberg dresses shown in only the most exclusive shops are here... for you... exclusively in Salem at Price's! Come see them—you'll love them for the suave sophistication and subtle simplicity that only Eisenberg can impart to such brilliant creations!

49.95
to
89.85

Other Dresses
13.95 to 69.95

Breathtaking Collections of COATS

Big news for Fall is the fur trimmed cloth coat, but untrimmed colorful cloth coats are already destined for Fall fashion eminence, too. Every coat in Price's marvelous collections has the exciting style-rightness, the surpassing quality and good taste you expect in things from Price's!

19.75 to
159.50

Exclusive Types in SUITS

Two and three-piece suits in wine, brown, green, blue and black... tailored to a queen's taste... do wonders for your new Fall silhouette!

19.50 to
159.50

Exquisite Furs
Faultless Tailoring

FUR COATS

We present a superb group of over a hundred of the most gorgeous fur coats and jackets... unrivalled for luxury, style and value. Purchased in the New York market, we can guarantee every garment to be fashioned of the loveliest pelts by master fur craftsmen.

The Showing Includes:
Black Mole Caracul
Silver Fox Twin Sets
Hudson Seals
Full Back Skunk
Black Persian Lamb

89.50 to
695.00

TRADE IN THAT OLD FUR COAT!
BUY ON BUDGET PLAN IF YOU WISH!



your HAT is your HEADRESS

Your Hair Makes the Most of Your Hat!

We've outdone ourselves in presenting a brilliant Fall hat collection that does full justice to your face and your new coiffure. Becoming bonnets that rise high off your forehead! Turbans that highlight your hair-do or hide it! Gay, little feathered hats that provide a different mood!

For Dress
5.95 to 22.50

For Sport
3.95 to 5.00

All-Important! GLOVES

What could be nicer for your new Fall outfit than a pair of finely-turned gloves... in black or brown? Suede... kid... fabric... or doekin.

1.00 to 3.95

ACCESSORIES OF WELL-BRED DISTINCTION LEND ADDED CHIC TO YOUR NEW OUTFIT

Fine Footwear

Many of the most famous names in women's high-quality footwear are exclusively Price's in Salem! If you complement your costume with shoes by Rice O'Neill... by Pedigo... or Palmer DeLiso, you'll have style, beauty, and foot comfort the like of which you've never dreamed!

6.85 to 15.75



Costume Jewelry

A simply dazzling assortment of costume jewelry! Imagine! Big bright pins that set fire to your fur coat! A MUST item for Fall ensembles.

1.95 to 4.95

HAND BAGS

The shapeliest handbags you've ever seen: book types, novelty frames, and those long pouches so correct to carry with the new narrow silhouette fashions! In Suede! Alligator!

8.95 to 10.50

Only at Price's NYLON HOSE

In Unlimited Quantities!
1.35 8 pr. 8.75

Price's
135 N. LIBERTY