

THE STORE



THAT BRINGS YOU THE BEST OF EVERYTHING

IT COSTS NO MORE TO SHOP THE STORE
THAT BRINGS YOU THE BEST OF EVERYTHING

*Wipman's
of Salem*

Liberty and Chemeketa Streets Phone 44481



wear
fashionable
and
flattering...

KIMBERLY KNITS

Knits are always in fashion . . . this season one of the favorite fashions. Our Kimberly knits are unusually exciting, finished with exquisite details that more than suggest the "hand-made" look. Their lines are fluid, conforming to or complimenting your own lovely figure. Colors are clear, vibrant, exceptionally beautiful. We show just 3, from our Caliente collection of wonderful knit fashions.

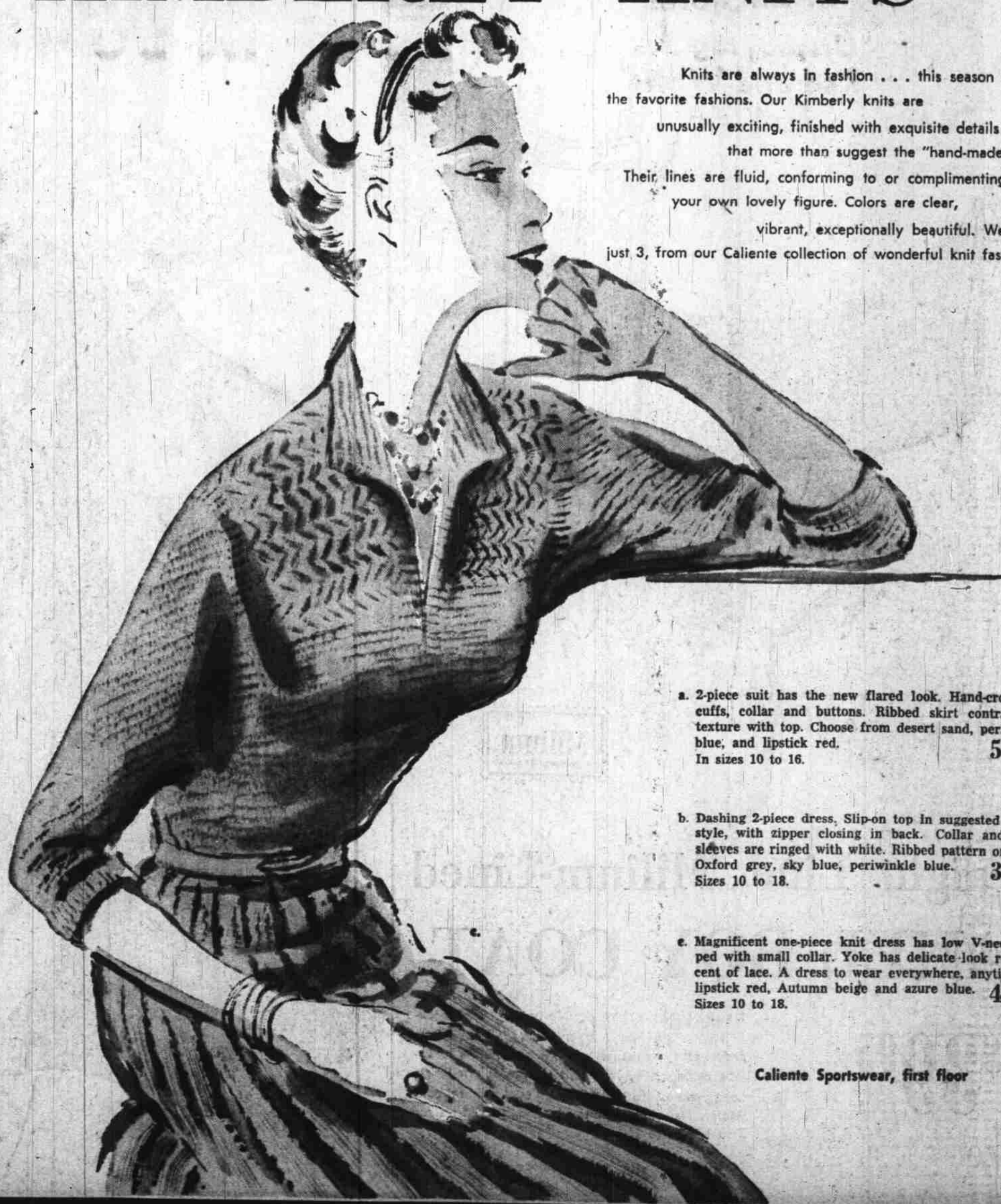
choose flannel
choose corduroy
but surely choose

JUMPERS

No matter, flannel or corduroy, these clever change-abouts are strictly wonderful. They go to work or to class with your favorite sweater, your crispest blouse, then are date-wear, bare with a dash of jewelry, or a glamour blouse. Just 2 from many styles of Caliente Jumpers.

top. Wool flannel jumper. Deep scoop neck equally good with or without blouse. Nipped-in waist, gathered slash pockets. Charcoal, 12.98
brown, medium grey. 10-16.

bottom. Popular coat style jumper in fine pinwale corduroy. 2 good-sized pockets. Buttons to match. In red, black and cobalt blue. 8.98
Sizes 10 to 18.



a. 2-piece suit has the new flared look. Hand-crocheted cuffs, collar and buttons. Ribbed skirt contrasts in texture with top. Choose from desert sand, periwinkle blue, and lipstick red. 55.00
In sizes 10 to 16.

b. Dashing 2-piece dress. Slip-on top in suggested middy style, with zipper closing in back. Collar and short sleeves are ringed with white. Ribbed pattern on skirt. Oxford grey, sky blue, periwinkle blue. 35.00
Sizes 10 to 18.

c. Magnificent one-piece knit dress has low V-neck topped with small collar. Yoke has delicate look reminiscent of lace. A dress to wear everywhere, anytime. In lipstick red, Autumn beige and azure blue. 45.00
Sizes 10 to 18.

Caliente Sportswear, first floor

MAIL AND PHONE ORDERS FILLED
Caliente Sportswear, first floor

OPEN FRIDAY, 9:30 A.M. until 9 P.M. - other week days, 9:30 to 5:30