

Spring Opening.

and Style Show at SALEM'S GREATEST WOMAN'S APPAREL STORE Friday and Saturday, March 12-13, 1920

Fresh from the hands of expert designers and tailors come hundreds of new models, faithfully interpreting in the minutest details, the styles, materials and new colors that have won first place in the world of fashion. It would be hard indeed to imagine a more complete showing of decidedly stylish Women's Apparel including new Spring Suits, Coats, Skirts, Waists, Sweaters, Millinery and Dresses, or to assemble garments of quality that would give greater satisfaction. Yet in spite of their excellent qualities and expert tailoring their prices are moderate. But you must really see the new arrivals to fully appreciate their many charms. Therefore you're cordially invited to come and personally inspect the new models, and try on as many of the garments as you desire. Experienced saleswomen will gladly assist you and you'll not be urged to buy.

Portland Cloak & Suit Co.



COATS—

Look where you will, you'll not find another such stock of handsome new coats in Salem. Coats for all occasions and of every desirable material direct from America's foremost coat makers.

Principally in short and medium lengths a notable showing of the new Spring Coats in the authentic styles for the coming season. Coats of Polo Cloth, Camel Hair, Jersey, Velour, Tricotine, Bolivia and many other materials. Attractive models with narrow belts and shawl or tailored collars. Also some with the new cape back. All the very latest colorings, including Tans, Navy, Brown, Green, Copen, Bermuda, Grey, etc. Special attention directed to our line of Jersey Coats; some in Tuxedo models and prevailing colors. **\$25.00** at

Portland Cloak & Suit Co.

SUITS—

Our showing of the new Spring Suits is now complete with the season's very smartest models—many of them shown exclusively at this store. Blue serges, gabardines, homespuns, velours, silvertones and novelty mixtures in every desirable shade. There is a wide range of styles—many are plain tailored with box coats—others in novelty belted effects with tailored or convertible collars. Braids and buttons are used extensively as trimmings on many of the new suits. Black navy and all the newest shades are here in abundance. Prices range from

\$32.50 TO \$100.00

LATEST MODELS IN WOMEN'S AND MISSES' SUITS

Every new and worthy design from the foremost American coat and suit makers. Smart styles for street and dress occasions. Novelty and plain tailored models. Prevailing materials are Serges, Gabardines, Broadcloths, Wool Velours, Tricotines, etc. All colors and sizes. Special **\$37.50** Friday and Saturday.

Portland Cloak & Suit Co.

DRESSES—

NEW SPRING DRESSES

\$18.75 TO \$75.00

The vogue of Tricolette and Taffeta Dresses made with medium and short sleeves is a certainty in the Spring fashion programme and here you will find the new season's very smartest models—not only in this material but also in the beautiful soft Satins, plain and flowered Georgettes and the more serviceable frocks of Serge, Jersey and Tricotine. Our showing of the new Spring Dresses offers wide choosing in styles, fabrics and colorings. Prices range from

\$18.75 UP TO \$75.00

Portland Cloak & Suit Co.

WAISTS—

Great variety of new and pretty Georgette and Crepe de Chine Blouses—that will charm with their newness, in white, flesh, bisque, navy, taupe, lilac and peach. New models, principally short and medium length sleeves, every one of them, made with trimming of dainty lace in clusters, also pin tucks and hemstitched effects. Flat collars, rolling collars, round and v-shaped necks, in new variations, giving pleasing touches of diversity, also high necks and low necks.

NEW GEORGETTE WAISTS

\$5.75

An exceptionally beautiful lot of Georgette Waists made to sell at a much higher price. Some are daintily embroidered and finished with silk binding; have them in all sizes. Special **\$5.75**. Other Crepe de Chine and Georgette **\$6.50 TO \$18.75**

Portland Cloak & Suit Co.

MILLINERY—

This Season no woman will worry about the prevailing styles, the variety of approved modes in very broad-embracing turbans, toques, tams, sailors, sport effects and elaborate pattern Hats.

The best conceptions are to be found here in abundance.

Black is high in favor, as are cherry red and French blue and combinations of these with black.

Audacious wings are perched at side and back on some of the new models and on many of the spring hats vari-colored flowers cover crown and part of the brim. Double-faced ribbons in two colors are knotted and hang in streamers on the bonnet and mushroom shapes so beloved of fashion.

Portland Cloak & Suit Co.

Portland Cloak & Suit Co.
Court & Commercial

(Old White Corner)

Salem's Greatest Women's Apparel Store

