

# New Easter Apparel For Misses and Women

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.



## New Coats and Suits in Great Variety NEW SPRING COATS

Misses', young ladies' and women's Coats, in all the preferred fabrics and colorings for spring wear are here in a selection so ample as to warrant us in stating that every taste can be easily satisfied and at such a wide range of prices as to meet the requirements of every expenditure. Interest seems greatest in Tuxedo models and medium length coats, plaited and many other styles made up in Polo Cloth, Bolivia, Velour, Tricotine, Jersey and novelty mixtures, in colors as follows: Brown, Beaver, Taupe, Jade Blue, Buff, Burnt Orange, Grey and Cadet Blue. Priced at **\$25.00 and up to \$100.00**

Special attention directed to our line of Jersey Coats at \$25.00; and an other lot of Misses' and Women's New Spring Coats, various colors and materials, Special **\$27.50**

## EASTER 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 Serge, Gabardine, Broadcloths, Wool, Velours, Tricotines, etc. All colors and sizes. Special **\$37.50**



## New Styles in Easter Dresses

NEW SPRING DRESSES  
**\$18.75 TO \$75.00**

The vogue of Tricotee 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**

## NEW SPRING SKIRTS

That the Separate Skirt will be more popular this spring than ever is evident because of the prevailing short Coat models and because of the attractiveness of the styles and materials shown. Our Spring Opening display embraces all the newest models for street and dress wear.

### EXTRA SPECIAL

About 50 Poplin Skirts, various colors and all sizes, only **\$4.75**



## Stout Women's Apparel

Women who wear the large sizes will be interested in knowing that we specialize on garments of this kind and are now ready with becoming models in new Spring Suits, Coats and Dresses in the new and most wanted materials.

## Sizes For Little Women

Particularly Misses and Juniors, will find here a splendid showing of the new suits, coats and dresses in greater variety and at prices less than elsewhere.

## American Designs

Paris has furnished the inspiration for these new styles, but clever American designers have deftly adapted them to the tastes and figures of American women.

## New Silk Petticoats \$4.49 to \$12.50

There isn't a popular style or a desirable color missing in this notable showing of Silk Petticoats. Silk Jersey with taffeta flounces—all silk Jersey, messaline, Skinner's satin and pussy willow taffeta. Scalloped, tucked, corded, plaited and ruffled trimmed effects. Plain shades, changeable combinations—prices range from

**\$4.50 TO \$12.50**

## New Easter Blouses

Great variety of new and pretty Georgette and Crepe de Chine Blouses—that will charm with their newness, in white, flesh, blouse, 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 tuoks 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.



One remarkable feature of the Spring Opening was the very large number of sales due principally, no doubt, to the moderate prices and the excellence of the garments offered. New goods now arriving daily hundreds of new models, will have their first showing tomorrow, including every worthy design from America's leading coat and suit makers.

You're invited to come and view this magnificent showing at your leisure. Experienced saleswomen will gladly give you attention.

## New Sweaters

Smart styles in new Spring Sweaters including Slipon, Tuxedo and Coat Sweaters, some made with belts and sashes, Copen, Salmon, Turquoise, American Beauty, Rose, Salmon and Pekin Blue, many in contrasting colors, ranging in price from

**\$5.75 up to \$15.**

One special lot of Tuxedo and Slipon Wool Sweaters, made to sell at \$12.50, Special **\$8.75**

## Easter Millinery

This season no woman will worry about the prevailing styles, the variety of approved modes is very broad—embracing turbans, toques, tams, sailors, sport effects and elaborate patterns 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 hung in streamers on the bonnet and mushroom shapes so beloved of fashion.

Special one hundred new hats just received.

Large, small and medium size models, special

**\$7.75**



## 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 Waists.

**\$6.50 to \$18.75**

### Special

Big lot of new and pretty Voile Waists, made with long sleeves. Special

**98c**

**Portland Cloak & Suit Co.**

Court & Commercial St.

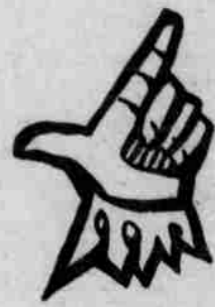
(The Old White Corner)

Salem's Greatest Women's Apparel Store

# The Latest Fashion in Spring Oxfords and Pumps

are Arriving Each Day by  
Express.

Every Pair is an Exclusive  
"PRICE STYLE"



We are showing all the new shades of brown in both high and low heels and the new High-low heel.

All the latest things in high Shoes in two tones, button and lace, the latest browns and blacks.

Our stock is complete and we would ask our friends to come in and be fitted while the sizes are in, as later in the season the lines will be broken.



Hanan Shoes  
Selby Shoes  
Fox Pumps  
Dux Bax Oil

Bergman Boots  
Witch Elk Boots  
Ball Band Boots  
Foot Appliances

326 State St. Next to Ladd-Bush Bank

SALEM NEEDS A LARGE NEW MODERN HOSPITAL. CAMPAIGN NOW IN PROGRESS TO RAISE \$100,000.00