



# And Style Show at Salem's Greatest Women's Apparel Store Beginning Saturday, October 4th, 1920

*This Store was never so inviting and Autumn Fashions never so alluring as they are this season. We have put forth our best efforts to make this the most attractive showing of early Fall and Winter apparel ever known in Salem, and cordially invite you to come and see how well we have succeeded.*

*Authentic modes in Misses' and Women's Suits, Coats, Dresses, Waists, Millinery, Furs and outer apparel of all kinds now await your inspection.*

## Plush Coats



Plush Coats

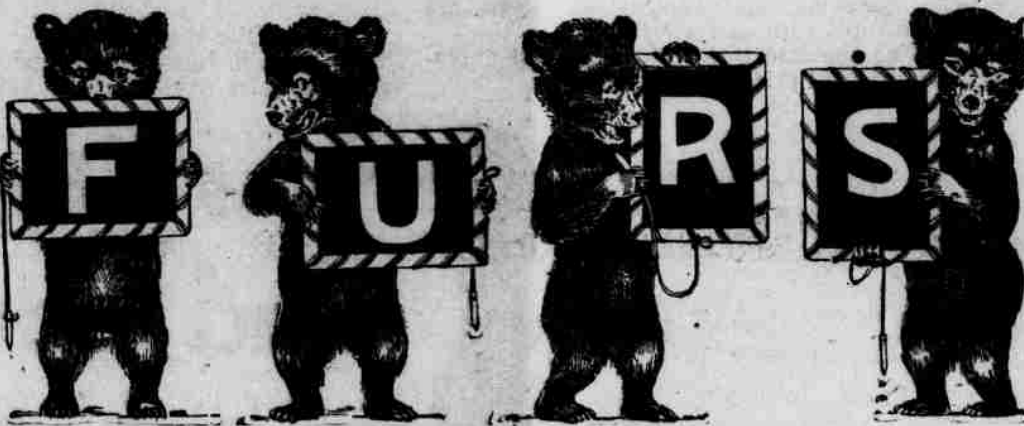
Our 1920 showing of New Fall and Winter Plush Coat models, excel all previous records. Smart new loose styles and belted models in abundance, some made with fur collars and cuffs, others with large cape collars of self materials. price range **\$37.50 TO \$150**

## Women's Silk Kimonas

New and pretty Silk Kimonas in many beautiful styles, patterns and colors. Special attention directed to our showing of Messaline and Crepe de Chine Kimonas, specially priced. **\$18.50**

## House Dresses

Your attention is directed to an exceptionally attractive, showing of Coverall Aprons, Porch and House Dresses, made up in fancy plaid ginghams figured percales and plain chambrays in a great variety of different colorings, just received. Have them in square, round or V-neck styles, with or without collars, ranging in price up from **\$1.98**



## FURS

Furs were never destined to be in greater demand than for this coming season, consequently we made elaborate preparations months ago for Fall and Winter business, taking unusual care in selecting the furs and making sure that the workmanship and styles were right. Fashion demands a fur neck-piece for the frock or suit, consequently we have assembled at Salem's greatest Women's Apparel Store, a varied showing of handsome pelts, at money-saving prices.

## New Fall Skirts

Next in importance to the New Suits and Coats, comes the separate Skirt. Plaid Skirts and especially desirable, box style or accordian plaited models prevailing. We have now on display an excellent assortment in the newest patterns and colorings at prices that will save you money.

### Silk Petticoats

Many new and novel effects are to be seen in our collection of Silk Petticoats. The critical women will find here just the style and color she has in mind. Petticoats of Taffeta Silk, Jersey and Messaline, plaited tucked and ruffled effects, in great variety at popular prices.

## Women's and Misses New Fall Coats



So great is the variety of 1920 new cloth Coats assembled in this store for your inspection, that you need have no difficulty in finding a style to please your individual taste: Coats of all kinds and for all occasions, many made with large cape collars; some fur trimmed, popular materials and prevailing colors, including peach bloom, balavia, silvertone, yalama, duvetyne, etc. Colors are browns, tans, navy, pekin, taupe, Burgundy and dark green, ranging in price from **\$25.00 TO \$175**

## Charming New Fall Waists

Look where you will you can not find a larger or better assortment of new and beautiful Waists and Blouses; in Georgette Crepe alone we show any number of handsome models, round, square and V-shape necks, short, medium or long sleeves, all neatly trimmed and ranging in price from **\$5.95 TO \$25.00**

## Voile Waists

Great variety of new and pretty voile Waists, all styles **\$2.48 and up to \$5.75**

## New Fall Millinery

A magnificent showing of Dress Hats, semi Dress Hats, and Tailored Models, all neatly trimmed at prices ranging from **\$5.75 to \$25.00**



## Women and Misses New Fall Suits



Never before did feminine fashions portray so many delightful styles in Suits as are to be seen this Season. Many smart models direct from America's foremost makers now on display here. Some are plain tailored made with long coats and rich warm fur collars; materials are peach blown, silvertone, tricotine, serges, velour, homespuns, duvet de laine, broadcloth and novelty mixtures, black, navy and all the new Fall shades are here in abundance. **\$32.50 and up to \$125.00**

## New Fall Sweaters

New Sweaters and Slip-Ons in smart styles for fall and winter; some have roll and convertible collars, others belted; new novelty weaves, trimmed with contrasting colors, flaring artist sleeves are again popular. These new styles range in price from **\$7.50 to \$15.00**

## Womens and Misses New Fall Dresses

Great variety of New Messaline, Crepe de Chine, Georgette, Combinations, Serges, Jerseys, Tricotine—in fact dresses of every style, material and description for street and evening wear. Some in handsome tailored effects, a most fascinating collection, in an almost endless display of the styles favored this Fall, including the new round neck and short sleeve models, braided, beaded and button trimmed. from **\$18.75 up to \$75.00**



## Apparel 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.

Visit the Economic Store for Remarkable values in Misses' and Women's Middy Blouses, Bloomers, House Dresses, Apron and Khaki Outing G

### Stout Women's Apparel

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

**Portland Cloak and Suit Co.**  
Court & Commercial St. The Old White Corner

Salem's Greatest Women's Apparel Store

### Inspection Invited

To fully appreciate the new modes a personal inspection is necessary, therefore you are cordially invited to come and examine the new arrivals and try on as many of the garments as you desire. Experienced saleswomen will gladly assist you.