FOR FALL



JOIN IN THE OPENING CELEBRATION FEATURING SPECIAL PURCHASES SEE THE NEWEST, MOST BREATHTAKINGLY BEAUTIFUL STORE IN THE NORTHWEST

ly blouses and skirts, lovely sheer nylon hosiery, gay

scarfs and many other necessary items.

See the huge new modern windows, sparkling with glamorous Grand Opening values. This store is a summing up of all we've learned in 31 years about making new friends and keeping old ones. Come to Salem's "Shopping Center" . . . take part in this pace-setting event! Join us in our great Celebration Sale.

Designed by one of the country's leading architects . . . lighted effectively, as you've imagined a "store of tomorrow" should be . . . Conveniently arranged, with wide aisle and spacious departments . . . wonderfully comfortable, completely air - conditioned . . . staffed by efficient, friendly salespeople . . . in the heart of the community.

Smart Accessories Fashions for Women

Coats, suits, and dresses in luscious woolens, crepes, satins . . . formal gowns, sportswear . . . all priced to save your budget, to heighten your glamour.

Intimate Apparel

Small wear that makes your wardrobe a success. Love-

Equisite gowns, sleek-fitting slips, robes, pajamas, brassieres, panties . . . lingerie you'll love at first sight ... all priced moderately to fit your budget.

COAIS! COAIS! NEW FALL SUIIS AT LOW, LOW PRICES Smart Fashions Specially Priced

Made to sell up to \$32.95 TOWN COATS . . . of very fine

quality Covert. ZIPCOATS . . . Sharkskins lined with Wool.

WINE, GREEN, BLACK, GREY Each Coat a Terrific Value!

Made to sell up to \$39.95 ZIPCOATS . . . of all wool cov-ZIPCOATS . . . of Sharkskins

WINE, GREEN, BLACK, GREY SIZES 8 to 18 Our Values Lead! Shop and Compare!

SHARKSKINS . . . 100% All Wool. Grey, ton. GABARDINES . . . 100% all wool. Red, brown,

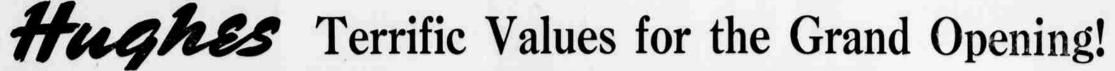
Prices up to

Long or short jackets . . . Strictly tailored or

BEAUTIFUL SUIT FASHIONS AT LOWEST PRICES

MANY OTHER SPECTACULAR COAT VALUES! SEE THEM NOW! OUR VALUES LEAD! WHY PAY MORE?

Our Policy: Satisfaction Guaranteed or Your Money Back With No Questions Asked 490 No. Capitol St.



BRAND NEW



OPENING DAY FEATURE LIPOVER SWEATERS

OTHER SLIPOVERS

**Opening Selection** CARDIGAN **SWEATERS** 

**BRAND NEW STYLES! FALL SKIRTS** 

**HUNDREDS OF OTHER** UNADVERTISED SPECIALS THROUGH-OUT THE STORE . .

**LOOK WHAT YOU CAN BUY** 

FOR to \$1.29

styles. White and colors. Tailored or trimmed.

SLIPS

wearing or giving as gifts.



Sensational Values

• Fine Selection Rayon Crepes • Plenty of Wanted Gabardines

Extraordinary values in dresses at this sensationally low sale price for the opening days. Choice of best colors and all sizes. Each a BRAND NEW STYLE rushed to Salem for the opening days. Come prepared to buy a wardrobe of them . . . bring a

SEE OUR OPENING DAY SELECTION OF BETTER DRESSES

Hughes policy calls for showing the newest fashions at the lowest possible prices. Our opening showing includes dresses of exceptionally fine quality fabrics in styles for dresses, for business, for formal wear. You'll be thrilled to see them! You'll wonder at the

**EXCEPTIONAL VALUES IN INTIMATE WEAR** 

**RAYON CREPE SLIPS** 99

Finest quality rayon crepe in luscious colors and white. Strictly tailored styles as well as lavishly lace trimmed models. Make beautiful gifts. Others 2.99 to 5.99

Rayon Crepe **GOWNS** 

2.99

HALF SLIPS

KNITTED RAYON **PANTIES** 



PLAN NOW TO SHOP

DOLLARS !!!

THIS WEEK AND SAVE

FOR PERSONAL WEAR! FOR CHRISTMAS GIFTS!

At a Very Special Price PERFECT ... FIRST

 15 DENIER 51 GAUGE

• Full Fashioned

You'll marvel at the quality . . . you'll love

hosiery values at only







Regular 1.50 Values

