



FREE
A beautiful Gardenia to the first 1500 lady customers entering our door.

Come! Celebrate with us! Plan Now to Attend

To-morrow

Grand Opening

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

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.

Fashions for Women

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

Smart Accessories

Small wear that makes your wardrobe a success. Lovely blouses and skirts, lovely sheer nylon hosiery, gay scarfs and many other necessary items.

Intimate Apparel

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

COATS! COATS!
AT LOW, LOW PRICES

Made to sell up to \$32.95

TOWN COATS . . . of very fine quality Covert.

ZIPCOATS . . . Sharkskins lined with Wool.

WINE, GREEN, BLACK, GREY SIZES 8 to 18

Each Coat a Terrific Value!

\$24

Made to sell up to \$39.95

ALL 100% WOOL FABRICS IN THIS GROUP

ZIPCOATS . . . of all wool covert lined with wool.

ZIPCOATS . . . of Sharkskins lined with wool.

WINE, GREEN, BLACK, GREY SIZES 8 to 18

Our Values Lead! Shop and Compare!

\$28

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

NEW FALL SUITS
Smart Fashions Specially Priced

Made to

Sell at

Prices up to

\$39.95

\$28

SHARKSKINS . . . 100% All Wool. Grey, tan, GABARDINES . . . 100% all wool. Red, brown, green, etc.

Long or short jackets . . . Strictly tailored or trimmed.

BEAUTIFUL SUIT FASHIONS AT LOWEST PRICES

Hughes

490 No. Capitol St.



Hughes Terrific Values for the Grand Opening!

Shop, Buy for Christmas Gifts

BLOUSES

2.99

Pretty blouses of fine quality rayon crepe in white and colors. Shirtwaist type tailored styles and lavishly lace trimmed styles. Exceptional values as a feature for opening days.

OTHER BLOUSES 3.99 TO 7.99

OPENING DAY FEATURE

SLIPOVER SWEATERS

100% wool and 100% nylon slipovers in luscious colors. Closely knit styles with long or short sleeves. Perfect fitting.

2.99

OTHER SLIPOVERS 3.99 TO 6.99

Opening Selection

CARDIGAN SWEATERS

To be worn separately or with slipovers as a set. Fine selection of colors in this group of 100% wool and nylon sweaters. Buy them for gifts!

3.99

Others 1.99 to 7.99

BRAND NEW STYLES!

FALL SKIRTS

Rayons, wools, novelty fabrics . . . a very fine selection of newest styles with high waists, large pockets, smart flares. All perfectly made, proper fitting.

2.99

HUNDREDS OF OTHER UNADVERTISED SPECIALS THROUGHOUT THE STORE . . .

LOOK WHAT YOU CAN BUY FOR

\$1.00

Values Up to \$1.29

BLOUSES Hundreds of them! Dozen or more styles. White and colors. Tailored or trimmed. **\$1.00**

SLIPS Good quality rayon crepe slips in tailored lace trimmed styles. **\$1.00**

HALF SLIPS Perfect fitting. Will not ride up. Tailored or trimmed. **\$1.00**

GOWNS Rayon crepe gowns in pretty styles for wearing or giving as gifts. **\$1.00**

BRAND NEW

DRESSES

FOR FALL

Sensational Values For Opening Days

Values to 9.95

\$7.70

TWO For \$15

- Fine Selection Rayon Crepes
- Plenty of Wanted Gabardines
- Choice Selection Men's Wear

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 friend to share the values.

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 values!

EXCEPTIONAL VALUES IN INTIMATE WEAR

RAYON CREPE SLIPS

1.99

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

Truly gift type gowns, you'll want several for yourself and you'll want to buy now for Christmas giving. Tailored or lace trimmed. White and colors.

2.99

PAJAMAS

Fine Broadcloth, drawing pajamas, fully cut for comfort, and expertly tailored. Stripes or floral patterns.

2.99

FOR PERSONAL WEAR! FOR CHRISTMAS GIFTS!

NYLONS

At a Very Special Price

PERFECT . . . FIRST QUALITY

- 15 DENIER
- 51 GAUGE
- Full Fashioned
- FALL COLORS

You'll marvel at the quality . . . you'll love the sheerness and beauty of these sensational hosiery values at only \$1.00 a pair.

Regular 1.50 Values

1

BUY SETS FOR CHRISTMAS GIVING

3 for 100

2 for 100

PLAN NOW TO SHOP THIS WEEK AND SAVE DOLLARS !!!

Hughes

490 No. Capitol St.