

## We will win this war-

Nothing else really matters until we do!


The Flavor Lasts



## WNII HODS SWMA IN ALL BRAMCHES OF WAR WORK HOW

 Allied Nations Are Morling As One People To Hum ble Prussian Power By Carl D. arost
## BUY LIBERTY BONDS <br> Do not buy any Suit, Coat, Dress, or anything else until you and yours have subseribed to the limit for the Fourth Liberty Loan. Then see to it that you buy garments that will last a long time -good garments that conserve the national wealth and labor. A poor garment, however cheap, is the most extravagant thing you can buy.

| most extravagant thing you can buy. | have them in all sizes. <br> Special |
| :--- | :--- |

## Pottand Cuat

Salem's Greatest Women's Apparel Store

## Salem's Crieatest Apparel Store



Have The Coats And Suits You Want In Abundance Tomorrow and Saturday we will show some of the
new coats, we are specially proud of for there are \$29.50 those handsome styles trimmed with fur, as well as the very simple straight-line coats for motor-
ing and rainy weather wear. Some have the Doling and rainy weather wear. Some have the DolOthers are belted, and others the wrap effects. The materials are Bolivia, Silvertone, Crystal cloth, raccoon, Kerseys and oppossum trim them. They are handsomely lined.

## An Important Event

50 Suits Just Received On Sale Friday And Saurudav at Firstly, these suits are made of the very finest all-wool fab-
rics. It is interesting to know that woolen manufacturers are
now beginning to mix cotton with wool for next season's manow beginning to mix cotton with wool for next seasons mahigher than pure woolen fabrics formerly were
$\$ 37.50$

 Is Reported Serious



 Secondy, these suits are hand-tailored throughout and strictly tailored, a vogue decidedly popular at the present time with the most stylish New York women

Lastly, but most important, is the fact that we are offering these suits tomorrow at prices positively lower than we
have ever offered suits of a like value at this time of the year: Not until you have seen these suits for yourself will. you be
able to realize the astonishing and almost unbelievable values, The materials are velours, tricotines, silvertones, gabardines, broadeloth and velvets. The colors are navy, black, taupe, browi, prune and brick. The sizes are from 16 to 42 . And now come many other new arrivals, including sizes 44 to 51 for stout women. Extremely moderate prices are a notable feature of these new goods.

## New Fall Suits

Favored By Fashionable Dressers Are Eispecially Featured at $\$ 29.50$
Handsome suits embracing many desirable style features favored by the devatees of fashion--these splendid garments, so skillfully designed and carefully tailored, will win instant ap-
proval from women desirous of adhering closely to the prevailing modes. Though faultless in style, fit and quality, they have been especially gndervalued at $\$ 29.50$. All sizes for women and young women.
Buy Furs for Holiday Gifts--Don't Delay

advise the women of Salem and vicinity not to delay pu chasing. Less than two weeks ago fur, skins brought an advance or 50 per cent. lake advantage of our lower price because of a cortunate purchase.
Our kssortment includes fur muffs, scarfs, stoles, apes and other neek pieces, including fox, mink, squirrel urdson seal, oppossum, raccoon and kindred furs all a

5750 To $\$ 1250$ Trimed Hot
$5 \$ 6.75$
Unrestricted choice of any trimmed hat on display in Court street window, vet, beaver and velours, large, medium and small sizes. Hats formerly priced at $\$ 7.50$ Hots formerly priced $\$ 9.00$ Hats formeriy priced $\$ 10.50$
Hats formerly priced $\$ 12.50$

Mezzanine Floor Where Lower Prices Prevail-Notting Over $\$ 25$


| New Fall Coats \$19.50 | Utility Coats \$22.50 |
| :---: | :---: |
| Wemen's new fall conta in beat | New belted sty |
| purple, grieen a | luge |
|  | ed button. Caats mitable |
| lirro of self materiol. \$19.50 |  |
| Pur orploath spmetia | but ato (or mood loul |
| Other fall and winter conits in | ot new tyles and all |
| lieeo only. \$14.75 | eens and Manmish Mix $\mathbf{C} 225$ |

