

IMPORTED SILK <b>PONGEE</b> <b>88<sup>c</sup></b> yd	36-in. BLACK CHIFFON <b>TAFFETA</b> <b>\$1.19</b> yd	27-in. FAST COLOR <b>GINGHAM</b> <b>12<sup>c</sup></b>	42-in. "PEQUOT" BRAND <b>PILLOW TUBING</b> Only <b>39<sup>c</sup></b> Yard	26x15 TURKISH <b>TOWELS</b> <b>9<sup>c</sup></b> each	MEN'S KNITTED <b>TIES</b> <b>33<sup>c</sup></b>	36-in. BLACK SILK <b>MESSALINE</b> <b>\$1.19</b> yd
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Outrivaling In the Importance of the Savings All Previous Events of Their Long Business Career

# GALE & COMPANY, SALEM

## Cut Loose From All Former Prices and Profits For a MIGHTY UNLOADING SALE

Featuring an Infinite Variety of Remarkable Quality--Superior Values Offered By a Reliable Store-- Many Years Famous For Substantial Merchandise

### Starts Thursday, June 7, 9:30 a. m.

Entire Stock Included--A Store-Wide Sale

A Wonderful Assortment of Dresses, Suits, Coats, Capes, Hosiery, Dry Goods, Millinery, Notions, Aprons, Sweaters, All of the Same High Standard, Always Associated with Gale & Company's Reputation for Character Merchandise.

**Bungalow APRONS 98c**  
SALE PRICE--

**Girl's Gingham DRESSES 59c**  
SALE PRICE--

**SPLENDID VALUES IN CREPES AND TAFFETA DRESSES**



The Season's most popular materials, black, navy and greys, flat crepe, Canton crepe and taffetas, values up to \$15.00. Sale Price

**\$9.95**

One Special lot of distinctively individual patterned dresses that will find immediate favor with every woman who sees them.

**\$14.90**

OUR ENTIRE STOCK OF NEW SPRING SUITS GREATLY REDUCED

"KEEPING THE FAITH" with the People in the offering of only high-grade merchandise, superior in quality at a legitimate value has always been the policy of this firm, and has won and held a multitude of satisfied patrons for many years.

This Sale again exemplifies and emphasizes more than ever our high standards of merchandising. In acquainting the public with the values in this Great Sale, we have deliberately avoided exaggerating comparison of prices, so-called opening hour specials, and other statements that are often misleading.

Wise Buyers who know that prices on both Cotton and Wool Goods are constantly advancing, will not miss this Sale, featuring as it does, an entire store full of seasonable merchandise. A Sale opportunely staged, appealing to the economy and saving instincts of every woman for miles.

Do not confuse this Sale with ordinary Sales of a few "Specials," but come early Thursday morning early expecting Bargains all over the Entire Store. Everything has been gone over carefully and marked to the Lowest Prices quoted anywhere this Season, quality considered. (Signed):

—GALE & CO.

**A REAL SALE OF HOSIERY**

Ladies' Black Cotton Hose	14c
Sale Price	.....
Children's Black Ribbed Hose, Sale Price	15c
Ladies' White Cotton Hose	19c
Sale Price	.....
Ladies' Extra fine Knit White Cotton Hose	33c
Ladies' Pure Silk Hose	98c
The Famous "Pigeon" Silk Hose	\$1.59

**AND MORE VALUES Handkerchiefs**

Ladies' Fancy White Handkerchiefs, Sale Price, each	6c
Special Initial White Handkerchiefs, Sale Price	9c
Another Special! Fancy Bordered Handkerchiefs, each	11c
Pure Linen Handkerchiefs	33c

**LOOK AT THIS LACE Neckwear**

One Special lot Lace Collars	49c and 64c
Vestee and Collar Sets, Sale Price	79c
Extra fine Lace Vestee and Collar Sets	\$1.18
This Season's Popular "Bertha" Collars	98c

Decisive Savings on Women's Modish Apparel Here

**DOMESTICS**

32-inch Dress Gingham	19c
36-inch Percales, Sale Price, per yard	19c
36-inch Cotton Challies	18c
36-inch Curtain Marquessette, Sale Price	19c
27-inch Outing Flannel	19c
30-inch Fancy Batiste	24c
30-inch Lingerie Crepe	33c
39-inch Permanent Finish Organdy	59c
46-inch Imported Swiss Organdy	79c

**TURKISH TOWELS**

15x26-inch size Hemmed Towels, Special, Sale Price	9c
Heavy Turkish Towels, size 21x43, Sale Price	44c

**CORSETS**

Warner's Back Lace	\$1.25
\$3.50 Warner's Corsets	\$1.98
\$5.50 and \$6.00 Corsets	\$4.98
Warner's Brassieres	49c

**BRASSIERES 24c**

**Silk Dress Goods**

36-inch Silk Poplin, all colors, Sale Price, per yard	98c
36-inch Black Chiffon Taffeta, Sale Price, per yard	\$1.19
36-inch Black Silk Messaline, Sale Price, per yard	\$1.19
Imported Silk Pongee, a rare bargain for	88c
40-inch Silk Georgette Crepe, Sale Price	\$1.59
36-inch Chiffon Taffetas, all colors	\$1.79
36-inch Silk Messaline, all colors, Sale Price	\$1.79
40-inch Silk Crepe de Chine, Sale Price, per yard	\$1.88
40-inch Special Lingerie Crepe, Sale Price	\$1.98
40-inch Satin Faced Crepe, a snap at	\$2.98

**Wool Dress Goods**

38-inch All Wool Dress Serge, Special Sale Price	98c
44-inch All Wool Serge, Sale price, per yard	\$1.48
42-inch All Wool French Serge, Sale Price	\$1.48
44-inch All Wool Poplin, Sale Price	\$1.88
40-inch All Wool Cream Serge, Sale Price	\$1.58
56-inch All Wool French Serge	\$1.98
52-inch All Wool Cream Serge	\$1.79
46-inch All Wool Poirer Twill, Sale Price	\$2.48
55-inch All Wool Tricotine, Sale Price, yard	\$2.68
56-inch All Wool Poirer Twill	\$3.19

"REMARKABLE" YOU'LL SAY--ARE THESE Distinctively New **COATS and CAPES**

Here's a rousing coat value that will make our Sale the talk of Salem. Snappy, new model tan Polo Coats at a ridiculous price--

**\$7.95**

And still another snap in the very newest, large pattern Fancy Plaid Coats. While they last you can have them for--

**\$11.75**

One Splendid Lot of New Plaid Spring Capes, newest design, full-flowing skirt and novelty clasp or tie necks. A remarkable \$22.50 value on sale at--

**\$14.90**



Many Unadvertised Bargains All Over the Entire Store!

**COTTON BATS**

3 1/2-pound, 72x90 size	88c
3-pound Batts, 72x90	98c
3-pound Rock River Batts	\$1.19
3-pound Wool-Cott Batts	\$1.98
5-pound Wool and Cotton Batts	\$3.33

**TABLE LINENS**

18x18 Napkins, Sale Price	14c
60-in. Table Damask per yard	59c
65-inch Mercerized Damask	98c
65-inch half-linen Damask	\$1.48
70-in. heavy pure-linen Damask	\$2.98

**CLOSING OUT SHOES AT COST**

**CLOSING OUT MILLINERY HALF PRICE**

**GALE & CO.**  
COMMERCIAL AND COURT STS.  
SALEM - - - OREGON

**LADIES UNDERWEAR**

Ladies' Jersey Ribbed Vests	18c
Ladies' fine Ribbed Vests	26c
Ladies' Ribbed Union Suits	64c
Ladies' Mercerized Vests, Special	68c
Ladies' Fine Ribbed Union Suits	88c
Ladies' Athletic Union Suits	\$1.19

**CLOSING OUT MEN'S AND BOYS' FURNISHINGS**

Men's Black or Brown Dress Hose, Sale Price, per pair	11c
Boys' full cut Blouses, Specially priced to Close Out	39c
Boys' Union Suits--a real snap at this close-out price	79c
Men's Blue Chambray Work Shirts--while they last	69c
Men's Union Suits, all styles closing out at	79c
Closing out all Men's Dress Shirts, each	\$1.48