

# OVERSTOCKED SALE

**Prepared**  
We have had a large sales force employed for the past week preparing for this great sale. You will find every garment greatly reduced and marked in plain figures on sales tag. The original tags remaining on garments to show you the phenomenal savings you are making.

### Women Take Notice

To those who are acquainted with the methods of the Smart Shop and the high class merchandise carried it is unnecessary for us to urge you to attend this sale. But to those who are new in the community, we wish to inform you that nowhere on the Pacific coast is there a finer assortment of quality apparel shown.

A backward season finds us overstocked to such an extent that we are forced to use this drastic method in order to convert this enormous stock of Ladies' High Grade Coats, Suits, Dresses and Millinery into cash within 10 days.

## MANY GARMENTS HALF PRICE AND LESS

**Sale Starts Thursday, April 28th, 9 A. M.**  
And will continue for the next ten days

### JUST STOP AND REALIZE WHAT THIS MEANS

To hold a sale of this magnitude is out of the ordinary considering the high class of merchandise offered. Doubly so coming as it does at this time of the year. Since its inception, the Smart Shop has made a wonderful success and each season has seen a healthy increase, necessitating larger stocks each season, and in anticipation of our usual increase we bought to such an extent that we are simply overloaded with merchandise, due mainly to the backward season. And owing to the fact that we continually have large shipments enroute it now becomes compulsory to take a loss on our present stock in order to convert same into cash within the next ten days and at the same time make room for incoming stocks. We candidly state that beyond a doubt this will be the greatest apparel event witnessed in Salem.

**Hats Values to \$7.00  
Now \$3.85**

We have grouped together in one lot a number of chic hats including celebrated Catalina Felts, formerly priced to \$7.00. While they last you get your choice at

**\$3.85**

**Hats Values to \$12  
Now \$6.85**

In this group you will find an assortment of the season's most clever hats, of silk, straws and combinations, in all the desired shapes and colors. Formerly priced to \$12.00 to go on sale while they last at

**\$6.85**



**Hats Values to \$15  
Now \$9.85**

For this great sale we have assembled the smartest in millinery embodying the most exclusive modes of the season. Beautiful hats of silk, straw, and fancy combination, exceptional values at \$15.00. While they last they will be sold for

**\$9.85**

### AS AN ADDED FEATURE

To the first fifty customers entering our store Thursday, we offer the choice of our celebrated \$1.85 Van Raalte chiffon hose at

**\$1.00 Per Pair**

### The Greatest Suit Offering of the Year

**Suits Reduced  
\$24.85**

In this group you will find an array of chic modish suits that surpass anything ever offered at this absurd price. Clever perlet twills, faultlessly fashioned and handsomely tailored. Beautiful sport suits in alluring weaves. Priced for immediate disposal at

**\$24.85**

**Dresses Reduced to \$10.85**

A ridiculous price beyond all comprehension. Assembled in this group you will find a wonderful array of the season's smartest dresses which we will place on sale while they last at

**\$10.85**

**Dresses Reduced to \$16.85**

If ever a bargain was offered this one surpasses any and all that you have ever participated in. Clever sport, afternoon, and evening frocks of beautiful fabrics and alluring shades in all the new modes to go on sale while they last at

**\$16.85**

**Dresses Reduced to \$24.85**

Portraying the latest style themes in frocks in canton, flat crepe, georgette, prints, and all the wanted fabrics embodying the smartest modes. Priced for immediate disposal at

**\$24.85**

**\$575.00 Squirrel Coat  
Now \$295.00**

As an added feature of this great sale we offer the most phenomenal value you have ever seen. A beautiful full length gray Siberian squirrel coat that is truly a remarkable value at \$575.00. Unto the lucky woman we offer the beautiful coat at

**\$295**

**Coats Reduced to \$16.85**

We have assembled in this group an assortment of beautiful Spring coats in all the wanted shades and materials. Embracing chic sport models so essential with the summer frocks. While they last you get your choice at

**\$16.85**

**Coats Reduced to \$24.85**

Never in our merchandising experience have such exceptional values in coats been offered at this price. Beautiful Spring coats in sport and dress models with that chic touch of exclusiveness only seen in better garments. These wonderful coats we will place on sale while they last at

**\$24.85**

**Coats Reduced to \$34.85**

We have assembled in one lot an exquisite array of beautiful street, sport and dress coats. Featuring the smartest ideas in coats of satin, kasha and charmeen in all the desired modes. And we will offer same on sale while they last at

**\$34.85**

**\$295.00 Full Length  
Muskrat Coat \$169.50**

We have just one beautiful full length muskrat coat which we consider an exceptional value at \$295.00 and we are going to give some lucky woman the opportunity to purchase this exquisite coat at the extraordinary low price of

**\$169.50**

### Fox Scarfs Just Received

Just received a shipment of beautiful Fox Scarfs in red, white and black which we also include in this great sale at tremendous reductions.

### IMPORTANT

Owing to the magnitude of this stock it is utterly impossible for us to enumerate all the values to be found at this sale. Let it suffice that the entire stock is to be placed on sale the next ten days at amazing reductions. All the windows in the establishment will display samples of these garments. A wonderful sight, don't miss it. Many garments to be sold at half price and less. During this sale there will be no refunds or exchanges.

### Smartness Is Never Sacrificed

No frock, coat, suit, dress or hat in this store has sacrificed one iota of smartness for low price. A fact that is amazing when you consider the modern prices that prevail at this store. We scour the apparel markets and bring to you the newest of the new. This is the age of specialization and we are products of the age, and we are specialists in that fascinating and observing study of women's apparel styles. What is smart and new we show. You may put yourself in the hands of our experienced style advisers knowing that the most will be made of your figure, your type, and your budget.



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