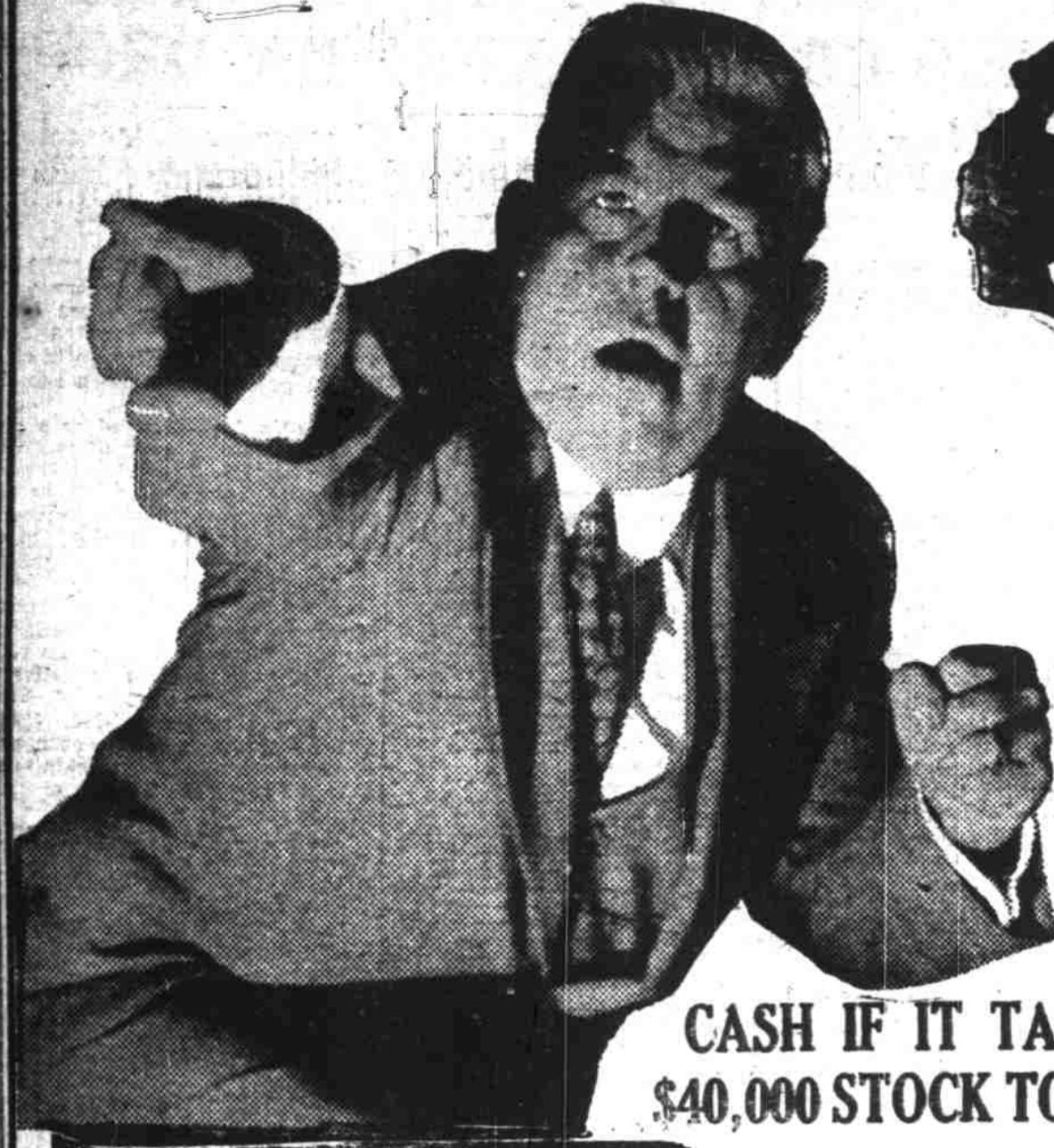


Drastic Local and Nation Wide Conditions

FORCES

U. G. Shipley Co. To Sell—Unload Sacrifice!—Forced To Raise Cash



Every Article! Every Garment! in the U. G. Shipley Co. Stock Goes On Sale Not For What It Is Worth, But at Prices That Fairly Scream

EXTRA—EXTRA Cold-Blooded-Facts

Never in all the years we have been in business has this exclusive apparel store been forced to sacrifice all new up-to-date stock at this season of the year. Nor has it, regardless of the remarkable values offered here at all times been able to approach the low selling figures now quoted for immediate and quick disposal in order to raise money and raise it quickly. It stands to reason that such low prices would be out of the question if it were not for the fact that we are forced to sell and unload at any cost. IT MUST BE DONE AND LOW PRICES WILL DO IT. We realize that a tremendous sacrifice must be made on every article to quickly and positively dispose of surplus stock in the shortest time possible. We are face to face with the necessity of a quick SWEEPING DISPOSAL and are driven to take the most drastic mark down in our history.

SWAMPED with Merchandise

THAT MUST BE SOLD AND BILLS THAT MUST BE PAID—IT'S A SALE FORCED UPON US. CASH MUST COME! GOODS MUST GO! And Go Quick...!



WE MUST RAISE \$20,000 CASH IF IT TAKES OUR \$40,000 STOCK TO RAISE IT

SALE STARTS TODAY 9 a. m.
We Are Preparing For The Greatest Sale For Women This Town Has Ever Known

One Lot Children's Polo Coats
Values to \$9.75
Blues and Tans, Close Out Sale
\$4.98

Rayon PANTIES For Quick Close Out 49c	Crepe de Chine Combination SLIPS Values to \$3.95 \$1.79	HATS Worth to \$1.95 Close Out Price 59c	Silk and Wool SCARFS Values to 65c You must hurry! 37c
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SAVE on DRESSES

Greater Savings Here

THE ORDERS ARE TO SELL SENSIBLY IF POSSIBLE—RUTHLESSLY IF NECESSARY... BUT SELL! SELL! SELL!

Women's and Misses' Cloth Skirts
Values to \$4.95
\$1.95
ENTIRE STOCK REDUCED

One Lot One-Piece JERSEY DRESSES
Worth to \$5.95
Close Out Price
\$1.85

One Lot Lace and Crepe WAISTS
VALUES TO \$2.95
\$1.69
ENTIRE STOCK GOES ON SALE

With values of far reaching importance this event is unquestionably the greatest of its kind ever held in this section. It's the great woman's apparel buying opportunity. Entire stock marked far below regular price. You will be elbowed some but it will be worth your while as the saving will be beyond your expectation. Delightful models, materials and all new fall and winter dresses.

Lot No. 1—DRESSES—
Formerly up to \$6.95. Pure silk and silk mixtures, plain and prints, newest novelty trim, mostly long sleeves and beautiful assortment of colors and sizes and just look at the price. **\$3.85**

Lot No. 2—DRESSES—
Formerly up to \$12.45, all the new 1932 favored patterns and pastel shades of silk chiffon, satins and velvets, jackets and sleeveless styles. Save tremendously here on these wonderful new dresses. **\$5.85**

Lot No. 3—DRESSES—
Formerly to \$10.75, formal satin dresses, colors black and pastels, sizes 14 to 40. All going at a price that send them out in a hurry so come early and share in this wonder bargain. **\$4.95**

Lot No. 4—DRESSES
Dresses, values up to \$19.50, right up to the minute in every style feature and all our new fall and winter stock of formal and afternoon dresses, pastel and ecru, all going at about half of our regular price. **\$11.85**

One Lot Children's Wool Sweater
Sizes 2 to 14 years
95c
All Going—Entire Stock Marked for Quick Close Out

One Lot Ladies' Slipon SWEATERS
VALUES TO \$1.95
98c
All Sizes and Colors Going Only

Silk Hose
One big lot chiffon and service weight and rayon and wool mixed hose, full fashioned reinforced toe and foot. Goin' Tuesday morning while they last—2 FOR... **\$1.00**

A SUDDEN, SWEEPING, SMASHING "LET GO" OF OUR ENTIRE STOCK FOR WHAT IT WILL BRING. COATS, SUITS, DRESSES, MILLINERY, UMBRELLAS, HOSIERY, HAND-BAGS, LINGERIE, GLOVES, ROBES, HANKIES, ETC., ALL INCLUDED IN THIS SALE—POSITIVELY NOTHING RESERVED—COME!
Prepare to supply your present and future needs in new quality merchandise, the greatest array of dominant values Salem has ever been offered. Even though you have had visions of greater values than you thought safe to hope for, we are back of the assurance that your fondest wishes for styles, quality and values are far short of what is actually available here in this great cash raising sale. It's your wonder opportunity. The savings and values are yours.

This sweeping disposal will thrill all fashion living femininity. If you have priced coats like these you will readily see the actual saving. Be here when the doors open and share in these bargains. Nothing like it before! Nothing like it again! All new fall and winter coats, many fur trimmed in these lots and all going at give-away prices.

COATS—
In the store only a short time, the popular Polo and self trimmed novelty fabrics and styles going at a give-away price of only— **\$7.95**

COATS—Values to \$19.50
Women's and Misses' plain cloth sport coats in many mixtures and plain cloths, big assortment of colors and right up to date styles, but you must come early for this one. **\$11.85**

COATS—Values to \$24.50
Individual styled fur trimmed coats chosen to conform to Shipley's high standard. Manchurian wolf, Ooney and French beaver. Most desirable material and colors, this sale only— **\$12.85**

COATS—Fur Trimmed
This is truly a great value event! Never before have you been offered such a rare collection in the season's latest style fur trimmed coats for so little money. The richness of materials and the beautiful styles can only be appreciated when you see them, furs, wolf and opossum. Values to \$29.50 **\$14.50**

LOOK! 33 1-3% OFF

all items in infants' wear up to six years of age. Infants' shawls, infants' bath robes, infants' sweater sets, infants' flannel wrappers, etc.

One Lot Children's Jersey Dresses
VALUES TO \$1.95
Good range of colors
95c
\$2.95 JERSEY DRESSES \$1.79

One Big Lot Corselettes AND GIRDLES
Broken lines but good assortments. Worth to \$4.95, going **\$1.93**

BEAUTIFUL NEW FALL HATS
VALUES TO \$3.45
What an avalanche of values. The whole town will be talking about the great sale. You've been waiting for bargains like these—come, buy and save in this group of hats that sold regularly up to \$3.45—some in this season's newest color and shape and there are hundreds here to select from. Let nothing keep you away from this great sale. **\$1.29**

ONE MORE LOT Corselettes AND GIRDLES
Values \$2.95 to \$8.95
All Going **HALF-PRICE**

One Lot Women's New Fabric HAND BAGS
85c
CLOSE OUT PRICE

Entire Stock JEWELRY
Reduced
Bracelets, Beaded Bags, Ear-Rings, Beads and Necklaces all to go

U. G. SHIPLEY CO.

145-147 NORTH LIBERTY ST.

ONE BIG LOT SLIPON & COAT SWEATERS
Age 8 to 14 years
Values to \$3.99
Close-out Price **\$1.45**