

# UNLOADING SALE!

Our Entire Stock Consisting of Misses, Young Ladies' and Women's Stylish Fall and Winter Apparel Offered at One-Third To One-Half Below Regular value. Pursuant to our policy of Disposing of all surplus stock away below regular prices and because of the Late Arrival of Many Valuable Lots of merchandise and our determination to make room for more new goods now in transit. We have Resolved to take Radical Price Reducing Measures for immediate unloading of vast quantities of this season's styles in Women's Coats, Suits, Dresses, Waists, Skirts, Millinery and Furs. Forced to put on a sale of such magnitude at this early date, at a time when you need such garments, instead of waiting for the usual January Clearance Sale We are offering you the advantage of a complete stock at the most phenomenal Price Reductions the people of Salem and vicinity have ever known. All thought of profit has been Abandoned and Prices Cut to the Quick! Store will be closed Thursday at 2 p.m. to arrange stock, and make adequate preparations. Store opens and Sale Begins Friday, November 21 at 9:30 a. m.



Carries with it convincing proof that this is the center of greatest values in fashionable models. Not another store in Oregon can offer garments of the cleverest style and equal quality at the prices we name for our unloading sale. You'll find this a marvelous opportunity to secure stylish tailor-made and novelty suits, at one-third to one-half below regular values. Below we mention a few only; many other garments that are equally good values. Exclusiveness is the keynote of our suit and dress showing; our styles are not merely copies of London and New York models, but on the contrary, strongly individual. An inspection will convince you of the air of exclusiveness and beauty that pervades our stock.

## Suits

To make selections easy we have arranged our entire stock of young ladies and women's suits in the three great groups at about half and in some instances less than half regular prices.

Suits	Suits	Suits
Worth regular \$37.50 up to \$47.50, now	Worth Regular \$50.00 up to \$62.50	Worth Regular \$65.00 up to \$87.50
<b>\$23.75</b>	<b>\$29.50</b>	<b>\$37.50</b>

## Coats

Only our determination to hurry away surplus stock makes possible the following price reductions. During this great sale we not only propose to cut all profits, but will sell hundreds of new coats at about manufacturer's cost.

Coats	Coats	Coats
Regular Values \$25.00 to \$30.00 Unloading Sale Price	Regular Values \$35.00 to \$45.00 Unloading Sale Price	Regular Values \$47.50 to \$75.00 Unloading Sale Price
<b>\$14.75</b>	<b>\$21.50</b>	<b>\$33.00</b>



## Plush Coats

Our entire line of Plush Coats and Coatees and a few Silvertone and kindred materials, all this season's models priced as follows:

Coatees	Plush Coats
\$25.00 to \$30.00 Values	\$34.75 to \$42.50 Values
<b>\$19.75</b>	<b>\$24.75</b>
\$35.00 to \$40.00 Values	\$45.00 to \$55.00 Values
<b>\$25.00</b>	<b>\$32.50</b>
\$45.00 to \$50.00 Values	\$60.00 to \$75.00 Values
<b>\$32.50</b>	<b>\$39.50</b>

## Coats

The balance of Fall and Winter High Class Bolivia, Silvertone and Brondeloth Coats greatly reduced—

Coats	Coats
\$47.50 and \$50.00 Coats	\$55.00 to \$70.00 Values
<b>\$37.50</b>	<b>\$42.50</b>
\$75.00 to \$95.00 Coats	
<b>\$52.50</b>	



## REMARKABLE UNLOADING SALE OF COATS—SUITS—DRESSES



### Greatest Sale of DRESSES ever Known in Salem

Messaline, Taffeta Silk, Tricotine, Velvet, Jersey and Serge Dresses, the kind you'll want to buy, not odd lots or models that didn't take and were then reduced in price to be pushed out. No indeed, but the newest and best Dresses made; every detail as perfect as skilled makers can accomplish, at one-third to one-half, and in some instances less than one-half their regular prices.

\$25.00 to \$30.00 Dresses now	<b>\$16.50</b>
\$32.50 to \$35.00 Dresses now	<b>\$18.75</b>
\$37.50 to \$39.00 Dresses now	<b>\$22.50</b>
\$40.00 to \$45.00 Dresses now	<b>\$24.75</b>
\$50.00 to \$55.00 Dresses now	<b>\$29.50</b>
\$60.00 to \$75.00 Dresses now	<b>\$37.50</b>

### Extra

Special Lot of Women's Silk Serge and Jersey Dresses

**\$19.75**

### Extra

One hundred dozen fine Voile and Organdie Waists, various new and pretty designs and all sizes, \$1.50 to \$2.00 values.

**98¢**

### Extra

Big Lot of Young Ladies' and Women's Amoskeg Gingham House Dresses, \$6.00 to \$7.50 values, each

**\$3.75**

### Extra

\$2.50 and \$3.00 Lingerie Waists, new and pretty designs, now

**\$1.69**

### Dress Skirts

Silk, Serge and All Wool Skirts, plain colors, also stripes, checks and plaids, latest models and all sizes; about 1-3 below regular values—  
\$5.00 Skirts, sale price \$ 3.45  
\$6.50 and \$7.50 Skirts, sale price \$ 4.98  
\$10.00 and \$10.50 Skirts, sale price \$ 6.75  
\$12.50 to \$15.00 Skirts, sale price \$ 9.75  
\$18.50 to \$21.00 Skirts, sale price \$14.50  
\$22.50 to \$27.50 Skirts, sale price \$18.75

### Raincoats

Great values now offered in Cravenette, Leatherette and Rubber Coats;  
\$16.50 values now \$12.50  
\$25.00 values now \$18.75  
\$27.50 values now \$22.50  
\$32.50 values now \$25.00



### Every previous price record eclipsed during this Great Unloading Sale.

Soft, pretty Voiles, Batistes, Tub Silks, Crepe de Chine and Georgette Blouses, latest models, round, square or V shape necks.  
Regular value \$1.50, sale price \$1.15  
Regular value \$1.75, sale price \$1.39  
Regular value \$2.50 and \$2.75, sale price \$1.98  
Regular value \$3.50, sale price \$2.98  
Regular value \$4.50, sale price \$3.25  
Regular value \$5.00, sale price \$3.98  
Regular value \$6.50, sale price \$4.75  
Regular value \$7.50, sale price \$5.25  
Regular value \$8.50, sale price \$6.75  
Regular value \$9.50, sale price \$7.25  
Regular value \$12.50, sale price \$8.95  
Regular value \$15.00, sale price \$10.50

### Silk Petticoats

\$5.50 to \$5.75 values, sale price \$4.25  
\$6.50 to \$7.50 values, sale price \$5.25  
\$8.00 Silk Petticoats \$6.75  
\$8.50 Silk Petticoats \$7.25  
\$9.75 Silk Petticoats \$7.50  
\$9.50 Silk Petticoats \$7.75

### Unloading Sweaters

\$7.00 to \$7.50 values \$5.75  
\$9.50 to \$9.75 values \$7.50  
\$10.50 to \$11.50 values \$8.75  
\$12.50 values now \$9.50  
\$13.50 values now \$10.75  
\$18.75 value now \$12.75

### UNLOADING MILLINERY



Trimmed Hats—arranged in three lots. Clever shapes of velours, velvets, plush, beaver, etc., principally tailored effects, turbans and large velvet hats included—none reserved, all trimmed hats must go.

#### Groupe 1

Trimmed Hats worth regular \$5.50 to \$6.50, now

**\$2.48**

#### Groupe 2

Splendid assortment of Beaver Plush and Velvet Hats worth regular \$7.50, \$9.00 and \$10.50, now

**\$5.95**

#### Groupe 3

High Grade Plush Silk and Velvet Hats, latest models, values up to \$18.50

**\$7.75**



### Buy Furs Now for Christmas Gifts

During our Annual Unloading Sale we offer an opportunity to purchase Christmas Gift Furs at great savings from a large variety of Fur Sets, Capes, Muffs and Neckpieces including Red Fox, Wolf, Nutria, Raccoon, Taupe Fox, Black Fox and kindred furs, ranging in price as follows:

Regular values \$15.00, sale price	<b>\$11.25</b>
Regular values \$16.50, sale price	<b>\$12.50</b>
Regular values \$17.50, sale price	<b>\$13.75</b>
Regular values \$22.50, sale price	<b>\$16.50</b>
Regular values \$25.00, sale price	<b>\$18.75</b>
Regular values \$30.00, sale price	<b>\$22.50</b>
Regular values \$34.50, sale price	<b>\$25.75</b>
Regular values \$37.50, sale price	<b>\$28.50</b>
Regular values \$45.00, sale price	<b>\$34.75</b>
Regular values \$47.50, sale price	<b>\$36.50</b>
Regular values \$52.00, sale price	<b>\$39.00</b>
Regular values \$57.00, sale price	<b>\$44.75</b>
Regular values \$65.00, sale price	<b>\$47.50</b>
Regular values \$75.00, sale price	<b>\$52.50</b>
Regular values \$82.50, sale price	<b>\$57.50</b>

Buy Furs now—a small deposit will reserve your purchase until desired.

**Portland Cloak and Suit Co.**  
Court & Commercial St. (The Old White Corner)  
Salem's Greatest Women's Apparel Store

### Extra

\$5.50 Georgette Blouses, round or square neck, white or flesh, now

**\$3.58**

### Extra

\$7.50 Misses' Wool Middy Blouses

**\$3.95**

NO MISREPRESENTATION—Cut out this ad and bring it with you. You'll find every garment exactly as advertised. REMEMBER—Store opens promptly and sale begins at 9:30 A. M. Friday November 21