

UNLOADING SALE

OUR ENTIRE STOCK OF YOUNG LADIES' AND WOMEN'S STYLISH APPAREL NOW OFFERED AWAY BELOW REGULAR VALUES

Owing to unseasonable Spring weather and the late arrival of many lots of merchandise and because of our determination to make room for more new goods now already ordered, we have resolved to take radical price reducing measures for immediate unloading of all surplus stock. Forced to put on a sale of such magnitude at this early date and at a time when you need such garments, instead of waiting for the usual July Clearance Sales, we are offering you the advantage of a more complete stock and at the most remarkable reductions the people of Salem and vicinity have ever known. All thoughts of profit have been abandoned and prices cut to the quick.—READ ON—

Phenomenal Sale of Women's Suits and Coats

Suits worth to \$40.00 now \$24.75. Misses and Women's Coats sold regular up to \$35.00, Sale Price \$18.75. Bon a fide reductions—no camouflage, no misrepresentation—You'll find every garment exactly as represented.



SUITS
Regular \$45 to \$50.00 Suits, sale price **\$31.50**
Regular \$60.00 to \$65 Suits, sale price **\$37.50**

\$35 to \$45 Women's Suits, sale price **\$24.75**

Regular \$52.50 to \$75.00 Suits, sale price **\$42.50**
Regular \$67.50 to \$72.50 Suits, sale price **\$45.00**
Regular \$75.00 to \$85 Suits, sale price **\$49.50**

COATS
Regular \$25 to \$30 Coats, sale price **\$18.75**
Regular \$32.50 and \$35 Coats, sale price **\$24.75**

COATS—Values up to \$50.00 **\$24.75**



Trimmed Hats Away Below Cost

Hundreds and hundreds of this season's models will be offered at greatly reduced prices—

\$ 5.00-\$ 5.50 Hats, sale	\$ 3.75
\$ 6.50-\$ 7.00 Hats, sale	\$ 5.25
\$ 7.50-\$ 8.50 Hats, sale	\$ 6.25
\$ 9.00-\$ 9.50 Hats, sale	\$ 6.75
\$10.00-\$10.50 Hats, sale	\$ 7.50
\$11.50-\$12.50 Hats, sale	\$ 9.25
\$15.00-\$16.50 Hats, sale	\$11.75
\$17.50-\$20.00 Hats, sale	\$14.50

Big Reductions in Stylish New Sweaters

Excellent variety in every conceivable design produced this season, colors Copen, Salmon, Rose, Flesh, Turquoise, Orange, Green, American Beauty and contrasting colors—

\$ 7.50 and \$ 8.00 Sweaters, sale price	\$ 6.25
\$ 9.00 and \$ 9.50 Sweaters, sale price	\$ 6.95
\$10.00 and \$10.50 Sweaters, sale price	\$ 7.95
\$11.00 and \$11.50 Sweaters, sale price	\$ 8.75
\$12.50 and \$13.50 Sweaters, sale price	\$10.40
\$15.00 and \$15.00 Sweaters, sale price	\$11.75
\$16.50 and \$17.00 Sweaters, sale price	\$13.60
\$18.50 and \$21.00 Sweaters, sale price	\$14.75

Remarkable Sale of Silk Petticoats Reduced 20 Percent

\$ 4.75-\$ 5.00 Silk Petticoats	\$3.75
\$ 5.50-\$ 6.00 Silk Petticoats	\$ 4.75
\$ 7.00-\$ 7.50 Silk Petticoats	\$ 5.80
\$ 8.00-\$ 8.50 Silk Petticoats	\$ 6.45
\$ 9.00-\$9.50 Silk Petticoats	\$ 7.25
\$10.00-\$10.50 Silk Petticoats	\$ 7.98
\$11.50-\$12.50 Silk Petticoats	\$ 9.65
\$13.50-\$14.00 Silk Petticoats	\$11.25
\$15.00-\$16.50 Silk Petticoats	\$12.75

Charming New Blouses at Reduced Prices

Splendid assortment of fine Georgette and Crepe de Chine Blouses, this season's models, in flesh color, white, black, and lovely light shades, sizes 34 to 46, ranging from the simplest to the most elaborate styles, at one-fourth off regular selling prices—

Regular \$ 7.00 values, now	\$ 5.66
Regular \$7.50-\$8 values, now	\$ 5.98
Regular \$9-\$9.50 values, now	\$ 7.25
Regular \$10-\$10.50 values, now	\$ 8.25
Regular \$11-\$11.50 val., now	\$ 8.80
Regular \$12.50-\$13.50 values	\$10.25
Regular \$15.00-\$16.00 values	\$12.75
Regular \$17.50-\$18.50 values	\$14.50



Dress Skirt Sale Extraordinary



We have too many Wool Skirts, in street and sport models, made up in the much wanted plaid and checked designs, also plain and striped skirts, tailored and plaited styles.

\$ 7.00-\$ 7.50 Skirts, now	\$ 5.25
\$ 8.00-\$8.50 Skirts, now	\$ 6.25
\$ 9.00-\$ 9.50 Skirts, now	\$ 6.75
\$11.00-\$11.50 Skirts, now	\$ 8.35
\$13.00-\$13.50 Skirts, now	\$ 9.75
\$12.00-\$12.50 Skirts, now	\$ 9.25
\$13.00-\$13.50 Skirts, now	\$10.50
\$15.00-\$16.50 Skirts, now	\$11.75

Sateen Petticoats

\$1.75-\$2.00 values, now	\$1.59
\$2.25-\$2.50 values, now	\$1.75
\$2.75-\$3.00 values, now	\$2.43
\$3.50-\$3.75 values, now	\$2.75

The Economic Store Where Lowest Prices Prevail

Waists
Broken lines and discontinued numbers in Georgette Waists, values up to \$5.50, sale price **98c**

Trimmed Hats
\$3.00 and \$3.50 Trimmed Hats, principally Sailor styles, sale price **\$1.98**

And another Lot of Misses and Women's Hats worth up to \$5.75, sale price **\$3.25**

House Dresses
Great variety of Porch and House Dresses, including Scotch Gingham, Chambrays and Percales, Plaids, Checks and plain colors \$2.50 to \$3.50 Dresses **\$1.98**

Spring Coats \$16.50
Special Group of Misses and Women's new Spring Coats, values to \$25.00, and about 1-2 dozen Spring Dolmans that were made to sell at \$42.50, your choice **\$16.50**

Women's Suits \$15.75
Special Group of Women's Gabardine and Serge Suits, broken lines, various styles and colors, regular values to \$35.00, now **\$15.75**

Petticoats
Big Lot of Sateen Petticoats, various colors, values to \$2.50, sale price **\$1.39**

\$7.50 to \$10 Hats \$5.75
Great big lot of charming Spring and Summer Hats, clever new shapes in straws, frequently combined with Georgette and other fine materials, values to \$12.00, now offered at **\$5.75**

Sweaters, \$6.25
Big Lot of Shetland Wool Sweaters, various new and pretty styles and colors, sale price **\$6.25**

Spring Coats \$15.00
Young Ladies' and Women's Coats and a few Dolmans made to sell up to \$42.50, now offered, special **\$15.00**

Sale of Trimmed Hats \$7 Hats \$3.75
Including broad rimmed Sailor Hats, smartly trimmed, black, navy, taupe, brown and other prevailing colors, Special **\$3.75**

Poplin Skirts \$3.98
Mercerized Poplin Skirts, plain colors, navy, brown and blues, values to \$7.50, sale price **\$3.98**

Wool Skirts \$6.95
Twenty fine separate Wool Skirts selected for this event, in plaids, stripes and checked patterns, some in plaid effects. Regular \$10 values, Special **\$6.95**

\$8.50 and \$9 Sweaters \$5.95
Special purchase of a big lot of beautiful Shetland wool "slip" sweaters away below market prices, enables us to make this offer. Have them in Salmon, Rose, Turquoise, American Beauty, Buff and other colors. **\$5.95**



Wonderful Savings in Silk Dresses

FIVE SPECIAL GROUPS

Group No. 1—Dresses \$7.50
Organdie and Voile Cool Summer Dresses, shell, pink, sky blue, lavender, etc. Some in simple sash styles, neatly trimmed.
Regular Values \$10.00
Your Choice **\$7.50**

Group No. 2—Dresses \$12.75
Including Messaline, Taffeta Silk, Georgette, and Jersey Dresses in smart spring colors and styles, some tucked and many tunic styles.
Regular Values \$19.50
May Sale Price—Your Choice **\$12.75**

Group No. 3—Dresses \$18.75
Georgette, Messaline, Taffeta Silk Dresses in abundance. This season's most favored models including short and medium length sleeves, in all the best shades for this season.
Regular Values \$25.00
May Sale Price **\$18.75**

Group No. 4—Dresses \$23.50
Beautiful new lot of Misses' and Women's Crepe de Chine, Georgette, Messaline, Foulard, Taffeta and Serge Dresses, some in handsome tailored effects, latest models including short sleeves and round neck styles.
Regular Values \$32.50
Sale Price **\$23.50**

Group No. 5—Dresses \$31.75
Splendid group of Misses' and Women's New Spring and Summer Dresses in Taffeta Silk, Velvet, Crepe de Chine, Tricotine, Crepe, Georgette, etc., some neatly beaded and embroidered, very latest models.
Regular Values \$40.00
May Sale Price **\$31.75**



Camisoles
\$2.00 and \$2.50 Silk Camisoles, all sizes, sale price **\$1.48**

Middy Blouses
\$2.50 and \$2.75 new and pretty Middy Blouses **\$1.98**

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

Smocks
Great variety of Misses' Smocks, \$3 and \$3.50 values **\$2.43**

Sweaters
\$9.00 to \$10.50 Shetland Wool Slipon Sweaters **\$6.75**