

Only Twenty More Shopping Days Until Christmas. Buy Your Christmas Gifts, Coats, Suits, Dresses, Waists, and Furs Here Now And Save Money.

EXTRA
Crepe de Chine Waists
regular values up to \$5,
Unloading Sale Price
\$1.95

EXTRA
Trimmed Hats, regular
values up to \$7.50; Un-
loading Sale Price
\$1.93

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

EXTRA
Women's Covert and
Broadcloth Coats, Black
and Tan; Unloading
Sale Price
\$1.98

EXTRA
Young Ladies' and
Women's Silk Dresses,
regular values up to \$20
Unloading Sale Price
\$9.95

Great Unloading Sale

Our Entire Stock Offered at One-fourth to One-half Below Regular Prices

Owing to the unseasonable Fall Weather, Unfavorable Trade Conditions Caused by the War and Influenza, and because of the Late Arrival of Many lots of Seasonable Merchandise, our Distributing Agents for the Northwest Chain of Stores owned and operated by this company find themselves greatly overstocked with this season's merchandise and have shipped to us as our allotment an Immense Quantity of New Coats, Suits, Dresses, Millinery and Furs, With Explicit Instructions to take Radical price Reducing Measures for Immediate Unloading of Surplus Stock.



STORE OPENS
AT 10 A. M.
SATURDAY

Come early for
first best choice



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SALEM'S GREATEST SALE OF YOUNG LADIES' AND WOMEN'S STYLISH NEW SUITS

Carries with it convincing proof that this is the center of greatest values in fashionable apparel. 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 Equally Good Values.

Regular values \$29.50, Sale Price \$15.50	Regular values \$42.00, Sale Price \$23.75	Regular values \$52.50, Sale Price \$28.50	Regular values \$65.00, Sale Price \$32.50
Regular values \$32.50 Sale Price \$18.75	Regular values \$45.00, Sale Price \$25.00	Regular values \$55.00, Sale Price \$28.75	Regular values \$67.50, Sale Price \$37.50
Regular values \$37.50, Sale Price \$19.75	Regular values \$49.00, Sale Price \$27.50	Regular values \$59.00, Sale Price \$31.50	Regular values \$72.50, Sale Price \$39.75



Great Unloading Sale of New Winter Coats

Only our determination to hurry away our surplus coat stock makes possible the following price reductions, under strict orders from our distributing headquarters. We are forced to radical price reducing measures for immediate unloading.

Coats

Regular values \$24.50, Sale Price.....	\$15.50
Regular values \$27.50, Sale Price.....	\$19.75
Regular values \$32.50, Sale Price.....	\$22.50
Regular values \$45.00, Sale Price.....	\$25.00
Regular values \$52.50, Sale Price.....	\$37.50
Regular values \$75.00, Sale Price.....	\$47.50

SKIRTS

Our entire line of high grade Silk, Satin and Wool Skirts one-fourth to one-third below regular values. Regular values \$7.50,

Regular values \$12.50, Sale Price.....	\$ 5.25
Sale Price.....	\$ 8.50
Regular values \$15.00, Sale Price.....	\$10.85
Regular values \$18.50, Sale Price.....	\$12.75
Regular values \$21.00, Sale Price.....	\$14.95

WAISTS

Beautiful Georgette and Crepe de Chine Waists, all new goods, one-fourth off.

Regular values \$7.50, Sale Price.....	\$ 5.65
Regular values \$9.00, Sale Price.....	\$ 6.75
Regular values \$10.50, Sale Price.....	\$ 7.85
Regular values \$12.50, Sale Price.....	\$ 9.25
Regular values \$13.50, Sale Price.....	\$ 9.50
Regular values \$15.00, Sale Price.....	\$11.25

The Greatest Dress Sale and Biggest Bargains You've Ever Seen

Exclusiveness is the keynote of our 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 suit and dress stock



Dresses

Regular values \$17.50, Sale Price.....	\$11.95
Regular values \$25.00, Sale Price.....	\$15.50
Regular values \$32.50, Sale Price.....	\$18.75
Regular values \$39.50, Sale Price.....	\$25.00
Regular values \$47.50, Sale Price.....	\$29.50
Regular values \$50.00, Sale Price.....	\$31.50

EXTRA!

Women's Gabardine and Serge Suits; regular values up to \$25; Unloading Sale Price
\$11.50

EXTRA!

Hetherbone Petticoats, in a good assortment of sizes and colors; values to \$2.50; Unloading Sale Price
89c

EXTRA!

Taffeta Silk Petticoats, sold regular up to \$5.00! Unloading Sale Price
\$2.48

EXTRA!

Gabardine and Serge Skirts, all sizes, navy blue and black; regular values to \$5.00; Unloading Sale Price
\$2.98

EXTRA!

All Wool Serge Skirts, regular values \$6.50 to \$7.50; Unloading Sale Price
\$4.98

EXTRA!

A beautiful lot of Georgette Waists; regular values \$7.50; Unloading Sale Price
\$5.85

EXTRA!

Another lot of beautiful Crepe de Chine Waists; regular prices \$5.50 to \$6.50; Unloading Sale Price
\$3.45

EXTRA!

Big lot of black and colored Wash Taffeta Petticoats, worth up to \$2.75; Unloading Sale Price
\$1.45

HAT SALE



Every previous price record eclipsed during this Great Unloading Sale.	
Regular value \$7.50 Sale Price.....	\$3.75
Regular value \$9.00 Sale Price.....	\$4.50
Regular value \$10.50 Sale Price.....	\$5.25
Regular value \$12.50 Sale Price.....	\$6.25
Regular value \$15.00 Sale Price.....	\$7.50
Regular value \$18.50 Sale Price.....	\$9.25

WE ARE HERE TO STAY

We desire at this time to thank the women of Salem and vicinity for their generous patronage since our commencing business over three months ago in the well known White Corner Building (formerly occupied by J. L. Stockton). We have leased this magnificent store room for a period of years and we are determined to make it known as the best place in Oregon to buy Coats, Suits, Dresses, Millinery and Furs, and we can do it because we have the goods, the kind of Coats and Suits you want, at the prices you want to pay.

Mezzanine Floor Discontinued During This Sale

If price lowering of an astounding nature on this season's models of dependable wearing apparel be any criterion, then this Unloading Sale should prove a history maker. Look for the red figures.

CHRISTMAS GIFT SALE

At Unloading Sale Prices, including Muffs, Capes and pretty Neckpieces. Take advantage.	
Regular values \$10.00 Sale Price.....	\$ 7.50
Regular values \$12.50 Sale Price.....	9.25
Regular values \$15.00 Sale Price.....	11.25
Regular values \$25.00 Sale Price.....	18.50
Regular values \$32.50 Sale Price.....	23.75
Regular values \$40.00 Sale Price.....	30.00
Regular values \$50.00 Sale Price.....	37.50
Regular values \$57.50 Sale Price.....	42.50

