

UNLOADING SALE

Our Entire Stock of Young Ladies' and Women's Stylish Apparel Now Offered at ONE-THIRD to ONE-HALF Below Regular Value
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 in transit, 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.

—Store opens and SALE BEGINS FRIDAY, MAY 16th, at 9:30 a. m.

Salem's Greatest Sale of Misses', Young Ladies' and Women's Apparel

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	COATS	SKIRTS	DRESSES
\$27.50 to \$32.50 Values \$18.75	\$20.00 to \$22.50 Values \$12.75	\$4.50 to \$5.00 Values \$3.25	\$22.50 Values \$12.75
\$35.00 to \$37.50 Values \$22.50	\$25.00 Values now \$16.50	\$5.75 Values now \$3.75	\$25.00 Values \$15.00
\$40.00 Values \$24.75	\$27.50 Values Now \$18.75	\$6.00 to \$6.50 Values now \$4.50	\$27.50 Values \$18.75
\$42.50 Values \$27.50	\$30.00 to \$32.50 Values \$19.75	\$7.00 Values now \$4.98	\$30.00 to \$32.50 Values \$19.75
\$47.50 Values \$29.50	\$35.00 Values now \$21.50	\$7.50 to \$8.00 Values now \$5.75	\$35.00 to \$37.50 Values \$22.50
\$47.50 Values \$32.50	\$37.50 Values now \$23.50	\$8.50 Values now \$6.50	\$40.00 to \$42.50 Values \$25.75
\$50.00 to \$52.50 Values \$35.75	\$40.00 Values now \$25.00	\$9.00 to \$9.50 Values now \$6.75	\$45.00 Values \$27.50
\$55.00 to \$60.00 Values \$37.50	\$42.50 to \$45.00 Values \$27.50	\$10.50 Values now \$7.50	\$47.50 Values \$28.75
\$62.50 to 65.00 Values \$39.75	\$47.50 Values now \$29.75	\$12.50 to \$15.00 Values now \$9.50	\$49.00 Values \$29.50
\$70.00 to \$75.00 Values \$42.50	\$50.00 to \$55.00 Values \$32.75	\$16.50 to \$18.50 Values now \$12.75	\$50.00 to \$55.00 Values \$31.75



STORE RULES DURING THIS SALE
No exchanges, no money refunded and no telephone orders taken

BUY SWEATERS NOW
\$6.50 to \$7.00 values\$4.75
\$7.50 to \$8.50 values\$5.75
\$10 to \$12.50 values\$7.75

SILK SWEATERS
Various sizes and prevailing colors at similar or corresponding reductions

UNLOADING SALE OF BLOUSES



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 values \$2.50, \$2.75, sale \$1.98
Regular value \$3.50, sale price...\$2.98
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 \$9.50, sale price...\$7.25
Regular value \$12.50, sale price \$8.95



"CAPES" is Fashion's Decree

Here are the kind of Capes 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 Suits, Coats, Capes and Dolmans 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.



CAPES

Reg. values \$27.50 to \$30, \$19.50
Reg. values \$31.00, sale\$23.50
Reg. values \$32.50, sale\$24.75
Reg. values \$37.50, sale\$27.50
Reg. values \$40.00, sale\$29.50
Reg. values \$42.50, sale\$32.75
Reg. values \$45.00, sale\$34.75

DOLMANS

Reg. values \$29 to \$31.50....\$23.50
Reg. values \$35.00, sale\$24.75
Reg. values \$37.50, sale\$25.50
Reg. values \$39.50, sale\$27.50
Reg. values \$42.00, sale\$31.75
Reg. values \$45.00, sale\$32.50
Reg. values \$47.50, sale\$33.75
Reg. values \$50.00, sale\$35.00
Reg. values \$52.50, sale\$37.50
Reg. values \$57.50, sale\$39.50

STORE CLOSED ALL DAY TODAY ARRANGING STOCK AND MAKING PREPARATIONS FOR THIS REMARKABLE UNLOADING SALE

Portland Cloak and Suit Co.
Court & Commercial St.
P. B. Kearney, Mgr.
White Corner Building
Salem's Greatest Women's Apparel Store

Visit Salem's Greatest Apparel Store Friday
In order to fully appreciate the phenomenal values offered a personal inspection is necessary

Great Reductions In Petticoats

Only our determination to hurry away our surplus 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.
Regular values \$1.90, sale price.....98c
Regular values \$1.75, sale price.....\$1.23
Regular values \$2.00, sale price.....\$1.48
Regular values \$3.50, sale price.....\$2.95
Regular values \$5.00, sale price.....\$3.98
Regular values \$5.50 to \$6.00, sale price...\$4.50
Regular values \$7.50, sale price\$5.75

UNLOADING TRIMMED HATS



Regular values \$3.50, sale price\$2.48
Regular values \$4.50, sale price\$3.25
Regular values \$5.50, sale price\$3.75
Regular values \$7.00, sale price\$4.75
Regular values \$7.50, sale price\$4.65
Regular values \$9.50, sale price\$6.50
Regular values \$10.00, sale price\$6.95
Regular values \$12.50, sale price\$8.75
Regular values \$15.00, sale price\$9.75

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 10 a. m. Friday, May 16.