

# SLASHING PRICES

**Gale & Co's**  
**BIG STORE**

Deeper Cuts in Prices of Staple and Seasonable Merchandise.  
Nothing Spared from our price-cutting knife. Every Dept. Affected

**Gale & Co's**  
**BIG STORE**

Grasp These UNPRECEDENTED BARGAINS---Made Possible Only By Our Direct Eastern Connection With the Largest Factories in New York and Philadelphia

## Women's Underwear

Printers' ink cannot describe the wonderful values in this department



### Ladies' Gauze Vests

In an endless variety of styles, made in the V-shape and square cut neck; comfy cut, with patent Kant-slip shoulder strap, two and one rib, taped at neck and lace trimmed armholes; priced at 9c, 11c, 14c, 16c, 19c, 25c Each

### Ladies' Union Suits

Made of high grade mercerized fine gauge list thread; priced 25c, 27c, 35c and 49c Suit

## WOMEN'S HOSE

- Women's Black Hose ..... 2 pair for 25c
- Women's black or white Mercerized Hose 15c Pr
- Women's Black Lisle Boot Hose ..... 19c Pr
- Women's Fiber Silk Ribbed Top Hose ..... 49c Pr
- Women's Fiber Silk Novelty Stripe Hose 49c Pr
- Women's Pure Silk Hose, in all colors ..... 98c Pr
- Children's Black Hose ..... 2 pairs 25c
- Children's Black or White Fine Ribbed Hose ..... 2 pairs 35c
- Boys' Heavy Ribbed Stockings ..... 15c to 25c Pr
- Infants' Silk Lisle Hose, in tan, blue, pink, white, black, red, all colors ..... 15c to 25c Pr



## Warner's and Parisiana

### CORSETS

Our Corset Department is the best and prices are the lowest in the city. We are prepared to fit you both in style quality and prices. We handle the famous Parisiana and Warner's Corsets.

- Lot 1--Paris Model and Fashion Corsets, your choice of five styles ..... 69c Each
- Lot of Parisiana and Warner's Corsets 98c Each
- Other Models at \$1.19, 1.49, 1.98, 2.49, \$2.98
- Corset Covers ..... 25c and 29c Each
- Muslin Night Gowns ..... 59c and 69c Each
- Muslin Petticoats ..... 59c Each
- Muslin Drawers ..... 33c Each
- Envelope Chemise ..... 65c and 98c Each
- Black Bloomers ..... 25c Pair
- Brassiers ..... 23c, 29c and 49c Each

### LADIES' GLOVES

- Women's Silk Gloves ..... 49c and 59c Pair
- Women's Chamoisude Washable Gloves ..... 79c Pair
- Women's Kid Gloves ..... 98c and \$1.49 Pair
- Women's Washable Kid Gloves in all colors ..... \$1.79 Pair

### Laces, Embroideries and Handkerchiefs

- One lot Laces ..... 2c Yd
- Embroideries 5, 9, 11, 13, 19c Yd
- Ladies' Handkerchiefs, extra quality, each ..... 4c, 9c, 14c
- Ladies' Handkerchiefs 2 for 5c
- Ladies' Fancy Velvet and Silk Moire Purses, values \$1.25, sale price ..... 49c

### Blankets and Comforts



- \$1.49 Comforters ..... 98c Each
- Large Size Blankets \$1.69 Each
- Wool Finish Blankets, large ..... \$2.45 Each
- Pillows at 39, 49, 69, 98c Each



AN ENDLESS VARIETY OF SEASONABLE DRESS GOODS AND SILKS WHICH YOU AND EVERYONE ELSE NEEDS, AT PRICES THAT WILL COMPEL IMMEDIATE BUYING

**Sport Shantung** 69c  
An Oriental novelty cloth, 36 inches wide, ideal for sport suits or skirts; regular \$1 value, per yard..

**Wool Serge** 49c  
36 inches wide, excellent quality, blue or brown; regular 75c value; sale price, a bargain, per yard..

### Silver Bloom

36 inches wide, the cloth you can't wear out or wash out, suitable for dresses, skirts, waists, etc., per yard ..... 69c

### Silk Meteor

36 inches wide, sold elsewhere for 50c per yard; our price for this sale, per yard ..... 29c

### Beach Cloth

Striped, 36 inches wide, strong, serviceable, appropriate for summer wear; per yd. .... 49c

### Georgette Crepe

IN GOLD, GREY, MAISE, COPENHAGEN AND WHITE; A PRICE THAT ABSOLUTELY DEFIES COMPETITION-- PER YARD ..... \$1.39

### Hope Muslin

Bleached, the best known brand; 36 inches wide; worth 15c yard; our price ..... 10c

### Fancy Dress Ginghams

The best quality, in all latest plaids and checks; regular price 15c yard, special, yard ..... 10 1/2 c

- 40-inch Black and White Dress Cloth 25c Yd
- 40-inch Silk and Wool Poplins ..... \$1.39 Yd
- Wool Challies ..... 49c Yd
- Percales ..... 9c Yd
- Striped Sport Suitings ..... 23c Yd
- Lonsdale Muslin ..... 12 1-2c Yd
- Bates Colored Table Damask ..... 59c Yd
- Barnsley Crash Toweling, bleached ..... 9 3-4c Yd
- Extra Quality Crash Toweling, unbleached 10c Yd
- White Outing Flannel ..... 11 1-2c Yd
- Curtain Swiss ..... 9c Yd
- 36-inch Challies ..... 15c Yd
- Unbleached 9-4 Sheeting ..... 29c Yd
- \$1.25 Cotton Batts, 2-lb., wool finish ..... 98c
- Huck Towels ..... 9c, 11c and 15c Each
- Khaki Cloth, extra quality ..... 33c Yd
- School Day Cloth ..... 20c Yd
- Table Oil Cloth ..... 18c Yd

## Men's, Women's and Children's Shoes

NO OTHER STORE IN TOWN OFFERS YOU SUCH VALUES IN SHOES AS YOU GET HERE



- \$2.50 Child's Patent Leather White Top Dress Shoes ..... \$1.98 Pr
- \$3.00 Misses' Patent Leather White Top Dress Shoes ..... \$2.45 Pr
- \$3.50 Women's Patent Leather Maltalf Top Shoes ..... \$2.49 Pr
- \$3.69 Women's Gun Metal Shoes ..... \$2.95 Pr
- Women's White Canvas, rubber soles, now heels ..... \$1.79 Pr
- Women's White Canvas Slippers ..... \$1.69 Pr
- Men's \$3.50 and \$4.00 Work Shoes ..... \$2.98 Pr
- Women's Two-tone Black and White Kid ..... \$4.39 Pr
- Women's Two-tone Black and White Kid ..... \$3.69 Pr
- Women's Black Vici Kid ..... \$3.69 Pr
- Boys' Harvest Shoes, Kromelk Soles ..... \$1.98 Pr
- Men's Harvest Shoes, Kromelk Soles ..... \$1.98 Pr
- Men's \$3.50 and \$4.00 Dress Shoes, button or lace ..... \$2.98 Pr
- Men's \$5.00 Dress Shoes, button or lace ..... \$3.98 Pr
- Misses' and Children's Canvas Pumps ..... 98c and \$1.19 Pr

### SPECIAL NOTICE

No Goods will be sold to other merchants or dealers who intend to resell same. For the protection of our patrons as well as ourselves we reserve the right to limit quantities or to refuse to sell in any quantities where we have reason to believe that goods are being bought for the purpose of reselling same.

## Men's Furnishings

- Men's Canvas Gloves, pair 5c
- Men's White Handkerchiefs, each ..... 4c
- Men's Heavy Work Sox, pr 8c
- Men's Collars, each ..... 11c
- Men's Black or Tan Hose, pair ..... 11c
- Men's Mixed Wool Hose, pair ..... 15c
- Men's Mixed Cashmere Hose, pair ..... 19c
- Men's Pad Garters, pair ..... 9c
- Men's Pad Garter, extra quality, pair ..... 14c
- 35c Four-in-Hand Ties, each ..... 19c
- Men's B. V. D. Shirts and Drawers, the garment ..... 19c
- Men's B. V. D. Union Suits, suit ..... 79c
- Men's Balbriggan Union Suits, suit ..... 59c
- Men's \$1.50 Medium Weight Union Suits, suit ..... 98c
- 35c Suspenders, each ..... 23c
- Men's Balbriggan Shirts and Drawers, garment ..... 25c
- Men's Work Shirts, each ..... 49c and 59c
- Men's Overalls, heavy, blue or striped, pair ..... 85c
- Boys' Blue Overalls, pair 59c
- Boys' Balbriggan Shirts and Drawers, garment ..... 15c
- Boys' Balbriggan Union Suits, suit ..... 39c
- Children's Coveralls, Indigo Blue or Khaki ..... 69c
- Men's Blue Serge Suits, suit ..... \$8.90
- Men's Mixed Tweed Suits, suit ..... \$7.95
- Men's Extra Quality Suits, suit ..... \$11.95
- Men's Khaki Pants, pair ..... 98c
- Men's Summer Hats, each 59c
- Boys' Suits, values to \$5.00, each ..... \$2.98

## WOMEN'S Ready-To-Wear

ING A SPECIAL LOT OF WAISTS THAT ARE THE EQUAL OF ANY WAISTS SHOWN IN TOWN FOR \$2.00; OUR PRICE, EACH ..... 98c

- Ladies' Embroidered Voile and Striped Shirtwaists ..... 49c
- Ladies' Fancy Waists, values to \$2. .... 98c
- Ladies' Middies with plain or striped collars ..... 59c Each
- Ladies' Wash Skirts ..... \$1.19 and \$1.49 Each
- Ladies' House Dresses \$1.29 and \$1.49 Each
- Children's Gingham Dresses 69c and 98c Each
- Ladies' Fibre Silk Sweaters \$4.98 and \$5.45
- Lot of Children's Coats ..... 49c Each

## NOTIONS

- Crochet Cotton, all colors ..... 9c Ball
- Steel Pins ..... 3c Pkg.
- Pearl Buttons ..... 3c Doz.
- Dress Snap Fasteners 5c Doz.
- Hair Nets ..... 3c Each
- Chamois Skins, 6 and 11c Each
- Witch Hazel ..... 11c Bottle
- Ladies' Collars ..... 9c Each
- One lot Ribbons ..... Half Price
- Windsor Ties, all colors 19c Ea
- Ladies' Collars, extra quality, ..... 25c and 39c

## MILLINERY

Department

- Lot of Ladies' Fine Trimmed Hats, values to \$4.50, while they last ..... \$1.98 Each
- Ladies' Sport Hats ..... 59c and 69c Each
- Children's Summer Hats ..... 29c and 49c Each
- Hat Trimmings, Flowers, Ornaments, etc. .... HALF PRICE



# SALE NOW IN FULL SWING

Commercial and Court Sts. Salem, Ore. **GALE & COMPANY** Formerly the CHICAGO STORE