

Sale! Sale! Sale! BACK from MARKET MARKETING SALE!



From the Cities of Smokestacks to the People of Salem!

From the far borders of New York City, drawing upon the resources of Chicago, St. Louis, Kansas City, Minneapolis and Omaha---Goods of every description, SILK, DRESS GOODS, GINGHAMS, DOMESTICS, MEN'S AND BOYS' CLOTHING, LADIE'S READY-TO-WEAR, MEN'S AND LADIE'S FURNISHINGS, SHOES, NOTIONS, AND AS a matter of fact complete line for every department in our entire store.

OF OUR HUGE SPRING STOCKS AFTER OUR EAGLE EYE SCAN OF THE MARKETS

For the past six weeks we have combed every manufacturing center and drawn upon every market in the United States, whose prices appeal to our expert buyers who were instructed to buy and buy plenty at the right price.

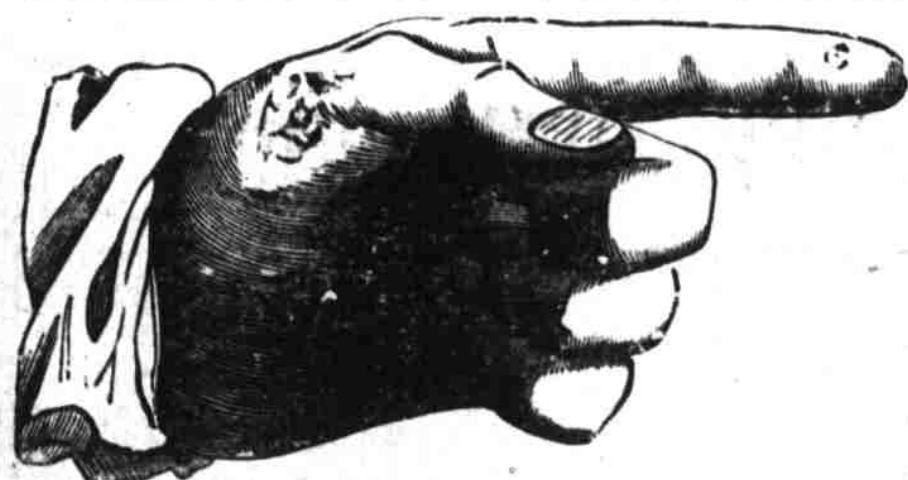
Free! Free!
Friday and Saturday Mornings
Hundreds of Dollars in Merchandise
FREE!
To the first hundred customers purchasing in our store Friday and Saturday mornings we will give away hundreds of dollars worth of merchandise absolutely free (except on Grocery purchases).
No Gifts Given to Children
See Our Windows

The Stocks Are Here And Must Be Sold At Once!

Realizing that this season has not been as expected---it is necessary for us to dispose at once the greater portion of our Spring stocks. AS BUSINESS EXPERTS WE KNOW THE ONLY WAY TO MOVE THESE GOODS IS TO MAKE PRICES SO LOW THAT GOODS WILL MOVE THEMSELVES. This sale will be a God send to thrifty shoppers; Come prepared to witness an event that is gigantic and stupendous---It will be a buying furore, such as never has been witnessed before---be on time---get in line---and push your way in when the doors are open.

FRIDAY MORNING, MARCH 31st, Promptly at 9 A. M.

We have applied the knife to every article in the store
"SHOP WHERE THE CROWDS BUY"



Ladies Newest Ready-to-wear

Our buyers have shown much consideration and taste in the buying of these pretty styles in Ladies' Ready-to-Wear. We are going to show much haste in the selling, just look at these prices!!!

Ladies' Bungalow Aprons
Regular value \$1.25; all sizes.
Now only **59c**

Voile and Crepe de Chine WAISTS
Value to \$1.75
Assortment of sizes. Now only .. **89c**

Beautifully Trimmed Imported Japanese Crepe Dresses
Regular \$4.50 values

Hand embroidered and applique trimmed---all sizes for girls and women; in a harmonious array of colors. Now only at..... **\$1.98**

Gingham Street Dresses One line of \$10 and \$15
Nationally Known Nina Taylor
Value to \$8
Beautifully trimmed and stylishly made. A complete line of new eastern styles. Now only at..... **\$2.98**

Middy Blouses---
Red and blue flannel, regular \$5 and \$6 values.
Now only **\$2.98**

Middy Blouses---
Mercerized White Twill; regular value at \$2.50.
Now only **98c**

EDITORIAL By THE ADVERTISING MANAGER
In presenting to you this page of news, we feel it is almost necessary to give you a small detail of our undertaking.
We have been a pioneer in our chosen field---the only store of its kind, for the only kind of a class---for the only class in the world (the common people)---for them this institution holds open its doors---without them it could not exist.
Many competitors, realizing our magnanimous virtues have seemingly tried to avail themselves with your confidence by feigning the personality of our conduct of business---
This store at all times strives to undersell---and with its policy of quick turnover and small profit, it has been conceded to be "The store that can and does undersell." That policy is the foundation of our business and the backbone of our success.
This event comes to the people of this community as a well wisher and teacher of the true meaning of economy---and proof of our ability to supply you with this spring's most wanted merchandise; it will be an example of higher and more successful living if you will intelligently heed this call of economy---

SHOES FOR THE WHOLE FAMILY
Ladies' \$3 One-Strap House Slippers
Made with low heel and extra fine quality leather. Special at **\$1.69**
Children's \$1.98 Black and Brown Kid Shoes---
First step and hard sole. Special at **89c**
Boys' \$4 Heavy School Shoes---
Made with sturdy leather sole. Special at **\$2.25**
Ladies' Oxfords and Strap Slippers---
Black or brown; low and medium heels; assortment of sizes. Special at **\$2.49**
Ladies' \$5 Comfort Dress Shoes---
Sizes 5 to 9, cushion inner sole; low heels, soft kid leather. Special at **\$2.49**
Ladies' \$5.50 Street Shoes---
Black and brown, with or without rubber heels. Sizes 3 1/2 to 8. Special at **\$2.98**

You Will Witness a Selling of Merchandise that is Positively Unbelievable and Unimaginable
"BRING THIS ADVERTISEMENT WITH YOU"

BASEMENT
We can't intelligently itemize to you and our satisfaction the many and numerous items that will be displayed at sensational low prices---but however this will give you our idea how the general stocks will be marked---

- Our Entire 5c Notion Counter
Everything marked to **2c**
- Our Entire 10c Notion Counter
Everything marked to **5c**
- One large table heaped high with Men's, Ladies and Children's
- 5 and 10c Writing Tablets---
For ink or pencil use, medium size. Now only **3c**
- California Clothespins---
During this sale at this price. Dozen now only .. **3c**
- 25c to 50c Shaving Brushes
Badger color bristles; ebony and rosewood handles. Now only. **7c**
- 15c value Ladies' Hair Nets
All shades, in cap and fringe style. Now only **3c**