

# ANNOUNCING

*The Smart Shop*  
WHERE STYLES ORIGINATE

115 North Liberty



## Birthday-Sale

Commencing Wednesday, July 1st, 9 a. m.

To the Ladies of Salem and Vicinity---

*We wish to thank you for your loyal patronage throughout the past year, without which we would have been unable to make our first year in business in Salem such a remarkable success, and to show our appreciation we are going to eliminate all profits for the next ten days. We assure you we will endeavor, in every way, to retain your valued patronage.*

*Yours Truly,* **LESTER SCHLOSBERG, Mgr.**



**All Coats, Suits  
Dresses, Millinery  
Are from our own  
stock, and are up  
to the minute in  
style.**

\$3 Slipon Sweaters,  
while they last .....95c

\$2.25 Onyx Hose,  
while they last .....65c

\$5 Slipon Coat Sweaters,  
while they last .....\$2.85

500 Linen Handkerchiefs, 50c grade, while they last, 3 for 65c

*All Our Evening Dresses Half Price*

*All Our  
Hart Schaffner &  
Marx Coats  
1-3 Off*

**Birthday Group  
No. 1**

We have assembled in this lot the most charming dresses of Printed Crepes and Voiles in a wide range of color combinations. Priced ridiculously low at—

**\$7.85**

**Birthday Group  
No. 2**

In this lot you will find an array of dresses of quality in every conceivable style and fabric and at this low figure you will surely buy more than one—

**\$14.85**



**Birthday Group No. 5**  
Choice of 100 beautiful Hats, values to \$10, at—  
**\$1.00**

**Birthday Group No. 6**  
Choice of 50 smart sport and trimmed Hats, values to \$15 at—  
**\$3.85**

**Birthday Group No. 7**  
Choice of 50 extraordinary chic Hats, values to \$20 at—  
**\$6.85**

*All Our  
Highest Priced  
Dresses  
1-3 Off*

**Birthday Group  
No. 3**

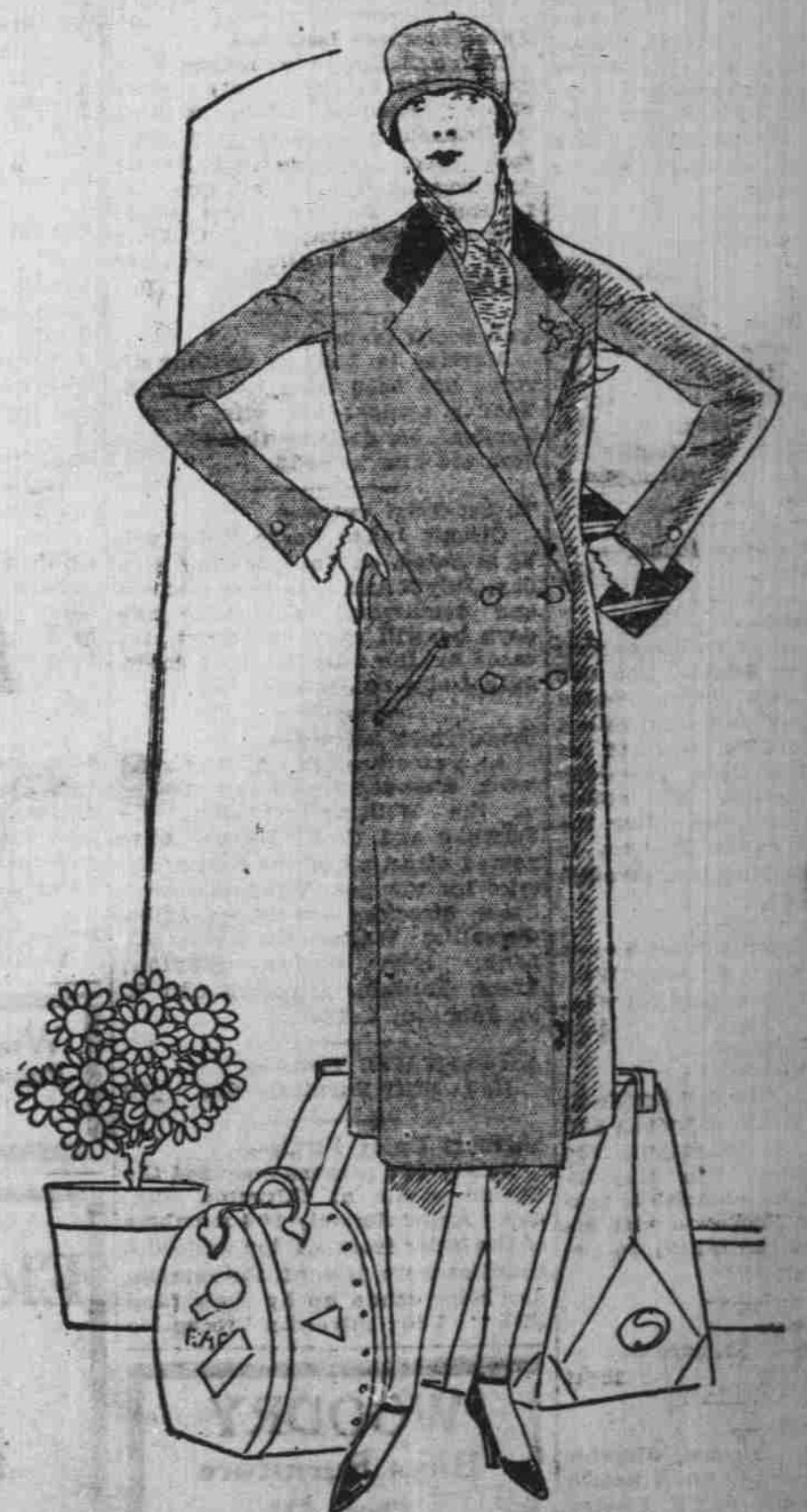
In this lot you will find Coats for dress and sport wear in Polair Kasha and fancy mixtures in a variety of colors, models for every type. Also Prince of Wales. Values to \$35. Priced now at—

**\$14.85**

**Birthday Group  
No. 4**

In this lot we have overreached ourselves and grouped together at this price Coats that sold as high as \$39.50 including the celebrated Prince of Wales models in all the new shades and weaves. Priced now at—

**\$19.75**



**RULES of SALE**

**No Charges  
No C. O. D.'s  
No Exchanges**