

Special Section
IT'S ALL HERE AND
IT'S ALL TRUE

THE BUYING TIMES

FORECAST
From all indications it is safe to predict that this coming sale at Director's will out-rival anything heretofore attempted in the Willamette Valley.

FIRST EDITION

SALEM, OREGON, SEPTEMBER 16, 1925

ONE SENT—TO EVERY HOME



WHAT THIS SALE MEANS TO YOU

The man or woman with limited means will find that their money will do far more than they had ever expected. The workingman will find that he can save a day's wages in an ordinary purchase. And to the mother's delight that her children can be clothed at a sum that is within her means without skimping. In other words it means that it is now within the range of everybody's pocket-book to get in on one of the most economical bargain events of the year. As stated elsewhere on this page, we have planned for months on this notable affair and gone carefully over the various concessions made us by the manufacturers and wholesalers.

WONDERFUL CREATIONS

Girls! Don't Fail to See the New Arrivals in Fall and Winter Coats

Stunning garments, plain and gorgeously trimmed with beautiful soft furs. All are styled along the newest lines of the season and to be sure all go into this gigantic Fall Selling Campaign at greatly reduced prices. We advise early shopping while selections are at their best. And the new fall hats in velours and felts will be found here in great profusion in every wanted color. And while we are at it a word or two about the smart footwear for fall should not go amiss for we have just received a direct shipment of the best numbers of the season, and all go at the same low prices during this sale.

NOTHING BUT THE TRUTH

A school teacher lately put the question: What is the highest form of animal life? "The giraffe," returned a bright member of the class. In one sense of the word the boy was right, for he had not been inoculated with the Darwinian theory. Now had this same teacher put the question: "Which is the real bargain store of Salem?" She would have received a chorus of answers like this: "Director's Dept. Store, because mother always sends us there." It has been wisely spoken that children and fools always tell the truth. We wouldn't for the world have you class us with the fools—but we do insist that you take the children's answer on DIRECTOR'S DEPT. STORE. Mother always sends us there, to be the truth.

Read Pages 10, 11 and 12

EXTRA!

1000 BARS

Regular 10c size

IVORY SOAP

Package of 5 bars

24c

This special offering to be given in the Dry Goods Dept. only. Come early and get in on this special.

EXTRA!

Director's Department Store

Temporarily Suspend Regular Business Operations In Order To Rearrange Stocks and Put the Store in Readiness For the Greatest and Most Stupendous

Fall Selling Campaign

Ever Undertaken by This Large Mercantile Institution

THIS IS NOT A SALE ON THE SPUR OF THE MOMENT—RATHER WEEKS AND MONTHS OF CAREFUL PLANNING—COMBING OF MARKETS—AND BUYING SEASONABLE GOODS AT OUR OWN FIGURES THAT ENABLES US NOW TO QUOTE PRICES ON MERCHANDISE AND Eatables THAT ARE WANTED RIGHT NOW.

That Will be the Talking Topic of the Hour--The Sensation of the Day--The Greatest Buying Opportunity of the Year --Scheduled to Start Promptly on the Even Hour

Wednesday, September 16, 9 A. M.

GROCERIES

Food Providers for Home, Hotel or Boarding House, Take Notice!—Read

It's a long time now since we had one of our extra special grocery sales and the announcement of this one will be glad news to all. Our prices at all times are as low and in a good many instances lower than elsewhere, and for that reason sale offerings here have a particularly strong drawing power by the extra cut rates. All the goods offered are fresh, reliable and just what you will be glad to lay in a goodly supply of. For further particulars and prices see back page.

Read Pages 10, 11 and 12

Men! Take Notice Shoes!

This article will be on the subject of wide discussion during the next few days—at the very moment this startling news is being written there is being unpacked at Director's Dept. store

2845 Pairs Men's Shoes

Finest

or in other words, the greatest coup of high grade footwear in years that has been purchased from

EASTERN SHOE MANUFACTURERS

This wonderful buy was purchased by Director's at a phenomenal low price and will be offered at likewise reductions to the men of this vicinity during our

Fall Selling Campaign

Starting WEDNESDAY, SEPT. 16, 9 A. M.

In this great stock of America's foremost leading footwear, will be found such brands as Stonefield-Evans, Certified, O'Donnell, etc. In fact footwear such as you would expect to find only in very exclusive shoe stores ranging in price up to \$12. But don't let that scare you for one moment for at the price we paid for them you are going to buy these same shoes at the most astonishing reductions you have ever heard of. Space forbids further details. Suffice to say we are now in a position to fit most any foot regardless of size or width in shoes or oxfords, in every wanted style or leather.

Turn to Inside Pages FOR PRICES and Further Details

SCHOOL TIME IS NOW HERE

Director's Dept. Store is better prepared this year than ever to cater to the very wants of the boys and girls of Salem and vicinity. We can outfit the boys and girls from head to foot in the very newest and most desirable wearing apparel suitable for the occasion at a very little outlay of money during our Fall Selling Campaign—and the same goes for everything else required by the children such as underwear, hosiery, shoes, hats, caps, blouses, etc., etc. Come and buy as liberally as your pocketbook will permit.

Sale Starts Wednesday Sept. 16, 9 A. M.

4 PAGES
Brim Full of Store News
4 PAGES
On which we invite judgment

ONE YEAR AGO
The stock, fixtures and corner location of the People's Cash Store were taken over by

Director's
Thereby more than doubling the former premises. The sturdy and healthy growth of the previous year demanding this timely expansion—the wisdom of this step being more than justified during the past year. The event was celebrated during the month of September with a selling campaign that still lingers in the memories of thousands who took advantage of the wonderful values offered.

Nor Have We Forgotten
Hence the
Fall Selling Campaign of 1925

The once a year surpassing bargain event that deluges the entire Willamette Valley with its mighty underselling—a sale that simply overwhelms all competition with its volcanic outburst of bargain.

This Year It Is
BETTER
GREATER
BIGGER
THAN EVER

And the public of Salem and the entire valley are invited to share in this yearly bargain feast—Come!

DIRECTOR'S DEPT. STORE
SALEM
SILVERTON STAYTON

WARNING!

Don't Watch Other People Buy Until It Is Too Late--Get In Line--Follow the Crowds--

To miss this sale is like letting dollars roll through your fingers—you cannot afford to—a buying chance like this, with conditions as they are, makes it a sheer necessity to watch every penny—and every penny will have a value at Director's during this sale that will be far beyond your fondest expectations—as a matter of fact all the explanation printed here does not do the selling half the justice it is entitled to—We therefore earnestly urge you to come, see with your own eyes and then you will realize what has been done to make this one of the greatest fall selling campaigns that has ever been held in Salem and the entire Willamette Valley.

REMEMBER! SALE STARTS WEDNESDAY, SEPTEMBER 16

ATTENTION HOP PICKERS

and this applies to the men, women, boys and girls. You now have the opportunity to make that money you have earned by hard labor and stained hands go a long way in buying your fall and winter wearing necessities right now at Director's great Fall Selling Campaign. Just glance through pages two, three and four and note the wonderful values offered. They should immediately set you thinking as you never thought before.

FREE SCHOOL TABLETS

Boys and Girls Will Storm Our Grocery Dept.

With every purchase of 10 cents worth of our delicious high grade candies we will give to every boy or girl absolutely free one of our big fine regular 5c school tablets. Remember this is a treat on us for the school children only—this is an invitation for all the boys and girls. Come get yours.

Fall Selling Campaign JAP CREPES

All the new and staple colors in this wonderful wash fabric, per yard 15c

PEQUOT SHEETING 58c

9-4 wide bleached or unbleached, exceptionally priced at per yard

36 INCH BLEACHED SHEETING 14c

Also unbleached to be sold during the opening of the fall selling campaign at per yard

36 INCH AMOSKEAG OUTINGS 26c

In white or colored stripes or checks will be sold during this big sale at per yard

BLEACHED SHEETS \$1.19

Seamless, size 81x90, sale price

FAST BLACK SATEENS 19c

Lustrous color, 27 inches wide, fine for children's bloomers, etc., at per yard

32 INCH DRESS GINGHAMS 19c

In the new fall colors and patterns, very pretty designs for children's school wear, per yard

9-4 UNBLEACHED SHEETING 45c

A very strong, durable quality at per yard

NEW FANCY CRETONNES 16c

Pretty attractive designs

Kotex—Large package, special sale price 38c

Experienced Sales People

Wanted for all departments during this Fall Selling Campaign

Now Turn to Pages Ten, Eleven and Twelve—They Are Literally Covered With Bargains