

Establishing A New Price Basis

The RECONSTRUCTION PERIOD IS ON. Every article in our store bears its proper reduction. You can shop here with confidence that prices are Right

WE BELIEVE the era of high prices is rapidly passing. Production has overtaken demand and prevailing replacement costs are forcing prices downward. To meet this new condition it is our desire and intention to strike bottom in our first revision of prices.

This means a tremendous loss to us which is your gain. Those who know us know we are not special sale folks and we do not want you to confuse this price revision with the ordinary special ten-day sale commonly employed by other merchants. Prices quoted in our stores will prevail until the goods now in stock are sold and will continue to prevail unless market conditions demand further revision. Many odd lots of lines to be closed out or discontinued are priced far below replacement cost. We invite you to participate in these money-saving values and suggest you do not delay else you may be too late.

Note carefully every price quoted, make accurate comparison and you will be convinced of our superiority in the merchandising field and the tremendous advantage to be gained by placing your confidence in an institution doing each year approximately a fifty-million dollar (\$50,000,000.00) business whose savings in quantity buying are passed on to its patrons.

You need now many items of Dry Goods, Furnishings, Shoes, Clothing and Ready-to-Wear Apparel. **Buy Them**—you can be sure our prices are right.

Ladies' Wool Dresses

We have some of the best values in Ladies' Wool Dresses you have had the opportunity of getting since before the war at the low price of

\$9.90

MEN'S OVERALLS

Best Grade of 2.20 Blue Denim \$1.19
Regular Stifel Stripe Overalls 98c

HOPE MUSLIN—13c Yard

Outing Flannel—19c Yard

SHEETING

8-4 Bleached, yard 45c and 49c
9-4 Bleached, yard 49c and 55c
10-4 Bleached, yard 55c and 59c
8-4 Unbleached, yard 39c and 45c
9-4 Unbleached, yard 45c and 49c
10-4 Unbleached, yard 49c and 55c

SHOES

Ladies' Shoes

In small sizes. Good styles and quality.
Reconstruction Price **\$1.98 and \$2.49**

Ladies' Black Kid Dress Shoes

With Military heel and Goodyear welt soles. A good dress shoe at **\$6.90**

Ladies' Brown Kid Dress Shoes

With Military heel, and imitation tip **\$8.90**

Ladies' Black Kid Dress Shoes

With 12-8 Military heel, medium toe **\$4.98**

Ladies' Gun Metal Dress Shoes

Military heel, imitation tip **\$5.90**

Ladies' Black Kid Oxfords

With Military heel and imitation tip that are neat and stylish **\$3.98**

Ladies' Black Kid Oxfords

That are stylish and serviceable. They have military heel, Goodyear welt sole, a wonderful value at **\$5.50**

Men's Work Shoes

Reconstruction Price **\$2.49 to \$6.90**

Men's Dress Shoes

Reconstruction Price **\$3.98 to \$8.90**

Boys' Dress Shoes

Sizes 10 to 12 **\$2.49 to \$2.98**
Sizes 12½ to 2 **\$2.98 to \$3.98**
Sizes 2½ to 6 **\$3.49 to \$4.50**

Boys' Work Shoes

Sizes 10 to 12 **\$1.98 to \$2.98**
Sizes 12½ to 2 **\$2.49 to \$3.98**
Sizes 2½ to 6 **\$2.49 to \$4.50**

Child's Orthopedic Shoes

Ideal for Children, in black, brown and Witch Elk.
Sizes 5½ to 8 **\$2.49**
Sizes 8½ to 11½ **\$2.98**
Sizes 12 to 2 **\$3.49**
Girls' English Walking Shoes **\$3.49 to \$4.50**

Wool Skirts

Reconstruction Price
\$4.98 to \$7.90

Berkley 60 Cambric

Reconstruction Price **23c**

Berkley 100 Cambric

Reconstruction Price **35c**

Berkley "Coronet" Cambric

Reconstruction Price **19c**

Curtain Materials

Reconstruction Price
25c to 98c Yard

Flannelette

Reconstruction Price
21c to 29c Yard

Cretannes

Reconstruction Price
15c to \$1.15 Yard

Amoskeag Romper Cloth

Reconstruction Price, yard **25c**

Blankets

Cotton Blankets
\$2.49 to \$4.98

Wool Blankets
Reconstruction Price
\$6.90 to \$10.98

Men's Work Shirts

Chambra and black Sateen
Reconstruction Price
59c to 98c

Rockford Socks

Reconstruction Price
2 pair for **25c**

Child's Play Suits

Reconstruction Price
..... **79c**

Unbleached Muslin

Reconstruction Price
10c to 17c

Lonsdale Muslin

Reconstruction Price, yard **19c**

Apron Check Gingham

Reconstruction Price, yard **13c**

Zephyr and Tissue Gingham

Excellent quality, beautiful patterns
Reconstruction Price
32-in, yard **65c**

Crash Toweling

Reconstruction Price
17c to 29c Yard

Bath Towels

Reconstruction Price
25c to 89c

Face Towels

Reconstruction Price
15c to 45c

Barber Towels

Reconstruction Price
dozen **\$1.10**

Flaxon

Reconstruction Price
25c to 45c Yard

Silk Mull

Reconstruction Price
33c to 79c Yard

White Organdie

In several grades.
Reconstruction Price
89c to \$1.49 Yard

Canvas Gloves

With leather palm.
Reconstruction Price
pair **29c**

Men's Hats

Reconstruction Price
\$2.19 to \$3.98

Men's Mole Skin Pants

Reconstruction Price
\$3.98

Silks

Georgette Crepe Taffeta and Crepe de Chine
Reconstruction Price, yard **\$1.69**

Men's Flannel Shirts

Reconstruction Price
\$2.98

For lack of space can only mention a few items here, but you can rest assured that every thing else in the store are at equally low prices.



You should call in and see what great surprises we have in store for you.

160 North Liberty Street Salem, Oregon