

Salem's Greatest Showing OF Sports Apparel

and Outing Outfits at Astonishing Low Prices

Featuring the Famous "Will Wear" Garments Only



See this extraordinary showing in our Liberty Street windows.

150 HATS

Just think of it! 150 Trimmed and Banded Hats from our regular stock go at

\$2.95

Dame Fashion Says:—You'll miss a lot of fun if you do not dress appropriately for your outing trip.

We believe Dame Fashion is right. We've just received a big assortment of the newest things in Sports Apparel... Showing exclusively "WILL-WEAR" Garments that are positively guaranteed to give you perfect satisfaction. During the next few days, FRIDAY, SATURDAY and MONDAY we will display these garments in our entire Ready-to-Wear Section and will assure you that nothing will remain undone to make this occasion a very interesting one.

The prices will astonish you. We'll price them extremely low for the three days that every one may have an opportunity to purchase vacation togs at values that will be unequalled in Salem for months to come.

COME EARLY!

COME EARLY!

100 CHILDREN'S HATS

For the Child 3 to 10 years. Your choice of Milans with band trims, streamers, etc., for the extremely low price of

\$1.95

ANNOUNCING A 25c Day Here Next Saturday

We'll place some unusual "good buys" on exhibition for Saturday. More than a quarter's worth for twenty-five cents. All items representing useful every day needs. You'll want a great many of the articles listed here for vacation or outing use.

- 36 inch Plaid Skirtings, yard 25c
- 36 inch Chiffon, red, grey, blue, etc. 25c
- Fancy Hair Bow Ribbons, yard 25c
- Big Lot Trimming Braids, yard 25c
- Bandeau Brassieres, each 25c
- Rubber Bathing Caps 25c
- Men's Wash Ties 25c
- 19x36 Huck Towels 25c
- 36 inch Bath Towels 25c
- 36 inch Cretottes, yard 25c
- Romper Cloth, yard 25c
- Best Cambric Percales, yard 25c
- Extra Fine Nainsook, yard 25c
- Fine Quality Wash Cloth, 3 for 25c
- Scented Toilet Soaps, 6 for 25c
- Scented Talcums, each 25c
- Assorted Boxed Hair Pins, 3 for 25c
- Colored Bias Tape, 2 for 25c
- Colored Ric Rac, 2 for 25c
- Fancy Shirred Elastic 25c
- Good Quality Corset Garters 25c
- Adjustable Skirt Belts 25c
- Colored and White Kerchiefs, 2 for 25c
- Imitation Crochet Lace, 3 yds. for 25c
- Men's Lisle Sox, good quality, pair 25c
- Women's black Cotton Hosiery, pair 25c
- Big Lot Kiddies Half Sox, pair 25c
- Boys' Extra Wear Stockings, pair 25c
- Women's Fine Cotton Vests 25c
- Women's Bodice Top Vests 25c

Bradley Wool Bathing Suits \$2.50 to \$6

Of course you'll start the bathing season with a new Bathing Suit.

Bradley Bathing Suits are inexpensive yet they possess good points found in no other suits. They are made of Virgin Wool knitted with the elastic stitch that gives them that snug close fit so necessary for swimming.

Our new Rubber Bathing Shoes are here. Colors green, orange and rose. Caps to match your suit.

600 Hundred Yards Tri-Color Bunting SPECIAL 10c yd.



**Holeproof
Hosiery**

Holeproof Elegance

Is what you get when you buy Holeproof Hosiery. We feature this brand because we believe Holeproof gives better wear, style and comfort than any other Hosiery. Value too, for it costs you less to wear Holeproof, the price being very moderate. New shades of grey, camel and etc., now ready for your inspection—

\$1.25 to \$3.50



**"We Can Shoe the
Whole Family for Less"
With Dependable
Shoes**



FOOTWEAR FOR THE VACATIONIST!

Patent Low Heel Pumps in One-Strap, Sandals, Ankle Straps, Cut-outs and other styles, that are not only very stylish but very serviceable as well.

The new covered military heel slightly Cuban will lead the procession of heels for Fall. We have them now in the new style Pumps and Oxfords, Patents, Kids and Fabrics. Our white Pumps and Oxfords are the fitting kind and the kind you'll enjoy wearing. Some are made with the ARCH-O-PEDIC feature, a wonderful arch builder.

If you have tired, aching, burning feet, use Dr. Scholls "three necessities," a convenient little set of foot remedies consisting of foot balm, granulated soap and antiseptic powder. Price \$1.00 set, or sold separately at 35c each.

We carry a complete line of Dr. Scholls foot appliances. Dr. Scholls demonstration here July 5th, 6th and 7th.



Shoe Polishes, Cleaners, and Laces, black or brown,

Dyanshine will brighten up bags, etc.

QUALITY OR PRICE?

That old phrase:

"Quality is remembered long after price is forgotten" is still just as good and means just as much as it ever did.

When you let price alone make your decisions you won't soon forget price, because price alone is about all you'll have to think of.

To make you forget price is our mission as Merchandisers. To feature merchandise that we can recommend and guarantee to give you absolute satisfaction is the one way to solve the problem of giving you one hundred cents worth for a dollar.



The Good Old Swimmin' Days Are Here



Boys—

Get right into the swim head foremost, but make sure you have a Bradley Swimming Suit on. You'll come up feeling like a million dollars. Oh! Boy! What a glorious swim you'd have. Our Bradley's have the new chest stripes and are knitted to fit. Priced..... \$2.50 to \$3.50



Holeproof Hosiery

Kiddies' Sox

Half and three-quarters Sox for Kiddies. Colors, Delft Blue, Rose, Pink, Yellow, Champagne, Brown, Black and White.

- ¾ length Lisle 50c
- ½ length Sox with clox..... 65c
- ½ length Silk Sox \$1.35
- ¾ length Silk Sox \$1.65

SHEER, COOL LINGERIE

We just knew that women would want added supplies of these dainty under-things before the holiday; so we set about bringing a beautiful collection that we could offer away under usual prices.

Vanity Fair Silk Step-In Sets, Filmy Night Gowns and Dainty Combinations. New Undies made of shadow Voiles are here now. Displayed at attractive prices.

MILLER'S

Good Goods.

SALEM'S LEADING DEPARTMENT STORE

CHAUTAUQUA

Ellison-White claims to have the best Chautauqua program ever offered Salem. Closes next Wednesday evening. Tickets on sale at the following places: Hartman Bros., Patton Bros., The Spa, The Gray-Belle, Commercial Book Store, and Wills Music Store.