

WITH THE FIRST BREATH OF SPRING COMES THE ANNOUNCEMENT OF AN
OPENING AND INTRODUCTORY SALE BY

Director's Department Store

A Homelike Store for the Masses

While carpenters, painters and interior decorators have transformed our rooms into most convenient, well lighted, commodious quarters, the management has selected, with great care to meet the requirements of the masses, and assembled a complete stock of season able merchandise, and secured a polite and efficient sales force whose every effort will be to properly serve the public—the whole creating that atmosphere of welcome so rarely found today.

This Store's Policy and Prices

In making our initial bow to the public and bidding for a liberal share of patronage, our slogan of "NOT HOW CHEAP, BUT HOW GOOD" and our motto "ONE HUNDRED CENTS WORTH FOR EVERY DOLLAR" together with a personal guarantee of the management of entire satisfaction with transaction, we trust to merit your confidence.

Signed: SIMON DIRECTOR

Salem's Big New Daylight Emporium Located at the Corner of Court and Commercial Streets

Formerly Known as "The White Corner" and Later as "Stockton's Corner"

With a Complete Stock of Standard, High Grade Merchandise, Fresh, Bright and Sparkling, Direct from Looms, Manufacturers and Importers, consisting of

Dry Goods, Clothing, Shoes, Ladies' Ready-to-Wear, Millinery, Furnishing Goods, Groceries, Etc

The Entire Stock Will Be On Sale at Reduced Prices for This Occasion!

FOR TEN DAYS
Wednesday, March 4th to Saturday, March 14th

Silks and Dress Goods

All Silk Jap Pongee, Standard width and weight **69c**
36-inch Blackburn Suiting, Fancy Weave **69c**
36-inch Taffetas and Messalines, all colors **\$1.59**
27-inch Plain and Fancy Dress Flannel **\$1.49 and \$2.19**
36-inch Crepe de Chine, Black and Colors **\$1.69**
40-inch Fancy All Wool Striped Crepe **\$2.49**

Cotton Dress Goods

Everfast Suiting, all colors **39c**
35 Colors Jap Crepe, standard quality **19c**
36-inch Percalines, dark and light colors **17c**
32-inch Kalburnie Dress Gingham **25c**
32-inch Tissue Gingham, all new designs **59c**

Ladies' Ready-to-Wear

50 Ladies' Spring Coats, All Styles and Sizes **\$10.98**
50 Ladies' Spring Coats, All Colors and sizes **\$7.98**
Ladies' Flannel Dresses, Checks and Stripes at **\$6.98**
Ladies' Silk Dresses, No two alike. All styles **\$8.85**
Ladies' Dresses, latest styles and materials **\$14.98 to 26.50**
Ladies' Spring Coats, Very Latest Styles **\$14.98 to 39.50**

Ladies' Furnishings

Ladies' Union Suits, with Bodice or Band Tops **59c**
Ladies' Fibre Silk Step-ins, Regular \$1.85, at **\$1.25**
Ladies' \$2.00 Munsing Union Suits, Medium Weight **\$1.25**
Ladies' Cotton Hose, Black or Brown **19c**
Ladies' Fibre Silk Vests, Regular \$1.49, at **98c**
Ladies' Fibre Silk Hose, Brown and Black, Special **49c**

Big Assortment Ladies' Trimmed Hats Latest Spring Styles

\$3.95 to \$8.50

Ladies' Bungalow Aprons In Gingham and Percales **85c**

Children's Gingham Dresses Ages 6 to 14 Years **\$1.25**

Ladies' Slipper Sweaters Latest Novelties **\$1.98 and \$2.49**

Ladies' Tweed Knickers Adjustable Bands **\$3.25**

New Shipment 54-inch Fancy Velour \$5.00 value, Slightly Damaged **\$2.49**

Big Assortment Jap Crepe Fancy Check, Regular 25c **12c**

36-inch Bleached Hope Muslin Limited Quantity **16c**

26-inch Bleached Outing Flannel Standard Weight **19c**

9-4 Bleached Pequot Sheeting Limited Quantity **58c**

Men's Suits and Overcoats

One Lot Men's Worsted and Cassimere Suits, Light and Dark Colors, **\$14.85**
One Lot Men's Worsted and Cassimere Suits, All Sizes, Light and Dark, **\$19.85**
One Lot Men's Suits, Values to \$35, sizes to 44 **\$24.85**
Men's \$25 Cravenette Raincoats **\$14.95**
Entire Lot of Men's Overcoats will go at **25% OFF**

Men's and Boys' Shoes

One Lot Men's Dress Shoes, Black and Brown **\$2.98**
W. L. Douglas American Gentleman Shoes, Black and Brown, Regular \$7.50 to \$9.00 **\$4.95**
Boys' Dress and School Shoes, black and brown, Sizes 2½ to 6 **\$3.49**
Boys' School Shoes, Black and Brown, Sizes 12 to 2 **\$2.98**

Women's and Children's Shoes

Ladies' One-strap Pumps Black and Brown **\$1.98**
Ladies' Brown Buck, Low Heel Pumps **\$2.49**
Ladies' Dixie Ties, Plain Toe, Brown and Black **\$3.49**
Misses' Two Tone One-strap Pump, 12 to 2 **\$1.98**
Children's School Shoes, Sizes 8 to 11½ **\$1.98**
Children's Fancy Trimmed One-strap Pump, Sizes 4 to 8 **\$1.98**

Men's Furnishing Goods

Cooper's Silk and Wool Unions, Regular \$6.00 **\$3.98**
Men's Dress Trousers Less 25%
Engineer and Firemen's Sox, black and brown **15c**
Men's \$3.00 Wolf River Unions **\$1.95**
Men's Fancy Dress Sox, all colors **19c**
Trunks, Bags and Suit Cases Less 25%

Men's Heavy Chambray Work Shirts Sizes 14½ to 17

59c

Men's Blue Bib Overalls No. 220 Denim **\$1.19**

Boys' Two Pants Knicker Suits Ages 6 to 17 Years **\$6.95**

Boys' Rough Neck Sweaters Regular \$4.00 and \$5.00 **\$2.49**

Juvenile Suits Ages 2 to 6 Years **\$2.98**

Boys' Ruberized Rain Coats Size to 17 Years **\$1.98**

Men's \$2.50 to \$4.00 Dress Caps All Styles and Sizes **\$1.49**

One Lot Men's Dress Hats Values to \$4.00 **\$1.98**

Men's \$4.00 and \$5.00 Dress Hats Latest Styles and Colors **\$2.98**

Men's \$1.50 Dress Shirts Sizes 14 to 17 **79c**

Men's Fancy Flannel Dress Shirts Collar and Band or Collar Attached **\$1.49**

Downstairs Store

Men's Dress Oxfords, all leathers **98c**
Men's Dress Oxfords, all leathers **\$1.49**
Men's Dress Shoes, all leathers **\$1.98**
Men's Dress Shoes, all leathers **\$2.49**
Ladies Oxfords and Pumps **98c**
Ladies' High Shoes, small sizes **98c**
Little Gents' Canvas Shoes, crepe, sale **\$1.39**
Men's Keds Traction, sale **\$1.69**
Ladies' Felt House Slippers **59c**
Men's 14 and 16 inch Packs and Shoes **\$2.98 and \$3.98**
Men's Toe Rubbers **25c**
Men's Cotton Sox, pr. 9c
Shinola, new stock **7c**
Men's Handkerchiefs, 3 in pkg. **20c**
Men's Dress Suspenders **25c**
Sheets, 76x90 inches, regular **\$1.49**, **98c**
Women's Satin 1-strap Slippers **\$3.25**
Children's Two-Tone One-Strap Slippers, Sizes 8½ to 11½ **\$1.88**
Misses Two-Tone One-Strap Slippers, Sizes 12 to 2 **\$1.88**
Buster Brown Hose, all sizes, regular **49c**, Special for **29c**

Large Size White Enamel Granite Pans, Wednesday Only, Regular \$1.50, Special 79c

Agents for Famous EXCELLA PATTERNS. We are agents for and always carry a full Line in Stock.

DIRECTOR'S DEPARTMENT STORE.

Grocery Department

Pure Cane Sugar, 10 lbs. **68c**
Best Creamery Butter, lb. **46c**
Armour's Lard, 5 lb. pail **84c**
Armour's Lard, 10 lb. pail **\$1.65**
Crisco, 3 lb. tin **79c**
Crisco, 6 lb. tin **\$1.55**
Blue Ribbon Flour, 49 lb. **\$2.09**
Del Monte Flour, 49 lb. **\$2.34**
Olympic or Snowdrift, 24 lb. **\$1.10**
Grape Nuts, pkg. **15c**
Kellogg's Corn Flakes, pkg. **10c**
Mother's Crushed Oats, Premium **35c**
Alber's Flap Jack Flour, pkg. **29c**
Campbell's Tomato Soup, 3 cans **25c**
Ringer's Catsup, Bottle **15c**
Knight's Dill Pickles, No. 2½ tin **15c**
Economy Pickles, qts **49c**
Economy Pickles, pts **24c**
Navy Beans, 6 lbs. **47c**
Broken Rice, 4 lbs. **25c**
Par Value Flat Clams **18c**
Matches, 6 boxes **28c**
Libby's Pork & Beans, 4 cans **39c**
Puree Tomatoes, No. 2½ tins, 2 for **25c**
Mountain View Corn, No. 2 tins, 2 for **25c**
Dairy Salt, 50 lb. bag **79c**
Half Ground Salt, 50 lbs. **49c**
White Flyer Laundry Soap, 13 for **49c**
Crystal White Soap, 10 bars **39c**
Sardines in Tomato or Mustard Sauce, 2 cans **25c**
Fountain Salmon, 15½ oz tins, 2 cans **45c**
Sardines in Cotton Seed Oil, per can **5c**
C. O. D. Orders given prompt attention. Phone 1333

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Corner Court & Commercial Salem