

THE LIMIT OF ENDURANCE!

A Spring Season Retarded—And Bills Maturing Bring On This

PRE-EASTER SELLING!

A Sensational Offering of New Up-to-Date Spring Merchandise That Will Stir Every Corpuscle of Energy in Your System to the Buying Point

A FOREWORD

We realize that with retarded conditions money is not very plentiful. It is a predicament that brings on more or less of a slump in all directions thereby causing a lot of inconvenience—of which we are one of its victims—

HENCE THIS SALE!

We are very optimistic about the year 1925 of which we have every reason to believe will be very flourishing before long—But in order to tide us over from the present financial malady—we will take our dose of medicine right now like a good patient—

And Swallow the Losses

For this exceptional occasion

DIRECTOR'S

Have exerted themselves to the limit in quoting prices throughout the store—That we don't know how in the world you could afford to miss this greatest of all Mercantile events ever staged in Salem.

SEEING IS BELIEVING—COME!

Fancy Jap Crepe **10c**
Regular 25c Value to be offered during this sale, yard...

Men's Engineer Firemen Sox, pair

5c

Blue Wrist Canvas Gloves while they last pair

5c

Clark's O. N. T. and other Brands of Sewing Thread Spool

3c

Silk Pongee, per yard 59c
32-inch plain Gingham, yard 14c
75c Ladies' Fibre Silk Hose, pair 39c
Men's B. V. D. and other Athletic Union Suits, garment 69c

Note:—Director's

Have spared no expense in renovating and remodeling their premises—making this as modern a mercantile institution as will be found anywhere in the Willamette valley—and still preserving the atmosphere of contentment whereby no one is too poor or anyone too rich to enter its doors—
Truly speaking

A Store for the Masses

In the entire career of our quarter century of merchandising have we ever resorted to such rash reductions right before the holidays as will be found throughout the store—on the newest of Spring Wearing Apparel, Shoes, Furnishings, etc., for Men, Women and Children—Silks, Dress Goods, Wash Goods, etc. Values that will not only greatly compensate your coming—but such that will make you a permanent customer of Director's Department Store of Salem.

Truly Speaking This Is the Greatest Buying Opportunity of the Year Starting

Saturday, April 4, 9 a. m. Sharp

NEW SPRING WEARING APPAREL FOR WOMEN

Exceptional offerings during this Great Pre-Easter selling will be found in our wonderful selection of Fine Dress Coats—comprising all the newest Spring Styles—colors and materials—beautifully trimmed with furs, contrasting materials, braids or buttons included in this selection are the new Prince of Wales Coats in all sizes from 14 to 44. Price range to \$45; some as low as

\$19.85

Ladies' fine wool Coats, all neatly made and styled for present day demands—a real exceptional offering at only **\$9.75**

Wonder Lot of Ladies' new Spring Coats—beautiful soft wool materials—smartly designed in the latest fashion—Now selling at **14.95**

Ladies' Silk Dresses \$9.85, \$11.95 and \$14.95

Also a magnificent selection at \$18.50; Here are 4 groups of garments in which will be found everything a woman could desire—really it would be hard in many instances to buy the raw material for what we are asking for the finished product.

SALE! NEW SPRING MILLINERY

New Spring Hats in all the wanted Braids, Straws and Silks. A large selection to choose from, at **\$2.49**

See this beautiful selected range of stylish Hats in most every desired shape and color, special **\$3.95**

Gloria Swanson Hats—Just arrived, new express shipment, priced as low as **\$5.95**

Men & Young Men's CLOTHING

3 Groups of Fine Suits that are within reach of every man's means—All fine tailored garments made of materials to suit every requirement—All sharply reduced during this sale—

\$11.95 \$16.45 and \$21.85

Men's Dress Pants val. to \$6, pr. \$3.85
Men's Dress Pants, val. to \$7.50, \$4.95
Men's \$5 soft felt Hats now \$2.95
Men's \$6 fine felt Hats now \$3.95
Men's fine Caps, val. to \$2, at 98c
Men's silk stripe Dress Shirts \$1.95
Men's Golf Dress Shirts for 98c
Men's Paris or Sidley Garters, pr. 19c
Big Lot Men's Hats, val. to \$4, now 98c
VANHEUSEN 50c COLLARS 25c

DRY GOODS SPECIALS

Glow Sheen Silk mixed Crepes, yard 89c
Satin de Leen in the new shades, yard \$1.39
Fancy Figured Crepes, value to \$2.50, yard \$1.19
Canton Crepe, new shades, at yard \$1.39
New Spring Wool Dress Flannels, yard \$1.39
Bed Sheets, full bed size 81x99, at 98c
36-inch Fancy Figured Cretonnes, yard 17c
36-inch Heavy Curtain Nets priced at, yard 32c

Big Shoe Values

300 Pair Men's very high grade Dress Shoes including such well known brands as American Gentlemen, W. L. Douglas, Franklin, etc. Values run up to \$8.50, buy 'now, pair **\$3.98**

Ladies' fancy Russian Calf Strap Slippers, the season's newest styles, values up to \$8.50, special, pair **\$4.95**

Men's Fine Dress Caps, Men's Balbriggan Union values to \$2.75, now \$1.49 Suits go at, garment 89c

Sale—Boys' Suits at **\$8.75**
All Wool 2-Pant Suits, also lot Blue Serge Suits included. Sizes from 8 to 17 years. Extra Special at

Groceries!!

These Prices are as low as it is within human possibility of quoting—nothing but dependable quality food stuffs.

Pure Cane Sugar, 10 pounds 61c

CRISCO SALE!—SALT!
3 lb. Cans now at 78c 3 pound Bag for 7c
6 lb. Cans, special \$1.54 8 pound Bag, special 18c
9 lb. Cans go at each \$2.28 50 lb. Half Ground at 45c
50 lb. Dairy Salt at 75c

FLOUR
Snowdrift or Olympic in 10 lb. sacks at 48c
Fountain Chinook Salmon, 15 1/2 oz. cans 21c
Fletcher's Red Chinook Salmon, large can 25c
Libby's Pork and Beans, No. 2 size 9c
Monopole Cane and Maple Syrup, pint jug at 28c

RAISINS 25 lb. Seedless, box \$2.20
Market Day Special, 4 lb. bag 39c
2 pound bag of Seedless 19c

BAKING POWDER!
Calumet 1 lb. can 28c
Calumet 2 1/2 lb. can 69c
Royal, 5 lb. can at \$1.98
Best Creamery Butter, lb. 46c

SOAP
White Wonder
Sno-Lite
White Flyer
Easy Day
Polar White
3 bars
10c
Limit 9 bars

MILK! Borden's or Carnation—3 TALL CANS 25c. Limit of 6 cans to customer

Peaberry Coffee, per pound 39c
3 pound bag, special for \$1.15

6 lbs. small white Navy Beans, special 49c
6 lbs. best Blue Rose Rice now selling at 49c
Alber's Minute Oats, 10 lb. sack, special 59c
Farina—buy this cereal in 10 lb. sack, special 59c
No. 5 pails Armour's Best Compound, special 84c
No. 10 pails Armour's Best Compound, special \$1.65
Royal Club Extracts, 16 oz. 159, 8 oz. bottle 95c

BARGAIN BASEMENT

Full 50c gallon cans of Pumpkin, special 29c
Children's 25c and 35c Garters now going at 9c
Men's and Boys' Dress Caps, big lot priced at 19c
Manilla Rope, extra special at per pound 20c
White Jap Caps, buy them now at per cup 8c
75c fancy woven Market Baskets priced to 49c
Men's and Boys' soft Collars, big lot to be sold, each 5c
LADIES' ALLOVER HOUSE APRONS AT 49c

BARGAIN BASEMENT

Cheese Cloth, unbleached, buy now, at per yard ... 3c
Men's 2-pocket Blue Chambray Work Shirts now 59c
Children's Blue Stifel Stripe Play Suits priced at 75c
Gold Seal Congoleum Floor Covering at per yard 65c
Boys' good serviceable Knicker Suits now go at \$3.98
Silk Floss, big range of colors, sale price, skein ... 1c
Ladies' fine felt House Slippers, at per pair 59c
GARDEN RAKES, HOES, FORKS, SPADES 69c

BARGAIN BASEMENT

Men's heavy guaranteed Cordoroy Pants, pair \$2.75
Boys' 50c double knee Buster Brown Stockings, pr 29c
Men's good quality Dress Sox, while they last, pr 50c
60 pair Ladies' and Misses Hiking Shoes, values to \$8.50, pair \$4.95
Boys' Elk Hide Outing Shoes, regular \$2 value, pr 98c
Ladies' Slippers and Oxfords val. to \$5, now, pr \$1.49
LADIES' SHOES AND OXFORDS, Big Lot, pr. 25c

READ! Bargain Basement

Good heavy Cotton Blankets go now at 79c
Children's heavy ribbed Stockings, pair 19c
Men's and Boys' brown Tennis Shoes, \$1.75 value, pair 98c
Shinola! black or brown, at per can, each 7c
Women's Suede Slippers, specially priced, pair 69c
Buy Leather Half Soles here now at, per pair ... 10c
Ladies' Fiber Silk and Heather Hose 29c

DIRECTOR'S DEPT. STORE
Court and Commercial Sts. Salem

READ! Bargain Basement

99% PURE ALUMINUM
Extraordinary Values—all large pieces, such as Double Boilers, Roasters, Tea Kettles, Percolators, Dish Pans, Double Rice Boilers, Water Pails, Preserving Kettles, etc., big buy, each **79c**