

# FIRE FIRE

## GREAT

THIS FIRE SALE IS IMMENSE

SELLING IS GREAT AND REDUCTIONS ARE GREAT

We have put our entire new Fall stock on sale (everything reduced except contract goods). We were exceedingly proud of our new stock before the fire came. We thought in many lines we had excelled anything we had previously purchased in quality, appearance and value---and now we place before you at sacrifice prices the result of our careful buying. Price cuts will be greater than ever this week.



New  
Tailored  
Suits  
for  
Ladies

They are strictly correct, very attractive, well-made, and of the very best materials, and there is a great big Fire Sale Reduction on them.

New Silk Skirts in the Latest Shades and at Fire Sale Prices

New Quilting Cotton, Regular 50c Bats at 28c

New Dress Goods

We were told before the fire sale that we had the handsomest Dress Goods in Salem. And now they are all offered to you at

Fire Sale Prices

Velvets and Velveteen, values to 75c	.....25c
Dress Goods, \$1.50 values	.....38c, 58c, 88c
Waisting, values to 50c	.....20c
Childrens Tam O'Shanter	.....14c
Infants' Dresses and Skirts at Extreme Reductions	.....
Sateen, values to 75c	.....28c
Linings, values to 25c, good for comforts	.....5c
Men's Suits, values to \$15.00	.....\$3.85
Men's Balbriggan Underwear	.....35c
Men's Golf and unlaundered Shirts	.....35c, 3 for \$1.00
Men's and Boys' Buckle Plow Shoes, \$1.50 values	.....95c
Boys' Suits, values to \$7.00	.....95c
Boys' Sweaters, values to \$1.00	.....49c
Boys' Waists, values to 50c	.....20c
Line of Ladies' Shoes, \$3.00 values	.....\$1.45
Line of Ladies' Shoes, \$3.00 and \$3.25 values	.....\$1.65
Line of Ladies' Shoes, \$3.50 values	.....\$1.95
Ladies' Suits, values to \$25.00	.....\$1.95
Ladies' Black Heatherbloom Skirts, \$1.50 values	.....\$1.18
Ladies' Gingham Underskirts, 85c values	.....49c
Ladies' Underwear, 75c values	.....36c

Outing Flannels, Gingham, Calicoes, Underwear, cut to the quick --- and the selling is quick, too.

# Stockton

SALEM, OREGON

Thousands  
of  
Dollars  
Worth  
of  
Men's  
Suits

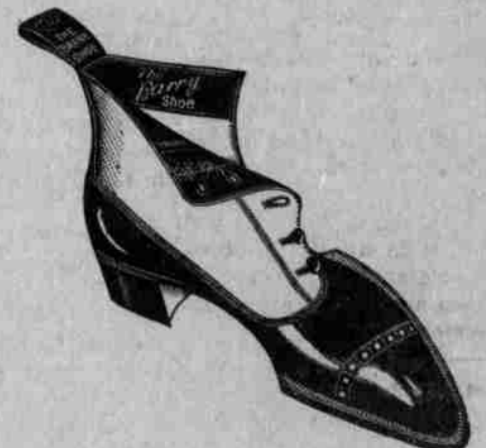


which arrived before and some after the fire are placed on sale, and they are going and---

Going Fast

This Speaks for itself

Fire Sale Reductions on our New Shoes



We feel that you are fortunate in being able to buy them at FIRE SALE PRICES as the Shoes are the best on the market, the most up-to-date and are

EXCEEDINGLY SMART