



Stockton & Co.



Two Big Stores UNIVERSAL PROVIDERS Two Big Stores

AN EVENT UNPARALLELED IN THE HISTORY OF MERCHANDISING IN SALEM—A SALE BASED UPON RELIABILITY OF WORTHY GOODS OF ALL KINDS.

Our purchase of the Holverson Store was an event which is talked of in business circles all over the Pacific Coast as a great venture. It has placed us in a position to dictate prices and to sell goods lower than they can be sold for by any other firm. Our great REMOVAL AND COMBINATION SALES are eagerly patronized by the prudent people of this community. Our firm has stepped to leadership, for we own more goods than any other firm in the Willamette Valley. We hope to continue growing and build up our business on public confidence unbetrusted. Money can't buy this. Action can, in the patience of time. This public confidence is an asset which we prize above all things. Isn't it safe to trade with such a firm? Our full regular stocks embrace DRY GOODS, CLOTHING, BOOTS AND SHOES, LADIES SUITS, WRAPS, FURS, ETC., LACE CURTAINS, QUILTS, BLANKETS, TRUNKS, BAGS, FURNISHING GOODS OF ALL KINDS, HOLIDAY GOODS, ETC.



Winter Needs

All grades of comforts and blankets, pillows, sheets, pillowslips, counterpanes, etc. All selected with the greatest care by expert choosers.

- Cotton comforts 68c.
- Cotton comforts 90c.
- Cotton comforts \$1.50.

High grade comforts \$1.98 and up. ALL WOOL COMFORTS made expressly for high-class trade. Sale price

\$3.98

Extra quality comforts, filled with pure sterilized cotton, heavy satin cover, hand quilted. Sale price

\$2.45

BLANKETS

Beautiful all wool pure white blankets, made from the purest of selected hand-picked wool, pretty borders. Sale price

\$7.20 and \$9.00

LADIES NECKWEAR

Our neckwear buyer is a genius in her line. She brings us now New York's latest fad and fancies in collars, ties, etc. A glance at our immense holiday shipment will convince you that we have no rivals in this line.



Don't Fail to Investigate Our Great Holiday Sale of Ribbons

Great Sales



UNPARALLELED FOR HONEST VALUES—EXTENSIVE SHOWING OF RAIN COATS FOR LADIES AND CHILDREN.

- Children's rain proof coats \$2.25.
- Ladies' Automobile coats \$3.15.
- Ladies' Automobile coats \$4.05.

High grade coats, very stylish, guaranteed to shed the rain, \$7.20 to \$17.10.

STYLISH RAIN COATS FOR MEN

Priestley's genuine Cravenettes, tailored by the most skillful workmen—guaranteed in every particular.

MEDIUM GRADE RAIN COATS AT VERY MODEST PRICES.

All grades of slickers, oilcloth, sou-westers, etc.

SNAG PROOF BOOTS FOR MEN AND BOYS.



McCALL BAZAR PATTERNS 10¢ and 15¢

THE MOST RELIABLE PAPER PATTERNS—SEAMS ALLOWED.

Dressmakers use them.

Toys



Dolls

CHRISTMAS GOODS MUST BE CLOSED OUT—GREAT SACRIFICES WILL BE MADE in order to close out every item of holiday goods.

Department For Ladies Ready-Made Goods



Special attention given to this department by the most experienced and competent help. Every garment is guaranteed to fit and give perfect satisfaction or back goes your money.

LADIES' SKIRTS

A very extensive stock of walking and dress skirts, ranging in price from

\$1.50 to \$15.00.

all tailored in the latest way and our SALE PRICES bring them within the reach of everyone.

LADIES' SUITS

80 styles to select from and more new ones will arrive in a few days.

Our ladies' jackets range in price from

\$2.00 to \$18.50.

Some lines are offered at HALF PRICE.

Shoes for Men, Women and Children



Popular makes in every grade from the cheapest to the best.

SELTZ SHOES are known far and wide. For service and comfort they have no equal. SALE PRICES ON ALL.

Men's Neckwear



You may as well save 5c to 15c or 25c by coming to us for your tie. We show an excellent line of the latest styles.

Everything in This World Was Made for Santa Claus.

This is the Making up Season for Xmas.



Not a day too early to commence Xmas fancy work. Here you will find the largest and most complete stock in the city to select from. The tempting prices which we quote on all these lines will please the needle worker and make her our friend.

Embroidery Silks, Knitting Silks and Yarns—Battenburg and point lace braids and threads, rings and buttons, lace braids, art linens, cushion cords, cushion tops, STAMPED PATTERNS OF EVERY DESCRIPTION. Stamped linens, linens for drawn work and cushion tops, silks and velvets for fancy work.

CUSHION TOPS—No other store can boast of such a complete stock of cushion tops. Cushion ticks filled with down, * k down and pine needles. Our sale prices on these lines will make you our customer if you come to investigate prices and compare qualities.



HOLIDAY FANS AT SALE PRICES

HOLIDAY KERCHIEFS AT SALE PRICES

HOLIDAY TOWELS AT SALE PRICES

HOLIDAY UMBRELLAS AT SALE PRICES

HOLIDAY SHIRTS AT SALE PRICES

OF ALL OUR HOLIDAY GOODS

Trunks and Suit Cases

A suit case makes a handsome gift. A special line for the holidays will arrive this week. Don't fail to see our extra grade. SOLID SOLE LEATHER CASES. We will make the price so as to save you money.

Remnants

Our heavy fall trade has left us with hundreds of short cuts in dress goods, silks, laces, embroideries, ribbons, etc. In fact there are ends of every kind of priced goods to be closed out at SACRIFICE PRICES.

Silks

THE LARGEST AND MOST COMPLETE STOCK OF Silks in the Willamette Valley on sale at very reasonable prices. We want to reduce both stocks and must do it by January first.

Lace Curtains

We aim to close out every lace curtain in our store before Christmas day. Nearly all the odds and ends are gone, so now we are working on the regular lines. Great Sacrifices are being made to accomplish this purpose.

THE GREATEST STORE IN SALEM FOR PETTICOATS

SILKS, LUSTRALS, MOREENS, ALPACAS Regular \$1.15 and \$1.25 black lustre petticoats. Special **90c**

A special line of silk petticoats in colors. Special **\$5.00**

Ladies Leggins

Black stockinette, extra good grade, 77c and 90c.

Golf Gloves

The best assortment in town to select from.

J. L. Stockton & Co.

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