

It's the Big Store's Great Challenge Sale

Stupendous Reductions on New and Seasonable Merchandise

Sale Begins Today, Monday

THERE WILL BE AN ENORMOUS OUTPOURING OF EAGER PATRONS TOMORROW WHEN WE OPEN OUR GREAT CHALLENGE SALE AND WE EXPECT TO SURPASS ALL PREVIOUS RECORDS. OUR REASON FOR THIS SALE IS THAT WE ARE OVERSTOCKED IN MANY DEPARTMENTS AND WE NEED ROOM. OVER FIFTY CASES OF HOLIDAY NOVELTIES AWAITING DISPLAY—THIS NECESSITATES THE REMOVAL OF A VAST AMOUNT OF GOODS. THIS SALE AFFORDS MONEY-SAVING OPPORTUNITIES NOT TO BE OVERLOOKED. IT INVOLVES EVERY-DAY NECESSITIES—EVERYTHING FROM TRIFLES IN THE NOTION DEPARTMENT TO THE HIGHEST CLASS GOWNS AND WRAPS.

Every Article in House, Except Contract Goods, Radically Reduced in Price



New Styles in Ladies' Suits and Coats

They are all new, clever styles, fashioned after models approved by leading fashion experts. The assortment of styles covers a wide range and includes Etons, hip and three-quarter length coat-suits. All the leading plain shades and many combinations of colors are represented. Materials are suited for year around wear.

CHALLENGE SALE

Reduced One-Third



Children's Coats

We have arranged a rack full of Children's Coats in a wide range of sizes, styles and colors. An opportunity you cannot afford to miss.

CHALLENGE SALE

\$2.00 values reduced to... **\$1.33**
\$2.50 values during our Challenge sale... **\$1.67**
\$3.00 values are reduced to... **\$2.00**
\$5.00 values during our Challenge Sale... **\$3.67**

Ladies' Jackets

Ladies' all-wool Kersey Cloth Jackets in a great variety of wanted colors. The greatest money saving opportunity placed before you. Values range up as high as \$15.00.

CHALLENGE SALE

\$3.50

Shirt Waist Suits

Ladies' Mohair and Serge Shirt Waist Suits, of the newest colorings and styles.

CHALLENGE SALE

20

PER CENT DISCOUNT

Rain Coats

New Styles, New Shades in the genuine Priestly "Cravenette" in a wide range of sizes.

CHALLENGE SALE

\$7.95

Fur Ties

A choice assortment of the newest styles in Fur Ties. A very popular garment.

CHALLENGE SALE

\$1.85-\$2.25

Worth 25 per cent more

Wrappers

A genuine bargain event in porcelaine wrappers in all the late patterns and styles. A full range of sizes.

CHALLENGE SALE

Reduced One-Third



McGee Petticoats

Mercerized Black Satin Petticoats with the celebrated McGee patent yoke which fits perfectly over the hips. No bunching of the garment.

CHALLENGE SALE

\$1.50 values during this sale... **75c**
\$1.75 values during this Challenge Sale... **88c**
\$2.00 values during our Challenge Sale... **\$1.00**
\$2.50 values during our Challenge Sale... **\$1.25**

Ladies' Skirts

Late styles in Ladies' Wool and Mohair Skirts in all wanted colors. A most opportune time in which to make your selection. By far the largest showing in the city and the values at regular prices are the best to be found.

CHALLENGE SALE

\$5.00 values during our Challenge Sale... **\$3.35**
\$8.50 values during our Challenge Sale... **\$5.65**
\$10.00 values during our Challenge Sale... **\$6.65**

Free Sponging

To introduce our new Duplex Sponger we will sponge all dress goods purchased here during CHALLENGE SALE. Get your order in early as there will be a rush.

Your Gown's Dressy Effect DEPENDS ON PROPER SPONGING

We have the new Duplex

Spotless Sponger

The only method that will sponge all classes of goods properly



Notions

Our prices regularly are lower than others are showing and qualities are better—during this sale your savings are many.

Eagle Pins

Superior to English Pins

CHALLENGE SALE

4c

Colored Hooks and Eyes

To match Dress Goods

CHALLENGE SALE

3c per doz.

Needle Books

Regular 25c Needle Book Cases

CHALLENGE SALE

15c

Safety Pins

Regular 5c qualities

CHALLENGE SALE

3c

Cube Pins

Large and small, 100 count, regular 5c values

CHALLENGE SALE

3c

Hose Supporters

Regular 25c values in Hook and Supporters

CHALLENGE SALE

18c

Read these Prices and Profit Thereby

Your chances of saving are many and it's to your advantage to buy liberally during CHALLENGE SALE

Binding Ribbon

Pure silk binding ribbon, excellent quality

CHALLENGE SALE

8c

PHENOMINAL OFFER

One Hundred Piece Genuine French Haviland China Dinner Set. Another fortunate purchase, our own importation, three designs (only six sets). The first six customers presenting duplicate cash sales checks aggregating purchases to the amount of \$100.00 within six months commencing with November 1, 1905, will be entitled to one of these magnificent Dinner Sets upon payment of \$19.85. Portland stores are advertising these sets as special at \$37.50.

Outing Flannels

Regular 12½ values now

9c

Regular 6½ values now

4c

Cinderella Flannel

Plain Pink and Light Blue

Regular 12c value, Challenge Sale... **9c**

Sanitary Flannel

Regular 15c values during this sale... **7 12c**

Eclipse Flannelette

Double fold. Regular 15c and 18c values during our

CHALLENGE SALE

10 and 12 12c

Creig Crepe

New Creig Crepe. Regular 12½c values during our

CHALLENGE SALE

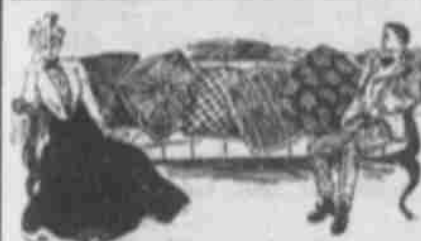
9c

Wool Finish Serge

Regular 10c and 12c values; wanted colors; during our

CHALLENGE SALE

8 13c



Fancy Pillows

Fancy couch and lounging pillows, satin covered, ruffled edges—popular shades. Regular 50c values, during our

CHALLENGE SALE

39c



Misses New Coats

A full line of Misses New Coats in a full range of sizes and colorings—a fine opportunity to get a school coat at low price. Regular \$4.00 value during our

CHALLENGE SALE

\$1.23

Japanese Crepe

Best quality Japanese Washable Crepe Cloth

CHALLENGE SALE

13c



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MEN'S CLOTHING

Our entire stock of men's high grade suits and overcoats are included in this great sale. You know the worth of these garments, and at the sale prices you are making a big saving. These garments are from America's foremost makers and the assortment comprises the finest grade shown in this city.

Challenge Sale Prices

Boy's Suits

Boys' knee pants suits in broken lines—just the thing for school wear—made of dependable cloths and priced to make a saving for you.

CHALLENGE SALE

Child's Jerseys

Child's Wool Jerseys in the popular maroon and navy with white sailor collars. Regular \$2.25 values

CHALLENGE SALE

\$1.75

Men's Gloves

Men's kid gloves, lined and unlined, broken lines. Regular \$1.50 values.

CHALLENGE SALE

95c

Gordon Hats

The kind that sells regularly for \$3. They are of this season's best styles. Choose during our

CHALLENGE SALE

\$2.35

25c Featherbone

CHALLENGE SALE

10c

Underwear

Men's wool underwear, broken lines—values are the best for the original price.

CHALLENGE SALE

\$1.50 values during this sale

\$1.00

\$2 values during our Challenge Sale

\$1.25

Undershirts

Men's Canton Flannel undershirts an exceptional offer.

CHALLENGE SALE

75c and \$1.00 values

39c

Knit Leggings

Ladies' and Misses' Jersey Knit Leggings. You'll need a pair for the coming cool weather.

CHALLENGE SALE

Regular 90c qualities for

65c

Silklines

Regular 12½c and 15c values

CHALLENGE SALE

9c

LOOK FOR THE YELLOW
TICKETS

CORNER
COURT AND
LIBERTY

Jos. Meyers & Sons
SALEM'S GREATEST STORE
THE "WHITE CORNER"

CORNER
COURT AND
LIBERTY

LOOK FOR THE YELLOW
TICKETS