

FALL OPENING

This Exhibit of New Fall Merchandise is the Grandest We Ever Attempted. It comprises all the latest styles, fabrics and fashions produced by the artist of ready-to-wear garments and the designer of the latest creations in dress goods and silks.

You will find at the Chicago Store exclusive styles and designs such as are only handled by the best eastern houses. OUR WONDERFUL GROWTH is proof enough of the the confidence the people have in our merchandise.



LADIES' SWELL COATS
now received
The manufacturer wants us to sell 1000 of those coats in 20 days, here are the prices he wants to get for them.

\$6.00, \$7.90, \$8.90



More Ladies' Coats in the new Paris browns, dark cardinals, royal blues, all silk lined and handsomely trimmed going at small prices.



Our stock of Ladies' coats is certainly great here, you can find any style, make or color you want at the Rock Bottom Prices



Hundreds of pretty coats now going at the lowest prices you can find in this part of the world. They come in all the latest shades and are made by the best manufacturers in America.



We have coats here for everybody; they are piled mountains high. Remember, we don't want to get rich on every one we sell. We want to turn them out quick.



We are certainly doing the business with ladies' suits. They are beautiful; the latest up-to-date styles. Going at

Small Prices

Fine Silks

5000 yards of New Silks

Now on sale. They are certainly beautiful. They come in the latest stripes, plaids and fancy effects; also plain shades and black. THE CHICAGO STORE is Salem's silk house. We carry an immense stock. Our prices are always the lowest.

- 45c Fancy Plaid Dress Goods, yard 23c
- \$1.50 Broadcloth, 56-inch, yard 95c
- 85c Panama Dress Goods yard 59c
- Manufacturers' prices on Silks yard ..
- 25c, 39c, 49c, 65c, 85c



Dress Goods

10,000 Yards of New Dress Goods

Now ready for your inspection. They are the grandest assortment that was ever shown in Salem. They comprise all the latest shades and weaves—Broadcloths, Panamas, Worsteds and Serges. We sell them at the lowest prices that were ever quoted by any house on the Pacific coast.

FURS

If you want to buy Furs at the right price, don't forget the store that sells FURS as cheap as in New York or Chicago.

1000 NECK SCARFS NOW ON SALE

1000 Children's Coats \$2.50, \$3.50, \$4.50 and up



Now on sale. They are the greatest values that were ever shown in Salem.

DRESS SKIRTS

We are showing a beautiful line of Ladies' Dress Skirts in all the latest materials—Broadcloth, Panama, Fancy Weaves, Voiles, Worsteds and Serges. We don't want to get rich on every one we sell, it's the quantity we want to turn out. Prices

\$1.95, \$2.50, \$3.50 \$4.95



Ladies' Dress Shoes

This department has grown to wonderful proportions in the past year. We contend that by selling good Shoes at small prices you are bound to do the business. We sell swell Shoes for

\$1.49, \$1.98 \$2.50

Specials for This Sale

Ladies' 20c heavy fleeced Black Cotton Hose, pair

12½c

Ladies' 18c Black Cotton Hose, extra value now on sale

10c

Ladies' 35c Wool Hose now on sale at

25c

Ladies' 35c heavy fleeced lined Derby Ribbed Vests now on sale at

23c

1000 Double Blankets now on sale for

39c

Better Blankets at same low prices.

500 Comforts now on sale at

89c

Better Comforts at same low prices.

5000 yards dark and light colored

Outing Flannels

Now on sale at

4½c



Hundreds of Pretty

Petticoats

In Silk, Heatherbloom and Black Mercerized Sateen now on sale.

Now On Sale

5000 Cotton Bats now on sale while they last at

5c

45c extra heavy Bleached Table Damask, with beautiful designs, now on sale at, yard

29c

Better Table Damask at the same low prices.

It will pay you to get our prices on

Men's and Boy's Clothing

We have a splendid stock and we are selling them

Very Cheap

CHICAGO STORE

SALEM, OREGON