

.. If You Want Live, New Fashionable Merchandise Come to the Chicago Store ..



# SPRING & SUMMER DRESS GOODS

## During This Sale

We offer thousands of yards of beautiful dress goods and fine silks at prices that will surprise the keenest buyers. We know how to buy and where to buy the newest goods in the market, which is half the battle in building up a first-class business. The beautiful Dress Silks we are showing is making the Chicago Store famous for silks. We are now receiving orders from all parts of the country. Our Dress Goods Department is heavily stocked with a powerful stock of the latest novelties. Silk novelties which are selling freely are—

### NEW TAILORED SUITS

Individuality, Style, Fashion and Quality

Quality is the predominating feature of our Cloaks and Suits; they are garments that are got up with taste and finish; nothing left undone in their perfection; the tailoring is right; the lining is right; the dainty trimmings and fit are right; the materials are latest goods known to the manufacturers; the colors are champagne, Copenhagen, navy brown, cardinal; self stripes and black. To appreciate the great variety you have to choose from the only way would be for you to come to our store and look through this grand assortment. We have built up an enviable record selling Suits and Cloaks in Salem, and the reason is this: Our Suits are beautiful and our prices the lowest.



\$8.50, \$10.50, \$12.50 and \$15.00

Rajah Silks, Mirage Silks, Lousiene Silks and so along the line. Silk Prices, yard 25c, 49c, 69c and 98c. The Latest Dress, yard 25c, 39c, 49c, 69c, 75c, 85c and 98c.



### Easter Millinery

500 Trimmed Hats for Ladies and Misses and Children now on display—The people that have a keen eye for style and the right price buy all their hats at the Chicago Store where you have a grand variety to select from in the latest creations direct from New York. "Merry Widows" and every other style you can think of—now is your time to make a selection while they are all new and fresh. Sale price—

\$1.50, \$1.88, \$2.50, \$2.95, \$3.50, \$4.50 and up



### Ladies' Dress Shoes

Our Shoe Department is booming. It ought to be when you consider the low prices we ask and the high class shoes we sell. We show every kind you ask for in all the new shades and black, high and low shoes, patent leather shoes, gun metal shoes, Oxford ties, white shoes, fancy top shoes, tan shoes, chocolate shoes and so on—also children's shoes. We guarantee our prices to be the lowest.

LADIES' SHOES—  
98c, \$1.25, \$1.50, \$1.98, and \$2.50  
Children's from 25c up



### Spring Jackets

In Ladies', Misses' and Children. They are all fresh and new. Styles and designs the latest. We have put special prices on them for our Easter Sale

\$2.95, \$3.95, \$4.50 and up

### SALEM'S PROGRESSIVE STORE

is now showing to the buying public the most powerful stock in all its history.

#### Ribbons

5,000 yards of new ribbons now on sale in every kind, class and shade you ask for. Also millinery ribbons in all colors; Persian Ribbons, Fancy Belting Ribbons, Velvet Ribbons in all widths and colors. We do the business in this department. Price yard

1c, 21-2c, 3c, 5c, 81-3c, 10c, 121-2c and up

#### Laces

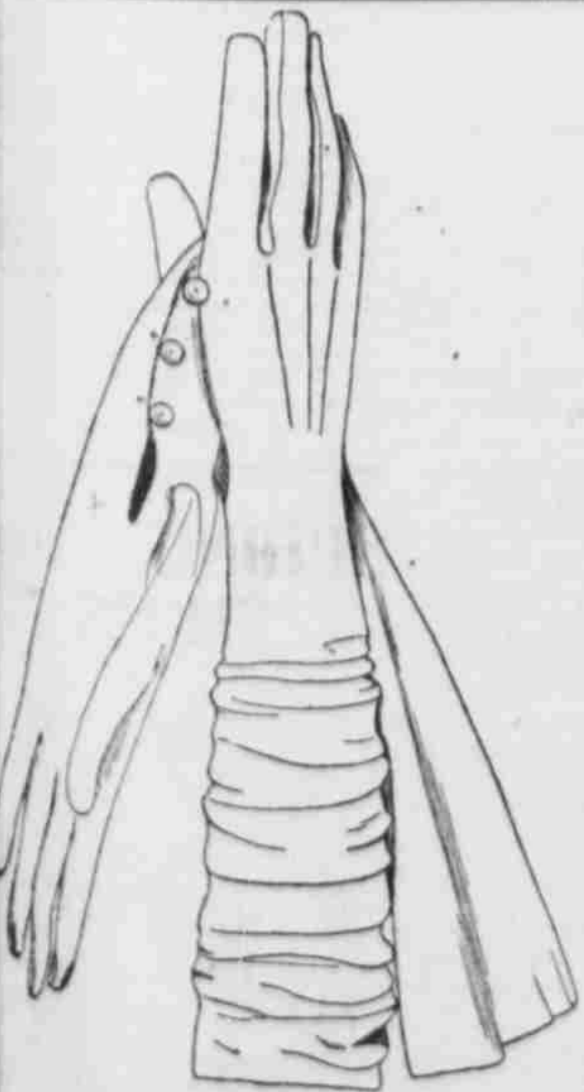
Did you ever take a look through our Lace and Trimming Department? If you did not, you ought to and get next to the biggest, choicest and best stock in Salem. We have everything you ask for in every class and kind. Prices small, yard

3c, 5c, 61-4c, 81-3c, 10c, 121-2c, 15c and up

#### Embroideries

10,000 yards to select from in every class and kind you ask for, from the low price ones up as high as you want. We just received a beautiful stock of Flouncing and all over needlework.

1,000 yards now on sale, yard 4c, 81-3c, 9c, 121-2c  
45c Corset Cover Embroidery, yard only 25 cents



#### Ladies' Gloves

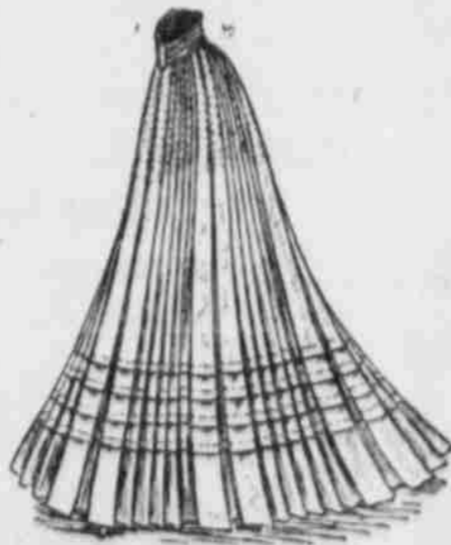
Ladies' Kid Gloves, all colors in long and short, from 98c up to \$2.95

Ladies' Silk Gloves, all colors in long and short, from 25c pr. up to \$1.49.

#### 5000

Yards of pretty Persian Challies, regular 71-2c values for a few days only at, yard,

4c



### Ladies' Dress Skirts

We have just received from our buyer in New York a beautiful assortment of the latest styles in Ladies' Dress Skirts. We are showing them in all the new materials, shades and trimmings. They are all man-tailored and are perfect in workmanship and fit. If you want values that you can not touch in Salem, come to the Chicago Store and look this stock over. We are selling the skirts ready to put on for less than you can buy the material. We now start a big sale on these skirts and expect to sell them all out in a few days.

Sale Prices \$1.95, \$2.50, \$2.95, \$3.50, \$3.95, \$4.50 and \$4.95

#### 5000

Yards of dainty, fancy Lawns in a great variety of styles, for a few days only, yard,

5c



### Misses' Suits

We just received a bunch of Misses' Suits. They are very stylish and pretty, silk lined and tailor made.

Sale price \$7.90, \$9.90, \$11.90

# CHICAGO STORE

SALEM,

The Store That Saves You Money

OREGON