



WONDERFUL BARGAINS IN MILLINERY

We opened up Monday a beautiful assortment of Ladies' Misses' and Children's trimmed Hats. They are the latest shown. If you want spicy Hats in the latest creations, pay us a visit. It will pay you well. New Trimmed Hats—

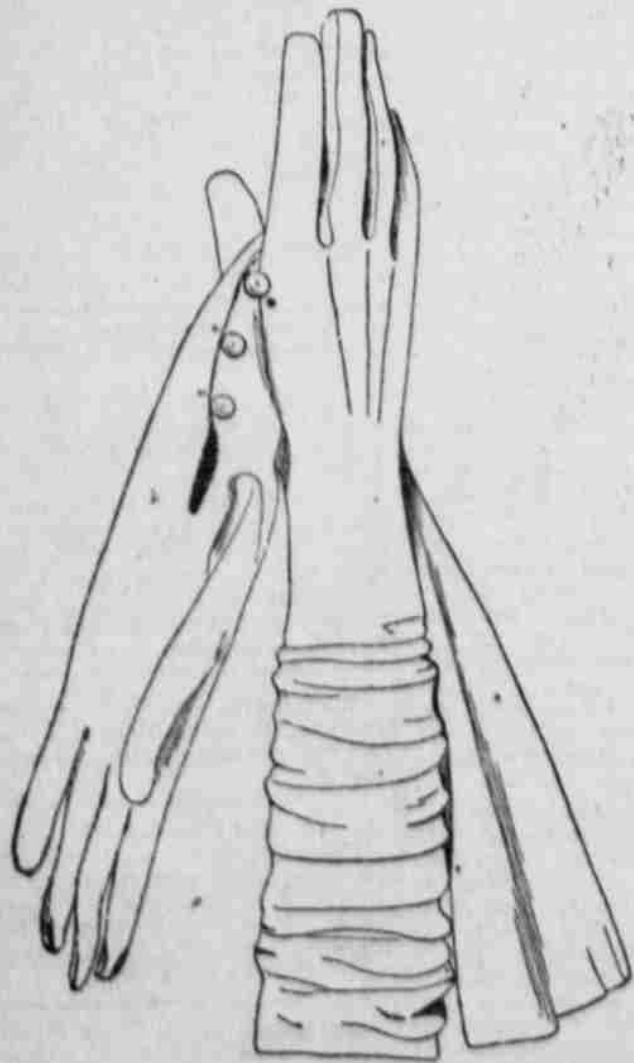
**\$2.50, \$3.50, \$3.95
and up**



WE ASK SMALL PRICES FOR SHOES

When we sell Shoes we sell Honest Shoes—Shoes made of leather—not papers shoes. Shoes that will give honest wear. Shoes that are up to date in style, finish and workmanship—

**\$1.49, \$1.98, \$2.25
and up**



WE OFFER GREAT VALUES IN GLOVES

We now show the most complete stock of Long and Silk and Kid Gloves in Salem in all shades and makes and at Small Prices. Paris Kid and Walking Gloves from 98c up. Silk Gloves from 25c and up.

A Powerful Inducement

IN THE QUICK SELLING OF MERCHANDISE

IS LOW PRICES, BACKED UP WITH THE GOOD GOODS OF STERLING QUALITY AND MERIT ALL THROUGH OUR ESTABLISHMENT. WE ARE OFFERING GREATER BARGAINS THAN EVER BEFORE IN THE HISTORY OF OUR BUSINESS CAREER. THE VOLUME OF BUSINESS WE ARE DOING IS THE GREATEST INDICATION IN THE WORLD OF THE PEOPLE'S GOOD JUDGMENT IN KNOWING THE SAFE STORE TO GET THE BEST VALUES FOR THEIR MONEY.



Astonishing Low Prices on

WOMEN'S SUITS

WE ARE SAFE IN SAYING THAT WE SELL MORE LADIES' COATS AND SUITS THAN ANY TWO STORES IN THIS PART OF THE WORLD. THEY ARE COMING IN EVERY DAY AND SOLD OUT AS FAST AS THEY ARRIVE. OUR BUYERS IN NEW YORK SAY THEY THINK WE ARE IN THE WHOLESALE BUSINESS, JUDGING HOW QUICK WE DISPOSE OF LADIES' SUITS AND COATS. THE PROBLEM IS EASY TO SOLVE WHEN YOU COME TO STUDY IT OVER CAREFULLY, AND THAT IS OUR SUITS ARE THE LATEST AND BEST, HANDSOMELY TRIMMED AND SILK, AND MADE OF THE LATEST MATERIALS AND

Prices Down to Rock Bottom—Per Suit

\$6.90, \$8.90, \$10.50, \$12.50 and up

Buy Your Goods at the Store that Makes the Prices

Small Prices For

Furs

We show a grand assortment of Ladies', Misses' and Children's Furs, at small prices.

Children's Furs from 98c and up.

Ladies' Fur, 98c, \$1.49, \$2.00 and up

Prices Cut Down on

Dress Skirts

We are giving great values in Ladies' Dress Skirts. They are all new and handsomely trimmed. Sale price \$1.50, \$1.95, \$2.50, \$3.50 and up.

Bargain Prices on Girl's Coats

If you want to see the greatest stock of Girl's Child's Coats in Salem, come to the Chicago Store. Prices small.

**\$1.50, \$1.95, \$2.50,
and up.**

CHICAGO STORE

Salem, The Store That Saves You Money Oregon

SPLENDID VALUES IN Dress Goods

Thousands of yards of this season's latest Suitings and Waistings now on sale. If you want to see the best assorted stock of up-to-date Dress Goods in the Willamette Valley come to the Chicago Store and take a glance over this mammoth stock where everything of the newest is represented, and at small prices.

YARD,
**5c, 35c, 49c
65c
AND UP**

BARGAINS IN

Domestics

Money has great power when you know where to buy. Twenty years' experience has brought us into every nook and corner of the factories of America. Here is a few samples:

The best standard Outing Flannels in dark and light colors. Sale price, yard

4c

12 1/2 Cashmere Flannelettes in pretty patterns for wrappers. yard

8 1/3c

Best standard Calicoes. Yard

4c

SALE PRICES ON Fine Silks

We stand pat on saying that we are Salem's Silk Sellers. and judging from how we sell them we think that we can tie large city stores on a volume of silk selling. If you are in search of the latest in silks for a handsome suit or a pretty waist come to the Chicago Store where you will get the

LOWEST PRICES

YARD

AND UP

29c 35c 45c 65c

PRICES SMALL ON

Underwear and Hosiery

They say "He who hesitates is lost." It looks that way oftentimes at the Chicago Store when we offer great bargains. People hang fire and wait the "come-back." When those bargains are gone, they say: "Oh; I wish I did not go looking around." If you only thoroughly understand our organization you would not be wasting time looking around because you cannot beat our prices.

LADIES 45c
WINTER VESTS

19c



SMALL PRICES FOR SHIRT WAISTS

1000 Shirt Waists in Silk Lawn, Wool and Lawn. They are slightly soiled and sold at a Bargain. Prices each—

**39c, 45c, 65c, 98c
AND UP**



PRICES CUT AWAY DOWN ON PETTICOATS

Ladies' Colored Silk, Black Silk and Mercerized Petticoats selling at Small Prices. If you want Good Bargains come now. Prices—

**75c, 98c, \$1.49
AND UP**



WONDERFUL VALUES IN LADIES' COATS

If you want Handsome Coats for Ladies in Black and Colors and at the Lowest Prices in Salem, come to the CHICAGO STORE.

**\$4.95, \$5.90,
\$8.50
AND UP**



PRICES SMALL ON Men's Underwear

We show a Great Stock of Men's and Boys' Underwear and at Small Prices. Boys' Winter Underwear now 19c, 25c and up. Men's Winter Underwear, now:

**35c, 39c, 49c
AND UP**