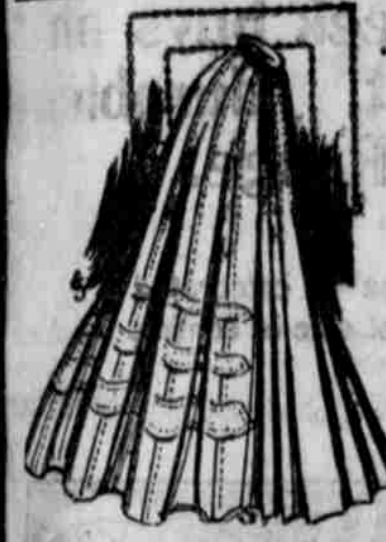




Women's and Girls' Coats

If you are in search of the Best Values in this part of the world in Ladies' and Misses' Coats, come to the CHICAGO STORE. GIRL'S COATS, \$2.50, \$3.50, \$4.50 and up. LADIES' COATS, \$4.50, \$5.00, \$7.50, \$8.50 and up.



Dress Skirts

We can fill anybody's order in Dress Skirts. We have them here in every class and kind. Also in the latest and newest styles and material. Special Prices, each, \$2.50, \$3.50, \$4.50 and up.



Umbrellas

We show a stock of over 1000 Umbrellas in all materials—we sell small prices—39c, 49c, 65c, 75c, 98c and up.



Hosiery

Ladies', Men's and Children's Hosiery now on sale. The greatest stock in Salem in every class and kind. Pair, 10c, 15c, 18c, 25c and up.

The Chicago Store
Is the store that does the business and gives the **Values**



Trimmed Hats

Don't be wasting your time if you want values in Millinery, but come to the CHICAGO STORE. We do the business.



Shirt Waists

Hundreds of Pretty Shirt Waists now on sale in silk, lawn and wool and in all colors, styles and makes from 49c and up.



Gloves

500 pair of Long and Short Kid Gloves now on sale in all colors and at all prices. We show Great Values. Long Kid Gloves from \$1.25 up. Short Kid Gloves from 98c up.



Misses' Suits

Odd Sizes in Misses' Suits now selling at Small Prices. They are all this season's latest styles and newest materials. Special Sale Prices—\$6.00, \$5.50, \$5.00 and \$4.50.

SALEM'S BUSIEST STORE STARTS THIS WEEK'S SALE

WITH A GRAND ASSORTMENT OF THE FOLLOWING LATEST AND NEWEST ARRIVALS: LADIES' SUITS, COATS, DRESS SKIRTS, SILK UNDERSKIRTS, FINE MILLINERY, DRESS GOODS, SILKS, KID GLOVES, RUCHINGS, SILK UMBRELLAS, HOSIERY, UNDERWEAR, CORSETS, RIBBONS, FANCY NECKWEAR, LEATHER HAND BAGS, LADIES' BRITS, KIMONAS, DRESSING SACQUES, SCOTCH FLANNELS, FANCY OUTING FLANNELS, SHOES, MEN'S FURNISHINGS, BOYS' CLOTHING AND UNDERWEAR. REMEMBER, WE ARE THE MAKERS OF LOW PRICES.

Tailored Suits

THE CHICAGO STORE OFFERS GREATER INDUCEMENTS IN LADIES' TAILORED SUITS AND COATS THAN ANY OTHER HOUSE ON THE PACIFIC COAST.

First
WE BUY FOR CASH AND SELL FOR CASH.

Second
WE ONLY SHOW THE LATEST GARMENTS.

Third
WE ARE NOT LOOKING FOR LONG PROFITS.

Fourth
IT'S THE VOLUME OF BUSINESS WE ARE AFTER AND NOT LONG PROFITS.

Fifth
WE DO THE BUSINESS AND CAN AFFORD TO SELL AT SMALL PRICES.

Sixth
HONEST GOODS THAT WILL WEAR WELL AND GIVE HONEST SERVICE IS THE PRINCIPLE THAT STANDS FOREMOST WITH OUR HOUSE.

Seventh
WE ALWAYS BEAR IN MIND THAT A MERCHANT CANNOT BUILD A BUSINESS ON ONLY BEING ABLE TO MAKE ONE SALE TO A CUSTOMER.

IF YOU WANT STERLING VALUES IN LADIES' COATS AND SUITS COME TO THE CHICAGO STORE WHERE YOU CAN BUY THE LATEST AND NEWEST GARMENTS AT SMALL PRICES. WOMEN'S SUITS,

\$7.50, \$8.50, \$10.50
\$12.50 and up



We Show

THE GREATEST STOCK OF FINE DRESS GOODS AND SILKS IN THIS PART OF THE WORLD AND AT PRICES JUST AS REASONABLE AS YOU CAN BUY THEM IN CHICAGO OR NEW YORK.

WE REALIZE THAT RAPID SALES AND SMALL PROFITS ARE WHAT BUILD UP A BUSINESS QUICK. SALEM'S BUSY STORE IS "HERE WITH THE GOODS," THE BEST, THE NEWEST, AND THE MOST STYLISH MERCHANDISE SHOWN WEST OF THE ROCKY MOUNTAINS. DAINTY WAISTING AND DRESS SILKS

Yard 25c, 35c, 49c, 95c, and up

BEAUTIFUL WOOL SUITINGS IN ALL THE LATEST COLORINGS AND WEAVES.

Yard 25c, 35c, 49c, 67c and up

Outing Flannel

500 PIECES OF OUTING FLANNELS IN EVERY FANCY AND PLAIN SHADE YOU ASK FOR NOW PLACED ON SALE.

Yard 41-3c, 61-4c 81-3c and up



Ladies' Shoes

Hundreds of Ladies', Misses and Children's Shoes now on sale. They are priced Away Down to make Quick Selling. Price pair, 49c, 75c, 98c, \$1.25, \$1.49, \$1.98 and up.



Winter Underwear

Ladies' and Children's Winter Underwear now on sale. Children's 16c, 15c, 25c and up. Ladies', 19c, 25c, 35c and up.



Girls' Coats

500 Girls' Warm Winter Coats now on sale. They are this season's newest. Going at Small Prices. \$1.50, \$1.95, \$2.50, \$3.50 and up.

CHICAGO STORE
SALEM The Store That Saves You Money OREGON

Ladies' Collars and Ruching
If you want Dainty Neckwear, come to CHICAGO STORE. We have the right kind. Collars and Ruchings, from 10c up.

Hair Combs
We show a great assortment of plain and fancy Hair Combs at Small Prices. Each, 10c, 15c, 25c and up.

CORSET COVERS
500 Corset Covers worth, up to 45c each, now on sale at the Small Price of 25c. They are Beauties.

Children's COATS
At prices to suit all. Pocket Books—this season's newest styles. \$1.50, \$1.98, \$2.50 and up.

