

# NOTHING SUCCEEDS LIKE SUCCESS

We Are Now Doing The Greatest Business in The History of Our Store

YOU CANNOT STOP THE PEOPLE'S FAVORITE STORE. THIS STORE IS THE PEOPLE'S CHOICE. THE STORE THEY HAVE RAISED FROM AN INFANT IN A FEW YEARS TO BE NOW DOING THE BIGGEST BUSINESS IN SALEM. WATCH OUR ONWARD MARCH, WHICH HONEST DEALING AND HARD WORK HAS ACCOMPLISHED, TOGETHER WITH BEING EXPERTS IN BUYING, KNOWING WHERE TO BUY AND ALWAYS HAVING THE BEST VALUES IN SALEM FOR OUR PATRONS. YOU ARE ALWAYS DOING AN INJUSTICE TO YOUR POCKETBOOK IF YOU MAKE YOUR PURCHASES BEFORE YOU VISIT OUR STORE AND GET OUR PRICES.



## Women's, Misses' and Children's Coats and Suits

We are certainly doing a business in Ladies, Misses' and Children's Coats and Suits. The reason is we are showing the Up-to-Date Garments and asking Small Prices.

Children's Coats ..... \$1.50, \$2.50, \$3.50 and up  
 Misses' Coats ..... \$2.50, \$3.50, \$4.50 and up  
 Ladies' Suits ..... \$7.50, \$8.50, \$10.50, \$12.50 and up



## SHOES

We show Stylish, Up-to-Date Footwear for Ladies, Misses' and Children. We only handle the Best but we sell them for Small Prices.

Children's from ..... 40c and up  
 Ladies from ..... \$1.49 and up

## Dress Goods and Silks

WE ARE NOW SHOWING THE LATEST NOVELTIES IN WOOL SUITINGS AND DIRECTOIRE SILKS AND SATINS. HERE YOU CAN FIND AN ASSORTMENT THAT WOULD DO CREDIT TO LARGE CITY STORES. SILKS OF EVERY DESCRIPTION FOR SUITS AND WAISTS. DRESS GOODS IN EVERY SHADE, STYLE AND MATERIAL THAT IS THE LATEST PRODUCTION OF THE BEST AMERICAN AND EUROPEAN MANUFACTURERS. THERE IS NO STORE IN SALEM THAT EVER ATTEMPTED TO CARRY SUCH A COMPLETE STOCK OF UP-TO-DATE DRESS GOODS AND SILKS AS WE DO. THE WEAPON WE FIGHT WITH IS LOW PRICES.

Dress Goods 15c, 25c, 35c, 49c, 59c, 65c and up  
 Fine Silks, yd., 25c, 35c, 49c, 59c, 65c and up



## DRESS GOODS

## BLANKETS AND COMFORTS

WE SHOW THE GREATEST STOCK OF BLANKETS AND COMFORTS EVER SHOWN IN SALEM. ONE ENTIRE FLOOR FILLED UP TO THE CEILING WITH EVERY KIND AND CLASS OF COTTON BLANKETS, WOOL BLANKETS AND COMFORTS. THE VARIETY IS SO GREAT THAT IT MAKES CHOOSING VERY EASY. WE WILL SELL BLANKETS AND COMFORTS DURING THIS SALE AT FACTORY PRICES. COME AND SEE YOURSELVES.

Blankets, pair, 39c, 45c, 49c, 65c, 75c, 85c, 98c \$1.25 and up    Comforts, large size, 75c, 98c, \$1.25, \$1.49 and up

## Dress Hats and Feathers

IF YOU WANT ANY KIND OF AN OSTRICH PLUME OR FANCY FEATHER OR A DRESS TRIMMED HAT DON'T FORGET THE CHICAGO STORE. WE ARE HERE WITH THE BEST AT ABOUT HALF WHAT YOU HAVE TO PAY ELSEWHERE. WE SELL THIS CLASS OF MERCHANDISE AT THE SAME RATIO OF LOW PRICES THAT WE SELL ALL OTHER GOODS ALL OVER THE STORE. WE SELL TRIMMED HATS, OSTRICH PLUMES AND FANCY FEATHERS TO THE BEST DRESSED LADIES IN THE STATE OF OREGON, AND WE CERTAINLY OUGHT TO WHEN YOU CONSIDER THE VERY LOW PRICES WE ASK.

Trimmed Hats, each, 98c, \$1.25, \$1.49, \$2.00, \$2.50, \$3.50 and up

Fancy Feathers, each, 25c, 35c, 49c, 65c, 85c and up



## Wool Flannels, Outing Flannels and Domestics

ONE WHOLE SIDE OF OUR STORE IS FILLED WITH NOTHING BUT WOOL FLANNELS, OUTING FLANNELS, CALICOES, GINGHAMS, SHIRTINGS, MUSLINS, KIMONO FLANNELS, WRAPPER FLANNELS, EIDER DOWN FLANNELS, BED SPREADS, TABLE LINENS, TOWELS, SHEETINGS, FRENCH FLANNELS, SCOTCH FLANNELS AND ALL THE OTHERS ALONG THE LINE WE OFFER THE GREATEST VALUES IN SALEM IN THOSE GOODS.

Out Flannels, yd. 4c, 5c, 6 1-4c, 7 1-2c, 8 1-3c and up

Wrapper Flannels, yd. 7 1-2c, 8 1-3c, 10c and up

## Underwear and Hosiery

WE SHOW A POWERFUL STOCK OF WOMEN'S, MISSES' AND CHILDREN'S HOSIERY AND UNDERWEAR IN COTTON, MERINO AND WOOL. WE CARRY A COMPLETE LINE IN SHIRTS AND DRAWERS, UNION SUITS, ETC., IN GREY, CREAM AND WHITE, ALSO IN COLORS. WE HAVE BROKEN LINES OF CHILDREN'S WINTER UNDERWEAR THAT WERE 35c NOW GOING FOR 10c, 15c AND 25c. WE ARE OFFERING 200 DOZEN

Ladies' Derby Ribbed Winter Underwear for 25c That was 39c

IN GREY AND CREAM. LADIES' 75c UNION SUITS NOW 49c AND SO ALONG THE LINE.

THEY ARE THE BEST VALUES IN SALEM



## Men's Furnishings and Clothing

OUR STOCK OF MEN'S FURNISHINGS IS NOW COMPLETE. WE ARE OFFERING GREAT BARGAINS IN THIS DEPARTMENT. MEN'S 75c WOOL FLEECE UNDERWEAR NOW 39c. 25c WOOL SOX NOW 15c. COTTON SOX 5c 8 1-3c AND 10c. EXTRA QUALITY MEN'S SILK TIES 15c. MEN'S 45c SILK TIES 25c. MEN'S \$15 OVERCOATS \$9.50. MEN'S \$15 SUITS NOW \$9.50. MEN'S BEST OVERALLS 40c. MEN'S WORKING SHIRTS 39c. SUSPENDERS 15c, 19c AND 25c. CANVAS GLOVES 5c. MEN'S WOOL 50c GLOVES NOW 25c. \$1.50 FINE WOOL UNDERWEAR 98c, AND SO ALONG THE LINE.

## WARNER'S RUST PROOF CORSETS

WE SELL THE GRANDEST MODEL FORM AND BEST WEARING CORSET IN THE WORLD, THE WARNER RUST PROOF. WE SHOW THIS CORSET IN ALL STYLES, ALSO THE NEW DIRECTOIRE, LONG FITTING CORSET. THE SALE ON THOSE CORSETS IS ENORMOUS. WE CANNOT KEEP ENOUGH OF THEM IN STOCK, THE DEMAND IS SO GREAT. NEW ONES ARRIVED TODAY. WHEN YOU WANT A CORSET GET THE BEST. WE HAVE THEM AND AT SMALL PRICES.

49c, 75c, 98c and up

## How Is This?

THE CHICAGO STORE SELLS THE BEST 100-YARD SPOOL SILK IN BLACK AND COLORS NOW FOR

5c a spool

## Chicago Store

The Store That Saves You Money

SALEM

OREGON

