

# THE VOLUME OF BUSINESS

## Is What Makes the CHICAGO STORE Grow

Our Alteration Sale is still continued and will be kept in full blast until our new store is completed, then both stores will be combined, making our store the largest floor space store in Salem. Everybody knows the beginning of the Chicago Store in Salem; our growth has been the greatest of any store in America in such a short time from such a small beginning. This is what honest merchandising can do, always having foremost in your mind to give the people the best goods at the lowest possible price. The Chicago Store is today a powerful organization backed up with years of experience and the most expert buyers in America.

### SPRING DRESS GOODS

We are now offering the greatest stock of New Spring Dress Goods that was ever shown in Salem in every imaginable shade and design. SATIN EFFECTS, SELF STRIPES and Imported Novelties. You can find here 20,000 yards of 1909 Latest Dress Goods to make your selections from. Large city stores cannot show you a greater selection. We would strongly recommend ladies in search of choice Dress Goods to buy now while you have all the new novelties to select from. We guarantee our prices to be the lowest. Considering the high grade quality of the goods, these are the prices we are now offering 1909 Newest Dress Goods at—Double width, yard:

**25c, 35c, 45c, 40c, 65c, 75c  
AND UP**

### Spring Millinery

This season we will eclipse all previous records for value-giving in Millinery. We are showing now a grand assortment of the latest creations in New Spring Pattern Hats. Only one of each style. Our buyer in New York recommended us to show now some of these beautiful spring models. You should come and take a look through and get an idea of what is going to be worn this spring. We will sell these Pattern hats at cost to give our Millinery Department a prominence in the minds of the people. Later on when our new building is completed we will open up one of the finest Millinery Departments in this part of the world. Come and get our prices. They are very small for such pretty hats.

**\$2.50, \$2.95, \$3.50, \$3.90, \$4.50 and up**

### Laces and Embroideries

Thousands of yards of Laces and Embroideries now on sale; also beautiful Persian Trimmings and Silk Bands. We carry a great stock of this class of goods in the daintiest and newest styles and patterns shown, and like all other goods shown in our store, we don't want to get rich on each sale. What we are after is to sell quantities of goods. It will pay you well to take a look through this department and get an idea of what we are doing at the CHICAGO STORE. Small prices keep us always busy. Laces and Embroideries, yard:

**2c, 3½c, 5c, 7½c, 8½c, 10c, 12½c and up**

### Muslin Bed Spreads and Sheets

We can show you everything in this line of goods and at prices that you will find mighty hard to beat, even in the larger cities. We believe in selling goods at small profits and that is why our store keeps growing. We want to make ten sales to our competitors' one, and by doing that we can always beat him in the price, as it is the volume of business that counts in our days. Turn the goods out, and that is what we are doing. Selling the goods. Trade here and save your money. Muslins, yard 5c; Sheets, each:

**35c; White Bed Spreads 65c, 85c, 98c up**

### HOSIERY AND UNDERWEAR

1909 Shirts and Drawers now on sale. This lot got slightly soiled by the painters and plasterers. This lot is all Ladies' Underwear, light and medium weights in shirts and drawers. They are all piled out on the counters to make selling easy. Cost cuts no figure. If you are interested, come and see the fine quality of the goods and how we are selling them. We must dispose of them before we start moving. 29c shirts now 19c; 50c Shirts, now 25c, and so along the line.

### Dress and Waisting Silks

SALEM'S SILK HOUSE is here with the goods. The grandest assortment shown anywhere in the Willamette Valley. Judging from how fast we are selling silks, the styles, new shades and prices must be pleasing the people. We are busy every day in this department, cutting off dress patterns and waist lengths. The satin effects seem to have the lead. We are showing them in all the new shades, fancy pongees are selling fast. They are beautiful for spring and summer suits. Satin Duchess and new shades in taffetas are selling well. We don't try to run a business on boasting. We let our goods and prices speak for themselves. Let the people be the judges. They know who to give their patronage to. Our prices for the newest silks are, yard:

**25c, 35c, 49c, 65c 75c and up**

### SPRING SUITS

New Spring Suits arriving daily; also beautiful Shirt Waists and Dress Skirts; also Silk Petticoats and Jumper Suits. We are offering great values in this department and will continue so doing until our new suit department is built and completed. Our stock is daily getting crowded. The room we now have is too small, so we have to keep disposing of the goods the best we can until our new department is ready. We are showing handsome 1909 Tailored Suits in the new loose hip and director styles. These new models are selling very freely as we are selling them at very low prices to keep the stock cut down. Long Coats and Sheath Suits, now selling for:

**\$8.90, \$9.90, \$12.50 and up**

### Dress Gingham and Calicoes

50,000 yards of 1909 Newest Dress Gingham and Calicoes here and ready for you to make your selection from. Later on it will not be so easy to get such a grand selection to pick from as the mills are now running short. Now is your time to make a selection as you can get all the shades and styles you want. Just think of it—50,000 yards of Wash Goods and more for you to make your selection from. Our prices you will find are always the lowest. It is business we are after, not long profits. Yard:

**4c, 5c, 6½c, 7½c 8½c, 10c and up**

### Ladies' Dress Shoes

500 pairs of Ladies', Misses' and Children's Dress Shoes on sale. We sell Ladies' Good Shoes at very small prices. We don't have to live off the profits we make on shoes. We keep shoes more for the accommodation of our customers who buy other goods in our store. They all say our shoes are beautiful and at such low prices that they just tempt you to buy. We sell lots of shoes and we ought to, when you consider the small prices we ask and the small profits we make. Ladies' Shoes, now pair:

**\$1.25, \$1.35, \$1.49, \$1.98, \$2.25 and up**

### Men's Furnishings

We can give you prices now on Men's Goods that will surprise you. Where our men's goods are now, our new millinery department will be later on. So this necessitates the disposing of the men's goods at once. Hundreds of articles in this department now going at cost and less. Men's pants 69c; men's overalls, 39c; men's Sox, 4c; men's 25c neckwear, 15c; men's shirts, slightly soiled, now only 25c; and so along the line with all the rest.

# CHICAGO STORE, Salem, Ore.

THE STORE THAT GIVES THE VALUES AND DOES THE BUSINESS