

Chicago Store
Salem, Oregon

**The Best Price You Can Get Elsewhere, Come to Our Store
and We Will Beat It---Money Saved Is Money Earned**
We Mean Every Word We Say and Can Prove It to You Every Day in the Week

Chicago Store
Salem, Oregon

We Are Now showing the Greatest Values on the Pacific Coast in the Latest Up-to-date New

Dress Goods and Silks

20,000 yards of this season's newest Dress Goods and Silks now on sale. We show the most complete stock of dress goods and silks in this part of the world and we doubt if large city stores can show you as perfect a stock of everything that is new and up to date in this line. Long experience in the dress goods and silk business has taught us how to cater to the people's wants. We can show you any class or kind of silks or dress goods that is now popular. Black Dress Goods of every description. Colored Dress Goods of every class and kind. Our silk stock has always held the reputation of being the choicest selected stock on the Pacific Coast. The enormous business we do in these two departments prompts us on to wider range of thought so we have selected Mr. Lackey of New York as permanent buyer to do the buying for our dress goods and silk departments. He expresses us new goods every week. Buy here and get the newest. We have every shade you ask for.

Dress Goods, yard, 25c, 35c, 39c, 45c, 49c, 59c, 65c, 75c and up.
Dress Silks, all kinds, yard, 25c, 35c, 39c, 49c, 65c and up



WE ARE OFFERING VALUES THAT WILL SURPRISE YOU IN NEW SPRING

Suits and Coats

Salem's leading cloak and suit store offers for this sale values in Women's and Misses' Suits that will make quick selling. They are all tailored garments, in fancy striped and checked worsteds, plain serges, chevots and Panama cloth. Coats are three-quarter length, semi fitting, single breasted, plain tailored, braid and Bengaline silk trimmed; sleeves are plain leg o' mutton with slight fullness at the top and finished with buttons and stitching. All new 1909 suits. Colors—resede, tan, mode, navy blue black, green, gray, old rose, Catawaba, and cardinal cream. Medium and light weights. All are handsomely tailored and finished throughout. Silk lined. All sizes. Values up to \$25.00 and \$30.00. We place them on sale this coming week for the low price of

\$9.50, \$12.50, \$14.50

**\$32.50 and \$35.00 Suits Now \$18.50
and \$19.90**



THIS STORE THE STORE FOR VALUES IN

SHIRT WAISTS

We are now offering great Easter bargains in Women's handsome Lingerie Waists—500 of them in the lot. All new 1909 styles in a grand assortment. Materials of fine cotton, batiste, India linen, etc. Made with fancy yokes or fine or coarse lace, trimmed with medallions of embroidery and lace, pin tucks and lace insertion, back and sleeves trimmed with lace and clusters of pin tucks. All sizes. Regular values up to \$1.95, \$2.25 and \$2.50—



**Now Only
98c, \$1.25 and
\$1.49**

The Chicago Store Is the Store That Gives Values and Does the Business

NEW SPRING MILLINERY

Our Millinery buyer of New York, Miss Dodd, is certainly keeping the millinery department booming. Such selling of trimmed hats you never have seen. Six and eight salesladies all the time busy. We just received a new lot by express, which we have placed on sale at very low figures. It is business we are after—not long profits. We believe in selling goods, and judging from how our business is growing, we are certainly doing the selling. If we make 25 or 50 cents on a good hat out it goes. It is easy to get more. This is our idea of business and it is proving a great success. Buy your hats at the Chicago Store and save all the money. You can look at our prices. Special sale prices—

**\$1.50, \$1.95, \$2.50,
\$2.95, \$3.50 and up**



PRICES MARKED AWAY DOWN ON

DRESS SKIRTS

We have just placed on sale for this week or until they are sold, exceptionally great values in Ladies' Dress Skirts—1909 newest styles. Colors, black, navy, brown and self-stripes; small and large sizes; also a beautiful line of Black Voile Dress Skirts. They just arrived and are beautiful—\$10, \$12, and \$15 values now only \$4.95, \$6.50 and \$7.50. The special sale prices on the other skirts—

Only \$1.95, \$2.50, \$2.95, \$3.50, \$4.50 and up



Spot cash buying enables us to offer you the following wonderful

BARGAINS

When we get bargains we give them to our customers. Hurry up. You can get these values only for a few days.

8 1-3c Fancy Lawns now yard 4c
15c full size Pillow Cases, now 8 1-3c
10c Embroideries, 4 in. wide, only, yard 5c

10,000 yards of 1909 newest Embroideries now on sale. All classes and kinds; also all widths. Buy here and get your money's worth. Yard—

**3c, 5c, 6 1-4c, 8 1-3c, 10c
AND UP**

Where can you get such

Values

Only at the Chicago Store.

Our buyer in New York, Mr. Lackey, made a great buy in Valenciennes Laces. He shipped us 20,000 yards. All widths. They are about the same kind you have always paid 5c, 6 1/2c and 7c a yard for. He told us to sell them by the dozen, and the price will be

25c Just think of it—25c for a whole dozen of 3c, 6c and 7c Val. Lace. Remember, only 25c per dozen.

PRICES TALK

We are as busy as bees all the time hunting bargains for our customers. See us grow.

The clerks at the Chicago Store think they talk loud. They are kept busy all the time.

Women's \$2.25 high dress Shoes, values that talk, now going for only \$1.35

OXFORDS

For men and misses, 1909 newest styles. The best value on earth, for only \$1.39

The reason our store has grown so fast is on account of the reliable, honest values we give our customers.

Manufacturers' Prices

On the following goods Ladies' fancy neckwear, 1909 newest styles, ladies' elastic belts, handbags, kid gloves, laces, dress trimmings, lace curtains, muslin underwear, corset covers, parasols and umbrellas. Get our prices on these goods and see what money we can save you. We will be moving these departments shortly to the new store.

CHICAGO STORE

SALEM, OREGON

THE STORE THAT SAVES YOU MONEY