

The New Departments on the First Floor are Cloaks, Suits, Millinery, Muslin Underwear, Shoes, Waists and Underskirt

We Do a Big Volume of Business

That is the reason the Chicago Store grows so quick and can undersell all competitors. The always-busy store is the proof that we are selling the goods. The people know good values and low prices and appreciate the Chicago Store for being able to cater to the wants of the people satisfactorially. If you want genuine, honest values, sold at the lowest possible prices, do your trading at the Chicago Store, Salem's Fastest Growing Store

SALE OF 1000 PAIRS OF LACE CURTAINS



\$2.50 Values now \$1.45 pr

\$3.50 Values now \$1.98 pr

In our Lace Curtain Department on the second floor we offer curtains at prices that will make quick selling. Some are slightly soiled and are sold at half price. 500 pairs recently purchased from a large New York importing house at a price about one-half value. This is a lot of handsome new lace—Arabians made of the best Nottingham Nets, designs and styles very artistic. Buy all you want at this low price—\$1.49 and \$1.98 a pair

1000 Turkish Bath Towels now 12½c

Bleached Turkish Towels, large size, greatest values ever offered at the small price of 12½c

SALE OF CHILDREN'S WASH DRESSES

Regular 75c and \$1.00 values now 35c and 49c

500 new and pretty Wash Dresses for Children. Sold at prices less than half.

95c Shirtwaists - - 49c

\$2 Shirtwaists - - 98c



Beautiful Lingerie and tailor-made Shirtwaists now on sale. They are a very dainty lot, handsomely trimmed with fine laces, embroideries and medallions. Our buyer in New York says we can show better values in Shirtwaists than any other house in this part of the world. Don't buy until you see our line and you will say the same as he does.

Remember our motto is: Quick sales and small profits

\$2.50 WHITE MUSLIN UNDERSKIRTS, 95c

Beautiful White Muslin Underskirts now selling at less than half price. The reason we offer them at such a sacrifice is they are slightly soiled, which occurred by an accident in the shipment. They are in our new muslin underwear department on the first floor. Here is a chance to save money on fine lace embroidered underwear. Only 98c ea.



45c Corset Covers now 25c

25 dozen dainty Corset Covers now on sale. They are all handsomely trimmed with several rows of fine laces, ribbons and embroideries. Sale price only 25c

85c fine Muslin Gowns, 49c

Handsome Muslin Gowns, trimmed with rows of tucks and embroidery. Now on sale for 49c.

Sale Ladies' \$18.00 Wool Suits \$9.50

Ladies' \$22.50 Wool Suits . . \$12.50

Ladies' \$29.50 Wool Suits . . \$15.90

Salem's Leading Cloak and Suit Store offers in our new Suit Department several high-class suits at about half price. We want to make our new suit department popular by showing you values in new sample suits at prices far below their regular values. These suits are this season's most attractive garments, handsomely tailored and finished throughout, extra long coats and full flare skirts. All new shades. Buy now at these very low prices.

\$18.00 PRINCESS SILK SUITS now \$9.50

Beautiful Princess Silk Suits now on sale at prices that will induce quick selling; all handsomely trimmed in the very latest style with lace yokes. The silk will cost you more than the suit.



\$7.50 SILK PETTICOATS, now \$3.75

You cannot buy the silk in these petticoats for the price. They are selling fast. Only \$3.75

Sale Laces and Embroideries

65c Needlework Embroideries, yard 25c

Twenty-inch Needlework and Eyelet Embroideries now selling at about half price. Only, yard 25c

4-in. wide Embroideries, now yard 8½c

Beautiful Swiss and Hamburg Embroideries now selling at great reductions.

5c Valenciennes Laces, now yd. 2c

A lucky buy of Valenciennes Laces leaves us in a position to be able to sell you 5c Val. for 2c a yard

1000 yds. Torchon Laces, now yd. 4c

Our buyer in New York secured for us from a large commission house a grand assortment of Torchon Laces. They come from one inch wide to three inches wide. They are very dainty laces and are well worth double the price we are asking for them—4c a yard



Sale 45c Lisle Hosiery, per pair 25c

Beautiful Lisle Thread and Mercerized Silk Hose now on sale at 25 cents, in all colors—pink, light blue, reseda, old rose, dark red, gray, tan, mode and others. This line of hosiery is a great bargain at 25 cents. Most houses sell them for 45 cents.

25c Black Cotton Hose, now pair 10c

Another lucky buy for cash. Come and see this line. They are the best values ever offered in Salem for double the price.



Bargains in Our New

Millinery Department



\$3 Trimmed Hats, now \$1.95

\$5 Trimmed Hats, now 2.95

50c Rose Bunches, now .25

35c Ass'd Flowers, now .15

We are now in our New Millinery Department. Pretty Hats, Flowers and Feathers of all kinds sold at astonishingly low prices.

Children's \$1 Trimmed Hats now 49c

Beautiful trimmed hats for Children now selling at about Half Price.

\$8.50 Ostrich Plumes, now \$3.50

\$5.00 Ostrich Plumes, now \$2.50

If you want bargains in Ostrich Plumes in all colors and black, come to the CHICAGO STORE. We buy direct from the ostrich farm. By so doing we can give you pretty ostrich plumes at about half what you have to pay elsewhere

Our New Shoe Department

IS OVERFLOWING WITH BARGAINS IN FINE DRESSY

Footwear



We show a beautiful up to date line of high and low shoes made by the most reliable manufacturers of America. We are selling lots of ladies', misses' and children's shoes. The reason we are selling so many is on account of the good values we give and the low prices.

Ladies' Shoes, Pair from \$1.35 up

Sale \$2.50 Long Silk Gloves, pair 75c

85c Short Silk Gloves, per pair 49c

\$1.45 French Kid Gloves, per pair 98c

We show a beautiful line of Ladies' Silk Gloves with double tipped fingers, in all colors and black. Special values for 49c. Kid Gloves in a grand assortment of all the new up to date colors and black. Specially good values for 98c

45c Lisle Gloves, pair 25c

1000 pairs of Ladies, Misses and Children's Lisle Gloves now on sale at a great bargain. They just arrived and are stunning; good values for the low price we ask—only

25c



95 Bleached Sheets 39

Full size Bleached Sheets for the big double beds now on sale for only 39c. We offer this lot of 500 sheets at a price that you cannot duplicate elsewhere. This is a spot cash purchase from a big manufacturer who wanted money badly.

CHICAGO STORE

SALEM - OREGON

THE STORE THAT SAVES YOU MONEY

\$2 Parasols, now only .98

\$4 Parasols, now only \$1.95

If you want thundering good values for your money in Parasols, come to the CHICAGO STORE. We have a big lot now on sale at about half price while they last.