

# The New Chicago Store

IS NOW COMPLETE--TRIMMED UP--AND READY FOR BUSINESS

Beautiful new goods displayed in very department—Silks, Dress Goods, Ladies' Suits, Coats, Silk Petticoats, Shirtwaists, Sweaters, Silk Coats, Silk Suits, duck Suits, Millinery, Silk & Kid Gloves, Dress Trimmings, Waisting Nets, Shoes, Handbags, Parasols, Ladies' Hosiery, Corsets, Men's Goods, Lace Curtains, Blankets, etc. We started on Monday morning a great price-cutting sale for the month of July. Come early for first choice.



Women's \$12.50 Coats

**\$4.95 each**

\$20 Tourists' Coats on sale at \$10.50.

Two great special coat bargains for this sale. By far the best values in coats we ever offered. Just what you want for the coast wear, only \$4.95 and \$10.50

Sweater Coats at

**\$2.45**

\$7.00 fine wool Sweater Coats now selling for only \$2.45. This is a special lot secured for cash through our New York buyer. They are great values.

**\$8.00 Silk Petticoats at \$3.75**

Just think of this bargain! Fine \$8.00 Silk Petticoats now selling for only \$3.75. They are an excellent quality of rustle taffeta with a deep flounce. Bargain.

**50c Chiffon Veiling yard 29c**

This veiling is a great bargain. It comes in a great variety of colors. Special for this sale, yard.....29c

**25c SILK RIBBONS**

**10c**

Four-in. wide Silk Ribbons, all colors, now only, yard.....10c

**Cheney's Foulards**

**\$1.35 Values**

**79c yd**

The CHICAGO STORE, Salem's Silk House, offers 500 yards of the famous Cheney Bros.' Silk Foulards at an exceptionally low price. Best styles and designs for costumes, dresses and waists: \$1.35 values for

**79c yd**

- 5c Val. Laces, now, yard.....2c
- 5c Torchon Laces, now, yard.....2c
- 10c Laces now, yard.....5c
- 25c Wash Dress Trimmings.....10c
- 50c Embroideries, yard.....18c
- 25c Embroideries.....10c



Before the new tariff advance in laces and embroideries we secured a big bunch of them at about half of their regular cost. If you want laces and embroideries buy them now as you will never get them again at the low prices we now quote. They will be advanced immediately. Uncle Sam wants revenue.

**95c Shirt Waists at 49c**

**\$2.00 Shirt Waists at \$1.49**



**\$2.50 Shirtwaists \$1.49**

One thousand Shirt Waists now on sale at the CHICAGO STORE. Values worth double the price we are selling them at. This line is the balance of a big contract we made with a New York commission house for this season's delivery. They comprise all kinds. Dutch collar effects, tailor-made and lingerie styles, all handsomely trimmed with laces, medallions and embroideries. Great values. For quick selling.....49c, 98c and \$1.49

**Children's White Lawn Dresses \* \$1.49**

500 Children's White Lawn and Swiss Dresses, sizes from 5 to 12; all handsomely trimmed with Val. laces and embroidery; \$2.50 and \$3 values; (they are slightly soiled) now only.....\$1.49

**\$8.50 White Lawn Suits at**

**\$4.50**

Beautiful white lawn and Swiss Suits now on sale. \$8.50 values cut to the low price of only \$4.50. All trimmed with Val. laces, insertions and fine embroideries. The latest princess styles.

**\$8.50 Duck Suits at**

**\$4.50**

This season's newest garments. Long coats and flare skirts, trimmed with pearl buttons; \$8.50 values now for only \$4.50.

**\$25-\$30 White Wool Serge**

**Suits at**

**\$13.90**

Just received. The greatest values in this part of the world in White Wool Serge Suits: fine tailored garments, long coats, silk lined and full flare skirts. Values worth more than double. Price.....\$13.90

**\$15 Wool Suits, only \$7.90**

**\$20 Wool Suits, only \$12.90**

The new sample styles of early Fall suits now on sale. Extra long coats and full flare skirts.....\$7.90 and \$12.50



**WASH GOODS**

We show the strongest line of plain and fancy White Goods, also French and Domestic Wash Goods in this part of the world. All new, fresh goods, bought especially for the opening of the BIG CHICAGO STORE. It would take a whole page of this newspaper to describe the entire line. We can show you and give you the values in Wash Goods. Yard.....4c, 6 1-4c, 8 1-2c, 10c, 12 1-2c and up

- 25c Persian Lawn, yd 15c
- 12 1/2c India Linons.. 8 1-3c
- 25c Dotted Swiss, yd.. 15c
- 35c Madras Waisting.. 18c
- 25c Pk. Suiting, yd... 15c
- 18c Check. Nainsook 12 1/2c

**In Our New Millinery Dept.**

We can give you values in Flowers, Feathers, Ostrich Plumes and Trimmed Hats that will surprise you.

- \$5 Trimmed Hats.....\$2.50
- \$4 Trimmed Hats.....\$1.95
- \$1 Bunch of Roses.....49c
- 50c Bunch of Flowers.....25c
- 30c Bunch of Flowers.....15c
- \$8.50 Ostrich Plumes...\$3.50
- \$5.90 Ostrich Plumes...\$2.50
- 18-in. long black made Plumes.....\$1.50



It would be hard for you to find as good a stock of millinery goods to make your selection from as we can show you in flowers, feathers, shapes and trimmed hats. We know that small prices is what has made the CHICAGO STORE grow so fast in the past few years, and we also know that small prices is what will make our store grow faster

**7 1-2c Fancy Lawns, yd. - 3 1-2c**

**9c Standard Percales, yd. - 5c**

**\$1.35 slightly soiled Bed Spreads, - 75c**

**65c full size Bleached Bed Sheets Now only 39c**

**85c all-wool Dress Goods 40 inches wide, newest shades yd. 49c.**

**\$2.00 12-4 Blankets now only 98c.**

**\$2.50 High Shoes at \$1.45**

**\$3.00 Oxfords at \$1.95**



**\$5 Bronze one strap Pumps at \$3.95**

This is the latest style shoe showing in America and we are selling lots of them. Come to the CHICAGO STORE for up-to-date footwear. From \$1.45 a pair up.

- \$1.00 White Muslin Skirts at.....49c
- \$2.00 White Muslin Skirts at.....98c
- 85c White Muslin Gowns a.....49c
- 45c Lace Trimmed Corset Covers at.....25c
- 15c Ruffled Drawers at.....25c
- 25c Children's Drawers at.....10c

We show a complete stock of Muslin Underwear in any kind of garment you may ask for. Our muslin underwear is not the common kind that you can find everywhere. The manufacturer that sells us only sells to one house in Salem and that is the CHICAGO STORE. You will find every garment perfectly sewed and finished throughout and made for wear as well as beauty. We show a strong line and can please.

