

WE ARE AGENTS FOR THE AMERICAN LADIES' TAILORING CO., NEMO CORSETS, WARNER'S RUST PROOF CORSETS, SUNBURST SILKS AND FRANCIS SIMMONS' KID GLOVES

The Confidence of the People

IS THE GREATEST ASSET A STORE CAN HAVE

And judging from the wonderful business we are now doing we believe the Chicago Store, through honest dealing and hard work, has gained the confidence of the Men, Women and Children of Salem and the surrounding country. The watchword of the Chicago store is to do better all the time for its customers. Knowing that nothing will keep them fast to this institution, or any other, but careful attention and the best of treatment at the time. We are now offering the grandest stock of New Fall Merchandise that was ever opened up in Salem and at prices that will please everybody. It's the volume of business and low prices that has made the Chicago Store grow so rapidly.

Bargains Greater Than Ever in

Ladies' and Misses' New Fall Suits

\$15 New Suits..... \$ 7.90
\$18 New Fall Suits..... \$10.50
\$20 New Fall Suits..... \$12.50
\$25 New Fall Suits..... \$14.90

These new Fall Suits are just exactly like the cuts represented here. Made in all the up-to-date, newest and best shades; silk lined and man-tailored. Colors, gray, navy, catwala, black, brown, green and light shades. The materials are worsteds, tweeds and broadcloths. If you want values that will appeal to you at a glance in Ladies' and Misses' Suits come to The Chicago Store. Just think of the prices:

\$7.90, \$10.50, \$12.50, \$14.50 and up



IF YOU WANT TO GET YOUR MONEY'S WORTH IN

NEW FALL Dress Goods and Silks

Come to The Chicago Store, the store that makes the prices and does the business.

50c Wool Dress Goods, double width, yard 29c
85c Wool Dress Goods, double width, yard 49c
\$1.35 Wool Dress Goods, double width, new gray, yd. 79c
75c Wool Serges, all colors, yard 49c
85c New Ottoman Silks, all colors, yard 59c
Fancy Dress Silks, yd. 39c, 49c, 65c, 75c and up.

We show the most complete line of New Fall Dress Goods and Silks that was ever shown in Salem. Mountains of them here for you to make your selection from, and in all the latest shades and weaves. Buy your Dress Goods and Silks at The Chicago Store, where you can get high-class goods cheaper than you have to pay for inferior goods elsewhere.

Dress Goods, yard..... 19, 25, 35, 45, 49, 65, 75c and up
Dress Silks, yard..... 25, 35, 49, 59, 65, 75c and up

YOU CAN SAVE MONEY BY BUYING

Ladies and Misses Coats and Capes

at The Chicago Store, which is always first with the new ideas, new styles and low prices.

Girls \$5.00 New Coats now \$2.50
Girls \$8.00 New Coats now \$3.50
Ladies \$8.50 New Coats, now \$3.90
Ladies \$12.50 New Coats, now \$7.50
Ladies \$18.00 New Coats, now \$10.50

If you want to see the best line of Ladies' and Misses' new stylish coats that was ever opened up in Salem, come to The Chicago Store, where you can choose to your heart's content from all the popular colors and newest materials. We also show a fine line of the new seal plush long coats, handsomely trimmed and braided. They are very new back east. Buy your coats at the store that can save you money.



Girls' Coats now \$2.50, \$3 and up

Ladies' Coats now \$3.90, \$7.50, \$10.50 and up

Sale Price Goods

Ladies' 35c Wool Fleece Derby Ribbed Underwear, now 23c

9c Bleached Muslin, 36 inches wide, yard..... 6c

Men's \$12.00 Overcoats now only \$6.90

Men's 75c Wool Fleece Underwear, now 45c

Ladies' \$1.00 Large Leather Handbags, now..... 49c



NOW IS YOUR TIME FOR BARGAINS IN Men's Clothing

Men's \$12.50 Suits..... now only \$8.50
Men's \$16.50 Suits..... now only \$10.50
Men's \$25.00 Suits..... now only \$14.90
Boys' Suits..... \$2.50, \$3.50, \$4.50 up

Here is a chance for you to save money on Men's and Boys' Suits, Overcoats and Underwear. This is a new department with us and to establish it permanently and to impress on the minds of people in search of Clothing that we can give you values in Clothing that you cannot get elsewhere, we have put the prices away down to introduce this department. When you see the values you will say so yourself that we are giving bargains in Men's and Boys' Clothing. Just think of it—Men's Wool Suits

\$8.50, \$10.50 and \$14.90
WORTH DOUBLE THE MONEY

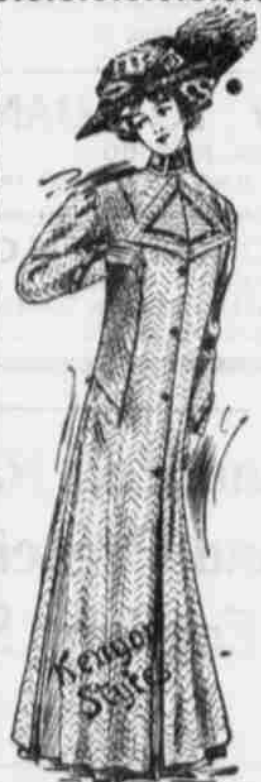
WE HAVE SLICED THE PRICES AWAY DOWN ON

Rubberized Silk Coats

\$ 9.00 New Styles, now only... \$ 4.95
\$18.00 New Styles, now only... \$10.90
\$25.00 New Styles, now only... \$12.50
\$27.50 Silk Mole Coats, now... \$14.50

We show a complete line of Ladies' Silk Rubberized Coats, also Ladies' Silk Mole Coats in all the best and newest selling shades. These beautiful lightweight silk coats come in plain and fancy stripes and all the other new designs. If you want a guaranteed silk coat, come to The Chicago Store and let us explain to you the endurance and wearing qualities of these coats.

Sale Prices, \$4.95, \$10.90 \$12.50 and up



GREAT BARGAINS IN Millinery

Ladies' \$4.00 Hats..... now \$2.50
Ladies' \$5.00 Hats..... now \$2.90
Ladies' \$7.50 Hats..... now \$3.90
Pretty Wings..... now, 25c, 35c 49c up
Fluffy Ostrich Tips..... now, 25c, 35c, 49c up
\$15 Ostrich Plumes..... long ones, now... \$7.90

The proposition at The Chicago Store is to keep selling. If an article is worth \$19 and we can afford to sell it for \$3.59, out it goes. That is why we are always busy. We are not looking for long profits. If you want bargains in Ladies' Trimmed Hats, Ostrich Plumes or fancy Wings come to this store.



Sale Price Goods

Best Apron Gingham..... yard 5c

Best 50c Bath Robe Flannels sale price, yard..... 29c

15c Heavy Flannelettes for Wrappers, lard..... 8 1/2c

Sans Silk, ball..... 2c

Full Count Pins, paper..... 2c

200-yard Best Spool Cotton per spool..... 1 1/2c

Ladies' \$7.50 Silk Petticoats, now \$3.75
Ladies' \$10.00 Silk Petticoats, now \$4.90
Ladies' \$5.00 Black Silk Shirt Waists, now \$2.90
Ladies' \$3.90 Fine Wool Tailored Waists \$2.45
Women's Mixed Wool Waists, now only 49c
Dainty Lace Waists, now only \$2.90



The bargains that we are now offering in Ladies' Wool Waists and Ladies' Silk Petticoats are the best we ever offered. They are all new and bought at very close figures, therefore, our customers get the benefit. We invite an inspection of these goods. We know they will interest you at the very low prices we are offering them at.

Silk Underskirts..... \$3.90, \$4.90 up
Ladies' Wool Waists..... 49, 75, 98c up

THE PRICES ARE CUT AWAY DOWN ON

Children's Coats

Children's \$3.50 Bearskin Coats, now \$1.95
Children's \$4.00 Astrachan Coats, now \$2.45
Children's \$5.00 Seal Plush Coats, now \$2.90
Children's \$5.90 New Billikin Coats, now \$3.75



If you want to see the handsomest line of Children's New Coats in Salem, Portland, or anywhere else, come to The Chicago Store. We have them here in all kinds of goods. They are a beautiful lot and we are selling them very cheap.

Great Shoe Bargains



Great Shoe Bargains that are just what we are giving our customers every day in the week. This department is growing rapidly and it is simply on account of the good shoes we are selling and the low prices we are asking for them. Ladies, Misses, Boys and Children's Shoes here at all prices

Children's Shoes..... 25c, 35c, 49c up
Girls' Shoes 75c, 98c, \$1.25, \$1.49 up
Ladies' Shoes..... \$1.49, \$1.95, \$2.25 up

Chicago Store
SALEM, OREGON
The Store That Saves You Money