

We are Salem's Agents for Nemo Corsets, American Ladies' Tailoring Co., Warner's Rust-Proof Corsets, Sun Burst Silks, Franklin Pierce Parisian Perfumes

# SALEM'S FASTEST GROWING STORE

Is now showing the greatest stock of Fall and Winter Merchandise that was ever opened up in this city. We are doing the greatest business in the history of our store, and that is the proof that our merchandise is right, the prices are right, and newness of our goods is right. Walk into the Chicago Store and you can see at a glance who is doing the dry goods business of Salem. We have the outlet for the goods, therefore we can buy in larger quantities than our competitors. These advantages enable us to be always able to give our customers lower prices. It is the volume of business we are counting on, not long profits. What has made this store grow so fast is a big business and quick sales. Your money always has double buying power at the Chicago Store.

PRICES CUT AWAY DOWN ON

## LADIES' SUITS



- \$15 New Fall Suits, now ..... \$ 9.90
- \$18 New Fall Suits, now ..... \$12.50
- \$25 New Fall Suits, now ..... \$14.90
- \$6.90 Taffeta Silk Underskirts, now... \$ 3.90
- \$8.50 Black Silk Underskirts, now... \$ 4.90
- \$3.90 Tailored Wool Shirtwaists, tucked and plaited, now \$2.45
- \$1.75 Tailored Linen Shirtwaists, now... 98c
- \$15 Moyan Age Jersey Sluts, now... \$8.90

We are doing the greatest suit and cloak business ever done. SIX SALESLADIES and nine fitters all the time busy in this department. The suits are the latest shown, like the cut. They are all all man-tailored, silk lined, and perfectly finished throughout.

Sale Prices, \$9.90, \$12.50 and \$14.90 Each

IF YOU ARE HUNTING FOR BARGAINS IN

## Ladies' and Children's COATS



COME TO THE CHICAGO STORE. WE SHOW THE GREATEST LINE IN SALEM.

- Children's \$3.00 Bear Skin Coats ..... \$1.98
- Children's \$5.00 Seal Plush Coats, now... \$2.90
- Girls' \$3.50 Coats, now only ..... \$1.98
- Girls' \$5.00 Coats, now only ..... \$2.90
- Girls' \$6.50 Coats, now only \$3.90
- Girls' \$15.00 Russian Coat, now ..... \$7.95

We are certainly giving the values in Children's and Girls' Coats. We show them in all colors and the newest materials. The sizes are 3, 4, 6, 8, 10, 12 and 14. Beautiful new Fall Coats selling at low prices.

\$1.98, \$2.90, \$3.50, \$3.90, \$4.50 and up

## MILLINERY BARGAINS THIS WEEK

Ten people employed in our Millinery department and they all as busy as bees trimming and selling hats. There is no use in you paying double price for your hats; come to the Chicago Store and get what you want in this line and save money. Our display of trimmed and untrimmed hats is great; also we are showing a beautiful assortment of ostrich plumes, fancy feathers and wings, rich velvets and silks in all colors.



- New Untrimmed Shapes from ..... 49c up
- 5.00 Rich Trimmed Hats now ..... \$2.50
- \$6.50 Rich Trimmed Hats now ..... \$2.90

WE ARE OFFERING WONDERFUL VALUES IN

## LADIES' COATS



- \$ 7.90 Ladies' Coats, now... \$3.90
- \$10.00 Ladies' Coats, now... \$5.90
- \$15.00 Ladies' Coats, now... \$9.90
- \$12.50 Ladies' Coats, now... \$8.50

To appreciate the wonderful values we are offering in Ladies' semi and tight-fitting garments you will have to see them. They come in navy, black, brown, castor, mixed wool, tweeds, etc., the greatest values in the Willamette valley.

### This Sale

Is the Greatest in the History of Our Store.

Sale Prices, \$3.90, \$5.90, \$8.50 and \$9.90.

## Ladies' Fur Hats



We show a beautiful line of Ladies' Russian Turban Fur Hats. They are very stylish. We would recommend an early inspection as they are selling rapidly and at the prices we are offering them will not last long: \$6.00, \$7.00 and \$10.00 values now \$2.50, \$3.50, \$4.50 and up. Girls' Angora Caps now on sale at 65c, 75c 98c up.

- 12 1/2 Wrapper Flannelettes, now yard ..... 9c
- 7 1/2 Heavy Outing Fannels, yard ..... 4c
- 85c Messaline Ottoman Silks yard ..... 59c

\$1.35 Moire Silks, all colors, yard ..... 85c  
Fancy Dress Silks from ..... 49c yard and up  
85c Woolen Dress Goods, all the newest shades, now on sale for ..... 49c yard

GREAT VALUES IN

## GIRLS' SUITS JERSEY SUITS and CAPES



We are showing some very new things in these garments. New arrivals from our New York buyer. They come in all the new shades and black.

- Girls' Capes from ..... \$4.75 up
- Girls' Suits from ..... \$4.95 up
- Capes all colors, from \$4.95 up
- Jersey Suits, from... \$7.50 up

GREAT BARGAINS IN

## MEN'S GOODS



- Men's \$12.50 Suits, now... \$ 7.50
- Men's \$15.00 Suits, now... \$ 9.50
- Men's \$18.00 Suits, now... \$12.50
- Boys' \$5.00 Knickerbocker Suits, now ..... \$ 2.90
- Boys' \$5.00 Two-Piece Suits, now ..... \$ 2.50
- Boys' \$8.00 All-Wool Serge Suits, now ..... \$ 4.95
- Boys' \$5.00 Overcoats, now only ..... \$ 2.95
- Men's \$12.00 Overcoats, now... \$ 7.90
- Men's \$15.00 Overcoats, now... \$ 9.90

The reason we offer you such values in Men's and Boys' Clothing is this: Our buyer found a manufacturer in New York who had more clothing than money; he made a deal with him and the above prices are the result.

## Little Children's Coats



We show the finest line in Salem in all colors and white. We show all the newest styles and latest materials. If you want to save money in these garments come here, we can please you easily.

Sale Prices, 98c, \$1.25, \$1.49, \$1.98, \$2.50 and up

## Shoes Shoes Shoes



We show a complete line of the best shoes made, in Ladies, Misses, Children's and Boys' lines. Come to our store and look through this department and see the grand stock we carry, and get our prices. When you see the quality and style of our shoes you will be convinced that the Chicago Store is the right place to buy shoes. We don't want to get rich on every sale we make; what we want is to sell shoes, and plenty of them, and we are doing it. This department is growing every day. Special shoe sale now on.

## LADIES' FINE SHOES

\$1.39, \$1.75, \$1.98, \$2.50 and up

# Chicago Store

SALEM, OREGON

The Store That Saves You Money