

NEW GOODS JUST RECEIVED—DRESS SILKS, NEW DRESS GOODS, NEW MILLINERY, LADIES' NEW SUITS, NEW SILK UNDERSKIRTS, LADIES' NEW CAPES, JET BUTTONS

The Unlimited Buying Power

Of the Chicago Store coupled with the quick selling of merchandise leaves this institution the greatest distributor of up-to-date Dry Goods in the Willamette valley. The goods are right, the prices are right, and nowhere can you find a greater selection. This store is growing greater and greater every day, which is certainly encouraging to the management to know that our efforts to please and give always the best values for the lowest prices are appreciated by the public in general. Big profits mean slow selling; little profits mean quick selling and making new customers every day. Small profits at Chicago Store.

A Great Purchase of New Suits For Spot Cash Prices

Prices About Half What You Have to
Pay Elsewhere



Ladies' \$16.50 Suits...\$ 9.90
Ladies' \$20.00 Suits...\$12.50
Ladies' \$26.50 Suits...\$14.50

The manufacturers we bought these Suits from had too many suits and not enough money. That is the reason we are able to offer you these beautiful up-to-date new garments at about half their regular value. They are all long coats and plaited skirts, just like the cut; handsomely tailored, silk lined and perfectly finished throughout. The materials are the newest, the colors are London smoke, dark green, navy, stone gray and black, also mannish effects. If you want to see the best values ever offered in this town in Ladies' Suits come to the Chicago Store and make your selection quick—they won't last long at these prices.

\$9.90, \$12.50 and \$14.50

Wonderful Values in Ladies', Misses' and Children's Underwear



We can show you any class or kind of Ladies', Misses' and Children's Underwear that you wish to call for, in wool, cotton and silk; and at prices that you will find mighty hard to beat. The selection is so great and the prices so reasonable that you will find it a pleasure to buy your hosiery and Underwear at the Chicago Store—that makes the prices.

Children's Winter Underwear from...15c, 25c and up
Ladies' Union Suits...49c up
Ladies' \$1.00 Wool Underwear now only...69c

We Just Received the New Jersey Suits



Our buyer in New York says these beautiful Suits are taking a great rage in the big Eastern cities. We have a beautiful line of these dainty garments. They come in black, navy and cardinal; the skirts are plaited and give the garment a very dressy appearance. They come in wool and silk. Come and look them over. We know you will be pleased with them.

Ladies' Capes

Prices—\$8.50, \$10.50, \$12.50
AND UP.

We are now having a great run on Ladies and Misses' Capes. They come in all colors and black. They are very dressy garments. The sale prices are

\$4.95, \$8.50, \$10.50 and up



Quick Selling Prices on Millinery

If you want to see business done quick and Hats sold every few minutes in the day, come to the Chicago Store, the store that sells beautiful trimmed Hats at small prices; also satin and silk moire shapes, ostrich plumes and fancy wings. The proposition of this store is to sell goods, and we are certainly doing it. This is the store for Millinery Bargains.

Ladies' \$4.50 Trimmed Hats now...\$2.50
Ladies' \$6.50 Trimmed Hats now...\$2.95
Girls' \$1.75 Felt Hats, now only...98
Children's Angora Caps...49c, 75c and up
Babies' Winter Caps...25c, 35c and up

Great Bargains in Ostrich Plumes

Prices Cut Away Down on

Girls' Coats

Hundreds of pretty Coats for Misses and Children now on sale. They come in cloth, Russian colt skin, astrakhan, seal, plush and bear skin. We show all colors and give you prices on these garments that will move them out quick.



Children's Bearskin Coats from...\$1.98 up
Children's Sealskin Coats from...\$2.90 up
Girls' Cloth Coats...\$1.98 up
Misses' \$5.00 Cloth Coats from...\$2.90 up

Blankets and Comforts

At Wonderful Low Prices.

Double Blankets, pair...39c, 49c, 75c, 98c and up
1 1/4 Extra Large \$1.75 Blankets, now only...98c
1 1/4 Wool Fleece \$2.50 Blankets, now...\$1.49

Fine All-Wool Blankets at Very Low Prices.

Great Shoe Bargains



We are now doing a great business in our shoe department. We have cut the prices away down on Ladies', Misses' and Children's Shoes; also all sizes in Rubbers. The only way you will convince yourself of the wonderful values we are giving in this department is to come to our store and take a look through this perfect stock of up-to-date Shoes and Rubbers. It is not big profits we are after; it is small profits and lots of sales.

Children's Shoes...25c, 35c, 49c, 65c and up
Misses' Shoes...75c, 85c, 98c, \$1.25, \$1.49 and up
Ladies' Shoes...\$1.35, \$1.49, \$1.75, \$2.25 and up

CHICAGO STORE

Salem, - - Oregon

The Store That Saves You Money

Great Reductions in Ladies' Dress Skirts



\$4.50 Dress Skirts now only...\$2.90
\$5.90 Dress Skirts, now only...\$3.90
\$7.50 Dress Skirts, now only...\$4.90
Here are three wonderful values in Ladies' Dress Skirts. They come in Panama cloth and worsted; the colors are gray, black, navy, brown and mixed effects; all plaited and gored. Wonderful bargains for such Prices...\$2.90, \$3.90 and \$4.90

200 Pairs of Lace Curtains

\$1.75 and \$2.00 Values at 98c pair.

In the Lace department for this sale you will find this lot of Curtains in white and ecru; all new goods, with floral borders and fancy Nottingham designs, only...98c pair

25c Dutch Linen Collars, now...15c
\$6.50 Silk Petticoats on sale at...\$3.75
15c Velvet Flannels, sale price...10c yard
20c Shirting, Madras, Sale Price, yard...12 1/2c
Ladies' 20c Black Cotton Hose, pair...10c

Startling Values in

Ladies' Coats

Five hundred 1909 newest styles in Ladies' Coats now on sale, marked down to quick selling prices. They come in all styles and all materials, also Scotch tweeds and Bannockburn tweeds. This department boomed all last week. Another new shipment just arrived and placed on sale at very low prices. We know that good goods and low prices is what makes the sales. Come and see for yourself.



Ladies' \$ 7.90 Coats...\$ 3.90
Ladies' \$10.00 Coats...\$ 5.90
Ladies' \$14.00 Coats...\$ 8.50
Ladies' \$18.00 Coats...\$11.50

We Are Giving the Values in

Umbrellas

1000 Ladies' Umbrellas now on sale; also Men's and Children's. The greatest showing of high-class umbrellas ever attempted in Salem. They come in all the new long handles, also gold and silver mounted. The colors are wine, green, brown, navy, Persian and plaid effects; also black with taped borders. If you want the best values in umbrellas that was ever offered in Salem, come to the Chicago Store and look this beautiful assortment over.



Ladies' \$1.75 and \$2.00 Umbrellas, now...\$.98
Ladies' \$2.50 Fine Umbrellas, now...\$1.49
Ladies' \$3.25 Fine Silk Umbrellas, now...\$1.98