

It Is Clearly Demonstrated To the Public in General, What Enormous Profits

These old-fashioned business institutions that do a small volume of business must make when they can give cash discounts of 15, 20, 25 and 30 per cent on all purchases all over the store. If we could make 8 or 10 per cent on the volume of business we did this closing year we would not want many more years in business. We advertise goods at half price, goods that are really worth \$6.50, for \$3.90. If you have any doubt in your mind at any time that these statements are not true, come to our store and we will figure up the cost of the goods, the buttons, trimmings, material and making, and you will find that circumstances on the part of the manufacturer is the cause of such reductions. He wanted cash for goods that would cost wholesale more than we sell them at. We have a buyer in New York that takes advantage of all such bargains and we give the benefit to our customers. How could the Chicago Store grow so fast only for such things? The people know bargains when they see them and our reductions and price cuts are so deep that it keeps our competitors all the time wondering to know how we can get the goods at such low prices; and even at the close prices we sell our goods the principles, first of all, are style, fashion and quality. You never heard of the Chicago Store giving away presents or 25 per cent cash reductions on our goods. No; nor you never will. Did you ever hear of Marshall Field or John Wanamaker giving away presents or 25 and 35 per cent reductions? No, you never did. The reductions they give are close prices on their goods, which are bought right by competent buyers who know their business. The Chicago Store principles are just the same. We cut the prices down so low that competition cannot touch them. Abraham Lincoln said "You cannot fool all the people all the time." They will get next after a while. Do your trading at Salem's reliable store that makes the prices.

Half Price and Less



On 1909 and 1910 Newest Style Coats and Suits

We are certainly giving the values
in Ladies' Coats and Suits

Buy now and get double your
money's worth
Half Price and Less

- Ladies' \$7.50 Coats now only \$3.50
- Ladies' \$10 Coats now only \$4.50
- Ladies' \$18 Coats now only \$8.50
- Ladies' \$18 Tailored Up-to-date
Suits now only \$8.90
- Ladies' \$25 and \$27.50 High
Class Suits now \$10 and \$12

It is selling we are after now, not profits

SWEATER COATS

- Ladies \$3 Sweater Coats now only \$1.45
- Ladies' \$5 Sweater Coats now only \$2.49

Silk Underskirts

Beautifully tucked, pleated and ruffled Guaranteed Black Silk Underskirts now only
\$3.75



CLEARING SALE

PROFIT CUTS NO FIGURE NOW.
Cut prices on all our Dress and Waisting Silks.

Remnants of Dress Goods half price and less.

- 75c Satin Ottoman Silks, all shades, yard 40c
- India Silks, all colors 25c yard up

REMEMBER CLEARING SALE PRICES.

- 1000 yards of Dress Goods, 1909 goods, 45c, 59c and 65c quality, now, yard 18c, 20c and 35c

Remnants of Silks half price.

- 2000 yards of fine Wool Dress Goods, this season's newest, yard 49c, 59c 65c up

CLEARING PRICES.

- 10c Embroideries now, yard 4c
- 7 1/2c Outing Flannel now, yard 4c
- Best Apron Gingham, yard 5c
- 65c full size Bed Sheet, now 45c
- 15c Pillow Cases, standard size 8 1-3c
- 15c white Turkish Towels, 18x36, great values, each 10c
- 75c Turkish Tapestry, pretty styles and designs, 54 in. wide now yard 39c

CLEARING SALE

The Greatest Bargains in Salem.

15c extra heavy Huck Towels, 18x36, special price, each 10c

Solled White Crocheted Bed Spreads

5c Bleacher Muslin, 36 inches wide, yard 5c

Remnants of 8c and 10c Lace Scrims, now yard 5c

Ladies' \$6.50 Worsted Wool Dress Skirts, latest styles \$3.75

Girls' \$3.00 Dress Skirts, now only \$1.39

Ladies' \$1.00, \$1.50 and \$2.00 Shirt Waists, slightly soiled, now .35c

54c Corset Covers, handsomely trimmed with lace and embroidery, now only 25c

Wonderful price-cutting in our Notion Department.

CLEARING SALE

See How We Are Selling Our Goods Now.

Ladies' \$2.50 Dress Shoes now \$1.45

\$1.00 Furs now .49c

\$2.00 Furs now .98c

\$6.50 Rain Coats now \$2.90

It Is Not Profits Now
We Want to Sell Goods

Ladies' Trimmed Hats... Half Price

Solled Muslin Underwear Half Price

Ladies' Fancy Lace Collars, new styles 10c, 15c, 25c

Ladies' \$1.35 Hand Bags, new styles now 59c

CLEARANCE SALE

WHERE ELSE CAN YOU GET SUCH LOW PRICES?

Blankets and Comforts at Clearing Prices.

Children's 25c and 35c Underwear now 10c and 15c

5c Handkerchiefs now 2c

Thread Laces, 3 1/4 inches wide, yard 3c

5c Val. Laces, yard 2c

7c all-silk No. 5 Taffeta Ribbon, now yard 3c

Suits, Skirts and Waists, soiled in the windows, at any old price.

Men's 75c Winter Underwear, fine quality, now, each 35c

\$1.50 Lace Curtains, now pair .89c and 98c

\$1.75 full size large Velvet Wool Blankets, now only .98c

CHICAGO STORE

Salem, Oregon
The Store That Saves You Money