

# On Saturday, April 9, We Just Received From Our New York NEW YORK BUYER

## BIG SHIPMENT OF LADIES' WEARING APPAREL, PIECE GOODS AND FANCY GOODS

They are the newest goods shown in the great big city of style and fashion. Ladies' wool suits in ceram serges, tans, greys and manish effects; one-piece pongee silk suits; one-piece Messaline nad taffeta silk suits; one-piece wool suits—they come in all the new shades; black silk petticoats; tailored and lingerie shirt waists; lace, mull and embroidery one-piece suits; long silk kimonas, dress skirts, dress trimmings, trimmed hats, feathers and flowers, nad everything that is new in fancy silk dress goods, kid gloves, laces and embroideries. Remember this line of goods is bought at very close figures and will be sold the same way to create quick selling and to give our buyer a chance to demonstrate his ability of supplying the ladies of Salem and vicinity with up-to-date stylish goods at prices that will make the Chicago Store the great distributor of high-class merchandise for the Willamette Valley. If we make a dollar or a dollar and a half on a suit we are satisfied. If we sell ten suits to our competitor's one, on which we make \$10, aren't we just as well off and making just as much money as he does, besides doing the people good? Read on



### This the Store For Bargains in Ladies' Tailored Suits

If you want to save from \$5 to \$10 on your new Spring Suit come here. We can do it for you on account of our recent purchase of these goods. We got instructions from New York to sell suits. Our buyer says he can get more. Just think of high-class Tailored Wool Suits like the picture now selling for these wonderfully low prices:

- \$16.50 Suits like the picture now .....\$ 9.90
- \$20.00 Suits like the picture now .....\$12.50
- \$27.50 High-class Suits now .....\$16.50

### 95c Silks Now per yard 49c

3000 yards of 95c Silks now on sale. They comprise all the latest weaves and shades that are now popular for silk dresses and shirt waists. Pongees, Rajahs, Messalines, Rough Silks, Heavy Wale Silk, Ottomans, Poplins, Scotch Plaids, Roman Stripes, Black and White Checks, Evening Silks, etc. Every new shade is shown. Wonderful values, yard ..... 49c

### Cut Prices on Ladies' Dress Skirts

Our buyer's recent purchase of Ladies' High-class Dress Skirts gives you a chance to make a great saving on your dress skirts. Fine all wool dress skirts like the picture, handsomely tailored, now on sale—\$8.45, \$3.00, \$4.50 and up.



### 85c Wool Dress Goods, yard 35c

2000 yards of Wool Dress Goods now on sale. 38 inches wide, this lot is all bunched together to make a rousing sale. They come in every shade and black, also in pink, blue, cream and fancy plaids. You ought to see the line to really appreciate it. Now only, yard ..... 35c



### Wonderful Values in Ladies' Linen Suits

Our buyer's recent purchase of Ladies' Linen Suits enables us to give you values in these stylish tailored garments that you cannot get elsewhere on the Pacific Coast. They come in natural shades, pink, light blue, cadet blue, lavender, white and fancy styles. They are up to the minute in style; handsomely tailored and trimmed throughout. They are great values for these very low prices:

- \$5.00 values, like the picture, for .....\$2.49
- \$7.50 values, like the picture, for .....\$3.90



### Special Prices On STYLISH MILLINERY

The volume of business we are doing in our Millinery Department is a wonder. Even to ourselves. It is nothing but a continual growth—getting bigger and greater every season. We are giving the values and not trying to get rich on every sale we make—that is the reason. Beautiful trimmed hats, worth \$4.50, now on sale for \$2.50. 50c bunches of flowers 25c. \$3 and \$4 ostrich plumes now only \$1.95 and \$2.50; others cheaper. In this department you can find everything suitable for trimming your hat.

### \$6.50 SILKS UNDERSKIRTS NOW \$3.75

These Silk Underskirts are made of good heavy guaranteed taffeta silk, platted and ruffled, flounces all full and big, not those skimpy kind that are usually offered at low prices. They are great values. They come in all the best shades and black. Now only ..... \$3.75

### Wonderful Values in Ladies' Shirt Waists

Thousands of pretty Lingerie and Tailored Shirt Waists now on sale, in linen, lawn, French mull and silk, a wonderful assortment at prices so low that you cannot resist the temptation of buying. The new arrivals are beautiful in linen tailored waists and middie waists. Every style that is now to select from is here. Sale prices ..... 25c, 49c, 75c up



### \$1.00 Shirt Waists Now 49c

When we see this beautiful fine white lawn shirt waist you will say it is a bargain. It is handsomely tucked and platted, trimmed with Val lace and wide embroidery down the front. It is a wonder at the price—now only 49c.

### \$2.00 Tailored Shirt Waists 98c

Here is value in shirt waists that you will remember. They are made of genuine Belfast linen with wide plaits down the front; high tailored and finished throughout. They are great values for only 98c.

### Great Bargains in STYLISH FOOTWEAR

We show a splendid assortment of ladies, misses' and children's Shoes in high and low styles in patent leather, gun metal, French kid, also tans and browns. Prices small, Ladies' fine shoes, pair \$1.45, \$1.98, \$2.25, \$2.50 and up.



### \$5 Linen Suits Now Only \$2.49

This is another one of our buyer's lucky purchases. Beautiful tan linen suits; jackets 34 inches long; skirts tunic or platted effects; highly tailored and finished throughout. Great bargain for ..... \$2.45

### \$1.50 Lace Curtains Now Pair 98c

Beautiful ecru lace curtains now on sale; full 3 yards long, very pretty styles and designs; a great bargain for only ..... 98c



### Great Bargains In Ladies', Misses' and Children's Hosiery

We show a wonderful line of ladies', and misses' and children's Hosiery in all colors and black, and at prices that will induce quick selling. Pair ..... 8c, 10c, 12 1-2c, 15c and up.

### Great Values in

## Ladies' 1-Piece Suits

### In Silk, Wool, Linen and Lingerie Effects

It will pay you to come here for this class of wearing apparel, as we can give you the inside prices. Good buying is why.

- \$6.50 Lingerie Dresses, like the picture, now .....\$3.50
- \$15.00 One-piece Silk Dresses.....\$8.90
- \$20.00 All-Over Embroidery Dresses, now .....\$10.50



### Best 7 1-2c Calicoes per yard 5c

5000 yards of this season's best standard Calicoes now on sale, in all shades, also light colors; now only, yard ..... 5c

### 25c Dress Linens Yard 15c

This is another one of our lucky purchases. They come in all the new shades, 36 inches wide. This is a beautiful cloth for summer dresses; wonderful values for, yard ..... 15c

### Come to the Chicago Store for Bargains in

## LACES

### Dress Trimmings and Embroideries

We show a wonderful stock of these goods and we can surprise you with the low prices we are giving. Yard ..... 3c, 5c, 8 1-2c, 10c and up.



### 25c Dutch Collars Now 12c

50 dozen of 25c Fancy Lace Trimmed Dutch Collars now on sale. Our New York buyer made a lucky purchase in this lot. They are beautifully laced trimmed and are very stylish neckwear; now only ..... 12c

### 50c Corset Covers Now 25c

This lot of handsome Corset Covers got slightly soiled in the shipping; we are selling them at half price; they are beauties; now only ..... 25c

## Men's Shirts

At wonderfully low prices. We show a complete line of Working Shirts, Dress Shirts and Pongee Silk Soft Shirts at prices that will make quick selling.

- Men's 65c Working Shirts ..... 39c
- Men's Madras Dress Shirts now only ..... 49c
- Men's \$2.00 Pongee Soft Shirts ..... 98c



# CHICAGO STORE SALEM, OREGON

The Store That Saves You Money