

WE DO THE BUSINESS AND CAN AFFORD TO SACRIFICE PRICES. THE NEWEST GOODS ALWAYS IN STOCK

THE GREATER CHICAGO STORE, Salem, Or.

A WAR ON PRICES

and while it lasts we will make a hot Hot Pace for Our Competitors. No 20% OFF AT THE CHICAGO STORE, but here is our price and see if you can match them in Salem at those so called reduction sales. It is easy to give 20% on goods that is 15 and 20 years old. If we had that class of merchandise, we would call in an Auctioneer and dispose of them at 50 cents on the dollar or any old price. No Hot Air Circus Methods or Moss Back 100 per cent profit goes at the Chicago Store. Clean cut business methods is our style of doing business. Make our competitors come down off their high horses when they are getting too much profit and shrinking up in business. We cannot afford to give 20 per cent on our goods when we make only 8 and 10 per cent. It is the volume of business we do that keeps us growing, not those long profits that these old fashioned houses stick on to so tenaciously. Be with the house that is with you and helps to keep the profits down in Salem. All we ask is to do a little figuring, and see for yourselves who is entitled to your patronage. Note the prices carefully.



FASHIONABLE MILLINERY

For Ladies, Misses' and Children. The greatest showing in Salem and at prices so low that this department is always humming

MILLINERY BARGAINS

We succeeded in capturing a lot of trimmed new stylish hats for our Millinery department at bargain prices. The fellow that sold them wanted the money bad, so we made a deal and they are here and ready for you at about half what you have to pay elsewhere for them.



STYLISH LARGE HATS IN ROUGH STRAW

Handsomely trimmed with flowers ribbons. Very new.

\$5 values for \$2.90

MILLINERY Specialties



We carry everything in the millinery line and do a retail and wholesale business. If you want a shape, flowers or feathers to make up your own hat, we are at your service and will give you prices just as close as you can get in the wholesale house. We buy all kinds of millinery in large quantities, which enables us to give you prices that YOU CAN NOT GET ELSEWHERE.

Flowers--Bunch 10c, 15c, 25c and up.
Shapes at all prices.
Feathers from 25c and up.
Ostrich Plumes from \$2.50 up.

HOW DOES 20% LOOK When Compared With These Prices

- 85c Fancy Dress Silks now yd. 39c
- 75c Wool Dress Goods now yd. 35c
- \$1 27-in Swiss Embroidery, yd. 48c
- 45c Lisle Gloves, all colors, pair 25c
- Ladies' \$1 White Muslin Underskirts . . . 49c
- Ladies' \$1 Directoire Corsets, 49c
With Hose Supports Attached
- Ladies' \$1.50 House Dresses, now 95c
- Ladies' \$5 Dress Skirts, now \$3.45
- \$1.50 DUCK SUITS, NOW \$2.75
- 12 1-2 Fine Sheer Indian Linon, yard . . . 71-2c
- 7 1-2 Fine Persian Challies, yard 4c
- 10c Loom Dice Linen Napkins, each . . . 5c
- 5 cent Standard Safety Pins, Doz., . . . 2c
- 5 cent LUSTER SILK, BALL, 3c
- 200 Yards, Spool Cotton, a Spool . . . 1 1-2c
- Muslin and Sheeting at Mill Prices**
- 12 1-2 Dress Ginghams, yard, 81-3c
- 8c Thread Lace 3-inch Wide, yard . . . 3
- 20c Dutch Collars, now only 10c
- Men's 35c Summer Underwear, now . . . 19c
- Children's 35c Rompers, now only 19c
- Remnants, Dress Silks, Half Price**
- Remnants, Woolen Dress Goods, Now Half Price**
- 35c Fancy Lawn Dressing Saques. . . . 15c
- Remnants of Calicoes, Ginghams and Outing Flannels at Less Than Half Price**
- All Goods Sold Exactly as Advertised**

- \$7.50 Lingerie Dresses \$3.95
- \$8.50 Lingerie Dresses \$4.50
- \$10 Lingerie Dresses \$4.95

Shrewd buying from manufacturers that wanted the money badly is the reason we can offer you such bargains. Beautiful Lingerie, Mull and Swiss Dresses, handsomely trimmed with laces, medallions and embroideries; this season's newest creations; white, pink, and blue; a wonderful bargain for

\$3.95, \$4.50 and \$4.95



Ladies' Tailored Suits

In Wool, Pongee Silk and Linen.

Wonderful Values

- \$15.00 Wool Suits now . . . \$9.90
- \$25.00 Wool Suits now . . . \$13.90
- \$7.50 Linen Suits now . . . \$3.50
- \$8.50 Linen Suits now . . . \$4.95
- \$20.00 Pongee Silk Suits now \$13.90
- \$27.50 Pongee Silk Suits now \$16.50

All these suits are new arrivals, bought at a very close price. They are the latest creations and newest fabrics: Tunic skirts, 34 in. jackets, shawl collars, silk lined and handsomely finished throughout. They are wonderful values at these prices.



One Piece Silk Dresses.

Wool Dresses and Linen Dresses.

Now on sale at wonderfully low prices owing to good buying. They are worth more than double the price we ask. All new and stylish garments, handsomely tailored and trimmed throughout.

- \$12.00 Wool Dresses now \$6.90
- \$20.00 Wool Dresses now \$12.50
- \$15.00 Silk Dresses now \$8.90
- \$18.00 Silk Dresses now \$10.50
- One Piece Linen Dresses now \$3.50, \$4.50 and \$6.50

