

OUR COMPETITORS' BUSINESS

Is Like the Tail of Halley's Comet

Continually dropping off, owing to the inroads the Chicago Store is making on their business. They were compelled to give a discount of 20 per cent off in order to keep hanging on. It is easy to mark the prices 20 per cent up over the selling price and then take it off. The scheme may work for a little while, but not all the time. The Chicago store has clearly demonstrated to the people that our prices are right, even with our competitor's 20 per cent off. We never done as big a business as we are doing now. You can't fool the people all the time; they get next quick. We now say we will give prices that will make our opponents still hang onto their 20 per cent to hold

a meager share of their trade. We sell goods retail at lower prices than our competitors pay for them wholesale. See if you can beat the following prices anywhere in Salem:



No pre-historic garments shown at the Chicago Store. We show only 1910 newest materials, styles and designs.

Ladies' Tailored Suits Now On Sale

The best values that were ever shown in Salem. We can prove it, when customers go all over town and come back and say that we carry the best line of ladies' stylish suits in Salem. Beautiful Pongee silk suits, high-class tailored wool suits, and the very newest styles in wool and silk one-piece suits. The only way we can demonstrate to you is to come to our store and see for yourself. Our low prices will do the rest.

\$15 and \$20 Suits Now Only
\$7.50, \$9.50, \$10.50, \$12.50

How do our competitors' prices look when you compare them with these?

9c Heavy Bleached Muslin, now yard	-----5c
12 1/2c Heavy Dark Crash Toweling, yard	-----7 1/2c
50c Bleached Table Linen, now yard	-----29c
12 1/2c Pretty Fancy Cretons, now yard	-----8 1-3c
12 1/2c Fine White Cambric, now yard	-----8 1-3c
8 1-3c Outing Flannels, now yard	-----4c
10c Bleached Outing Flannel, now yard	-----7 1/2c
25c Linen Suitings, all colors, now yard	-----15c
15c Huck Towels, 32 inches long, each	-----8 1-3c
12 1/2c Chambrays, all colors, yard	-----8 1-3c

Wonderful Values in Ladies' Coats

We show a complete line of Ladies' Pongee Silk Coats, Rubberized Silk Coats, Black Silk Coats, Long Covert Coats, and 34 and 36 in. Spring Jackets. If you are in search of anything in this line of garments it will pay you well to come and take a look through and get our prices. We are selling lots of them and the reason is, our styles and prices are right. We also will refund you your money if you can buy the same garments at less price elsewhere. 1910 newest styles.

Prices \$3.50, \$4.50, \$5.90, \$7.50, 9.50 and up



Our Competitors Are Out Looking for Suckers. The Bait They Use is 20%. Look Out, You May Get Caught

Add the 20 per cent on and then take it off. A new kind of addition, isn't it. That is the way our competitors do business.

See if They Can Match Our Prices

10,000 Yards of Fine Wool Dress Goods Now on Sale

Our stock of wool dress goods comprises the newest and best shown in the Willamette Valley. You can find all classes of dress goods and all colors that are new and fashionable here. Thousands of yards to make your selection from. Suitable for street and evening suits. We can suit all pocketbooks. Sale price

Yard, 25c, 35c, 49c, 65c, 75c, and up.



The quality of our goods and low prices is what keeps us busy all the time.

Ladies' Lingerie Shirt Waists

Now on Sale

We have just received a beautiful line of ladies' lingerie shirt waists, made of fine India Linen and French Batiste. Classy waists, tucked and plaited and trimmed with fine embroidery and Val Laces. They were made to sell for \$2 each, but our New York buyer got a spot cash price for taking a large quantity. They are wonders.

Sale price -----98c

Salem's Busy, Busy MILLINERY SHOP at the Chicago Store



Offers greater inducements to cash buyers in this line of goods than any millinery department in the Willamette valley. We do a wholesale and retail millinery business and it is on account of the large quantities we buy that we can offer you such bargains in all kinds of flowers, feathers, foliage, shapes, ribbons and all other kinds of millinery necessities. If you are skeptical come and look around and see for yourself the millinery business we do. We turn out dozens of trimmed hats every day.

Children's Trimmed Hats
 25c, 35c, 49c, 75c and 98c
Misses' Trimmed Hats
 75c, 98c, \$1.25 and \$1.49
Ladies' Trimmed Hats
 \$1.50, \$1.95, \$2.25, \$2.50
 \$3.50 and up.



Did you ever stop to think what enormous profits our competitors must be making when they can afford to give 20 per cent off to their customers? Look out for these long-profit fellows, buy your goods at the Chicago Store, that gives you rock bottom prices all the time, and that no competition can beat.

Look at These Prices

35c Silk Finished Mercerized Madras Waistings in beautiful styles, yard -----18c
 SHEETING, Sheets and Pillow Cases, also Bleached Muslins at MILL PRICES.
 Standard House Linings, now, yard -----3 1/2c
 5000 yards EMBROIDERIES, now on sale, wonderful values
Yard 3c, 5c, 6 1-4c, 10 1-2c, up

We are cutting the prices now so low that the 20 per cent off merchants must hang on to the 20 per cent to try and keep some of their customers. No 20 per cent off at the Chicago Store, but come and see the crowds. The people are wise; they know the house that gives the "Honest" value.

Prices Slaughtered

\$2 Blue Percale House Dresses, now -----\$1.25
 85c White Embroidered Shirt Waists, now -----45c
 \$1 Directorate Corsets with Hose Supporters, now -----49c
 Ladies' Dress Skirts, now on sale -----98c, \$1.25, \$1.49, \$2.50 and up
 Boys' Percale Waists, 35c values, now only -----15c
 6c and 7c Val Laces, now, only yard -----2c
 ALL GOODS EXACTLY AS ADVERTISED.

Our competitors 20 per cent doesn't bother Salem's Silk House much when it comes to selling silks. We never did such a big silk business as we are doing this year. Our buyer in New York says we must be in the wholesale business we are disposing of silks so quick. We are now offering wonderful

Silk Values

in PONGEES, RAJAHs, FOULARDs, FANCY BLACK AND WHITE CHECKS, TAFFETAS, SOFT SILKS, ROUGH SILKS, MESSALINES, PRAU, DE SOIES, SHANTUNGS and dozens of others, in all the latest shades, styles and designs. WHEN YOU WANT to buy Silks right, come to Salem's SILK HOUSE—THE CHICAGO STORE, that does the business in Silks.

PRICES, YARD -----25c, 35c, 49c, 65c AND UP

The store that makes the prices is here, with the right values all the time.

Ladies' Linen Suits

Now on Sale

We are offering wonderful values in ladies' linen suits in all the popular high-class tailored suits, priced at very low prices.

\$5.00 VALUES AT \$2.49
\$6.00 VALUES AT \$3.90



THE GREATER CHICAGO STORE

SALEM, OREGON