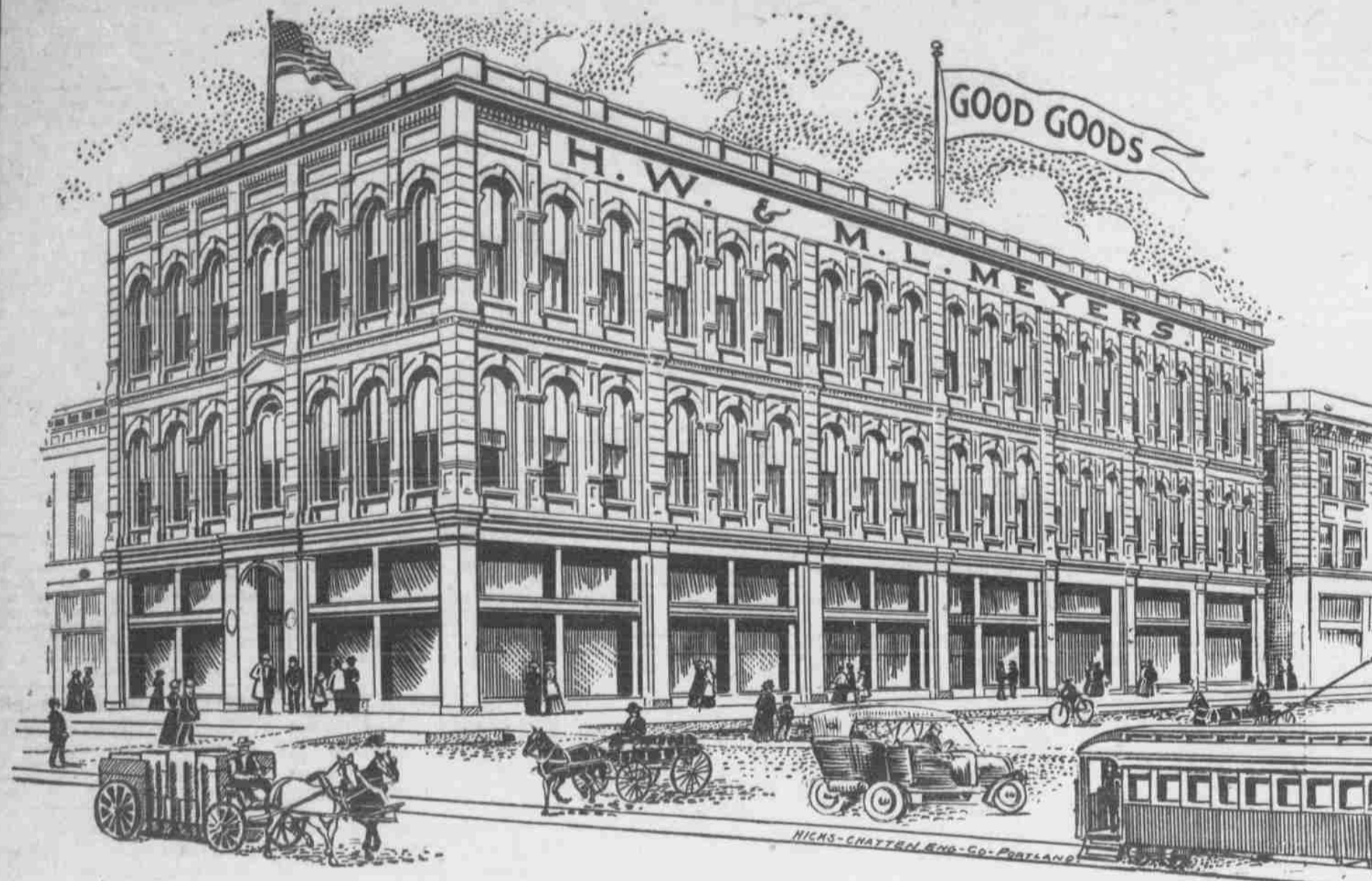


Salem's Largest and Best Shoe Store, Replete With 1910-11 Newest Lasts for Men, Women and Children--Priestley's Dress Goods--Botany Mills Dress Goods--Sherette--Lansdowne--Lustral (Genuine) Like Satin--Skinner's Satin, Etc.

1879--More Than 30 Years Right Here in Salem--1910



Wednesday's Surprise Sale No. 499
15c Perfumed Royal Talcum Powder 9c
3 Packages for 25c

It's seldom that we ever see values advertised that can even compare with our Wednesday's Surprise Sale. Ever since the first one was inaugurated women look forward to this weekly event, knowing well that each Wednesday an offering out of the ordinary will be ready. For next Wednesday the notion section offers an extra good quality talcum powder, worth 15c package, special at the low price of **9c. 3 for 25c**

None sold before 8:30. No phone orders received.

In gathering of the vast stock of merchandise from every quarter of the world, we have exercised the same sound business principles and mature judgment that have created the public's confidence in the value of the goods we sell.

Laces and Embroidery

Get yours direct from the best mills in the old country. We have only the best importations obtainable and pass them direct to our customers, thus saving 20 to 50 per cent from smaller stores prices, who are compelled to buy in small lots from jobbers. The choicest patterns selected by experts are here in profusion. Every pattern sampled so shoppers can make selections quick and easy and be more thoroughly satisfied. See large displays, main aisle, first floor.

Purses and Bags

Largest Shipment Ever Rec'd

It is scarcely necessary for us to say that these purses will be readily sold for less than their real worth and advise the women to make selections to match the fall suit as early as possible; 300 new models direct from the maker. The mountings are gilt, gun metal, German silver, leather, etc., in a wonderful array of clever designs. The linings are silk moire and leather. They are trimmed with coin purses, card cases, mirrors and powder puffs, etc. Made in all leathers and novel designs. See them.

Way back in the seventies the foundation was laid for this great Merchandising Establishment and right up to this day we have endeavored to stay by the principles of the founders, though the growth of this business has kept pace and has been a part of the rapid development of our city, it has never out grown these foundation principles of integrity in its dealings with the public; of sincerity in all its works and actions, of courteous service to its patrons and the greatest worth of merchandise for the least money. Five complete stores under one roof is a positive assurance that we sell better goods for less money. Men's, Young Men's and Boys' Clothing and Furnishings, exclusive styles, best tailoring and materials always. A complete shoe store, the largest in Salem with only the best styles, Women's Ready-to-wear, the largest exclusive stock between Portland and San Francisco. Every garment in our ready made section is kept in modern moth proof, dust proof cabinets. 2nd Floor Store and the Dry Goods Store: Every department is ready with a wonderful showing of staple and fancy merchandise.

First Showing of Advanced Fall Styles for Seasons 1910 and 1911

This season this store will present the foremost fashions of ready to wear clothes designed by men of genius in the business. Strictly tailored garments will take a decided lead this season, and as fast as new styles are hatched in Paris and New York they will be forwarded to us by fast express. Henceforth this store will be known as the authoritative style center of the Willamette valley and Salem's greatest ready-to-wear store. We promise a treat to shoppers in this section, for we have made extensive alterations to make this the prettiest, most convenient, modern, lightest and spacious place to trade.

S. H. and M. Guaranteed Silk Petticoats

Do you know there's pleasure in wearing a silk petticoat that has a ironclad guarantee back of it, so in case it splits or for any reason there are defects in the workmanship you will be presented with a new one by the maker free of charge, and they cost no more than the ordinary kinds sold elsewhere.



Owl Cut Rate Prices On Toilet Articles, Main Aisle

- Benzoin and Almond Lotion, special at .39c
- Crushed Roses Toilet Water, special at .48c
- Violet De Lorme Talcum Powder at .15c
- Violet Face Powder, cut rate price only .9c
- Kutch Talcum Powder, extra quality, special .23c
- Eastman's Camphor Ice, full size, special .9c
- Hudnut's Stick Cocoa Butter, special at .23c
- Jergen's Toilet Water, small size, special .23c
- 3 Bar box soap, cut rate price .23c
- Rose Cold Cream, cut rate price .9c
- 1 Lb. can best Talcum Owl, cut rate .23c
- Woodbury's tooth paste, special at .23c
- Bar Soaps, extra good qualities, at .9c

Our Mammoth Shoe Store-This Store has Almost Out Grown its Present Quarters in Two Years

Our Fall Showing Will Be the Greatest and Most Complete Ever Displayed. Accept This As An Invitation For Inspection.

1910-11 will be the banner season for Salem's greatest shoe store. Our lines are stronger on fall and winter models. We invite you to make comparisons of these lines, as they are made by acknowledged leaders and we feel confident that your inspection will result in making a customer of you. The world's best shoe designers have had a say as to how each individual pair may look when completed. Every effort is put forth in these shoes and we back every pair up with our reputation. The



good wearing qualities brought forth in the children's shoes are making this store the headquarters for thrifty parents, besides they have all the style and grace that any one could wish for, anyway. Be a Meyers shoe customer, reduce your shoe bills and have shoe comfort.



NEW ANNEX--First FLOOR

Exquisite Weaves of the Very Best Dress Goods, Moderate Prices

A showing of new Fall Dress Goods that will compel attention. Our dress goods department is full to overflowing with the most modish, beautiful and worthy autumn fabrics. All that's new and all that's good is represented in a sweeping variety with a full quota of staple weaves in which the season makes no change. Crepe Egyptis, Antoinette Cloth, Crepe, Meteor, Basket Locarna, Ingomar, Eplinge, Vigoureau, Nun's Veiling, Henrietta Serge, etc., etc., in beautiful array invite your admiration.

Silks For Season 1910-11

Dame Fashion herself must have conspired with the silk section when these beautiful, expulsive collections were assembled. All that is new, all that is rich, all that you yourself could wish for is here in a vast array. The showing of silks will cause this store to be much talked of this season, besides win for us hundreds of new customers.



Persian Designs, Chiffon, Taffetas, Silk, Zari-ena, Fancy Plaids, Taffetas at Genrous Prices

Embroidery and Needle Book-Pattern Dept.



Keiser's Fashionable Neckwear, Best Made For Women of Good Taste and Refinement, 1st Floor

Unusual, indeed, is the showing of fancy neckwear we have assembled this fall, stocks and coats, side ruffles, jabots and embroidered collars from the very plainest to the most elaborate hand made designs are on display. Several pieces of fancy neckwear are always in good taste and rarely one can have an over supply. Main aisle.

New Linen Sets Priced At \$7.50 to \$27.60.

They are beauties and we want you to see them, besides if you will consider our qualities you'll find our prices the lowest.

Roubaix Suitings New this Season.

This suiting comes in a large variety of solid colors and black and white check, full 28 inches wide at yard .20c

Crepe De Paris Costume Cloth.

For evening gowns and party dresses. This is the very newest and we have it in a wide range of delicate colors. Domestic section.

Better Goods For Less



The House of Staples

Nobody Laughs At The Farmer Any More For The Way His Clothes Looks

He's apt to be the best dressed man on the street. There is no doubt about it if he wears our celebrated

Hart Schaffner & Marx Clothes

They're made in the right style and they fit correctly, and any man who wears them looks well dressed, no matter what his business is--farmer, banker or business man. Come in and see the new models.



Look for this Label

In the next suit you buy for the boy--EXTRAGOOD--and it means all that it signifies. Boys never wore better suits than these; the pants are lined throughout, thus insuring double wear. They are the best ever for school as well as Sunday wear. See them.

Clothing Department

Fall Quarterly Style Book Now Ready