

...EASTER OPENING... OF LADIES' STYLISH WEARING APPAREL

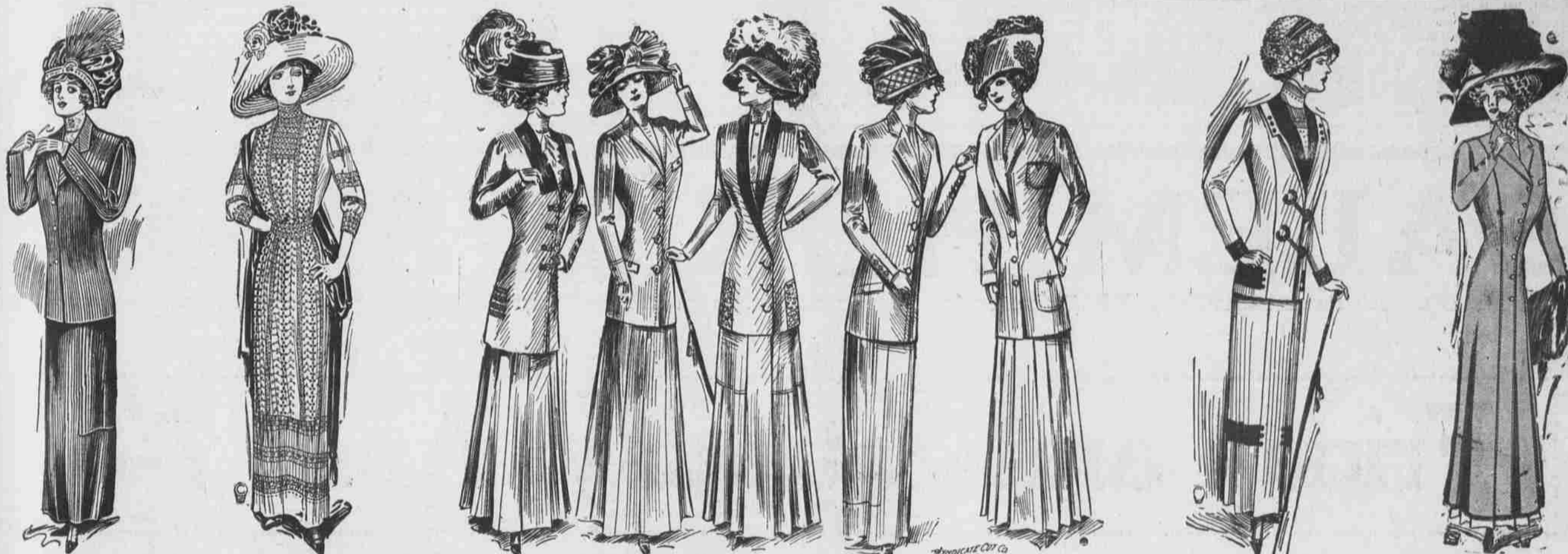
Ladies' Suits, Coats, Dress Skirts, Trouser Skirts, Shirt Waists, Jackets, Silk Petticoats and One-Piece Dresses. Fashionable Dress Goods and Silks, Imported Kid and Silk Gloves, Paris Models in Stylish Millinery, Swiss Embroideries and Flouncings, Silk and Lisle Hosiery, Paris Novelties in Silk Yokings, Ladies' Fancy Neckwear and Ribbons, Domestic and Imported Wash Goods, Nemo Corsets, Ostrich Willow Plumes, and hundreds of other articles for fashionable Spring wear. You don't have to worry about paying high prices for first-class merchandise when you have the busy Chicago Store to do your shopping at. Note the following prices:



If you want to buy Paris Models in Fashionable Millinery at small prices, come to the Chicago Store.

EASTER OPENING OF NEW SPRING HATS

This is the greatest showing of Stylish Millinery, Ostrich Plumes, Flowers and Fancy Braids we ever made, and, judging from the active interest the shrewd city buyers are taking in this department, our styles and prices must be captivating. The above pictures are only a few of the numerous styles we are showing. We have trimmed hats in every conceivable style for Ladies, Misses and Children. Exceptional values offered for our EASTER SALE---\$5.00, \$7.50 and \$10.00 TRIMMED HATS NOW ON SALE FOR \$2.50, \$2.95, \$3.50, \$4.50 and up.



Salem's Cloak and Suit Store, the Chicago Store, is now ready to give you Wonderful Low Prices on

Stylish Spring Suits and Coats

This is the greatest showing of stylish Spring Suits and Coats we ever made. Every garment up to the hour in workmanship, style and quality, all handsomely trimmed, Silk Lined and thoroughly tailored throughout, the colors are the latest and newest shown. Our Cash System of purchasing from the manufacturers enables us to offer you values in stylish Suits and Coats that you will find mighty hard to beat on the Pacific Coast or anywhere else. Come and take a look through this great stock of Up-to-Date Garments.

Suits like the above pictures \$15.00, \$18.00, \$25 and \$30 Values---EASTER SALE PRICES \$8.50, \$10.50, \$12.50 and \$14.50



Wonderful
**Kid Glove
Bargains**

1000 pairs now on sale. We show a complete line of new spring shades---every pair guaranteed and fitted. Now on sale.

PRICE A PAIR
98c, \$1.25 \$1.49

Come here for the best Values in Salem in Stylish

New Spring Silk and Dress Goods

The Chicago Store is Salem's Silk and Dress Goods Store. This has long been established and recognized by the best dressed ladies of Salem and surrounding country. Our Spring showing of stylish foreign and domestic dress goods and silks is the greatest in the history of our store. Every shade, color, style and quality you ask for we can show you, and our low prices will speak for themselves.

Easter Sale Price, yard 25c, 35c, 49c, 65c, 75c and up.

The Greater **Chicago Store** Salem Oregon

Easter Bargains of

SHIRT WAISTS

Lingerie, Silk and Linen



\$1.00 values,
49c

\$1.50 values,
75c

AND SO ALONG
THE LINE