

We would strongly recommend intending buyers to now lay in a supply of Spring and Summer merchandise while the stocks are fresh and new. During this sale every department in the big Chicago Store offers special advertised goods at prices so low that buying will be spirited and lively. The following goods will be priced at extremely low prices. Ladies' Suits and Coats; Dress Goods and Silks; Stylish Millinery; Gloves; Hosiery; Ribbons; Laces; Embroideries; Wash Goods; Shirt Waists; Dress Skirts; Silk Underskirts; Corsets; Muslin Underwear and Hundreds of other articles.

Stylish Spring Merchandise Priced Down to the Lowest Rock-bottom Prices

Come Here for the Best Bargains in Salem or in the Willamette Valley

Nothing but 1911 Styles and Fashions Shown



We never offered such excellent values in

STYLISH SPRING SUITS

as we are now showing --- 1911's newest garments now on sale at prices that will surprise you, workmanship, style and material the best, colors the newest. \$15, \$18, \$20, \$25 and \$30 Garments like the picture, now on sale for

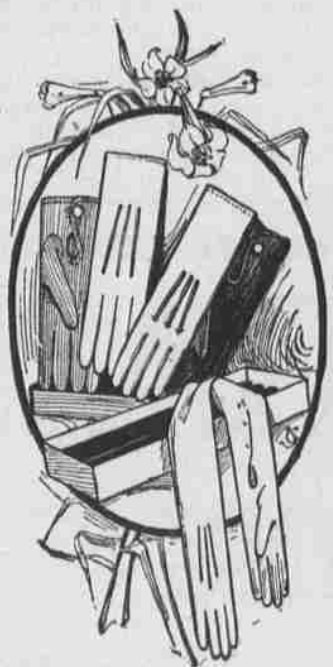
**\$8.50,
\$10.50,
\$12.50
and \$14.90**

Come here if you want Extra Good Values and Low Prices in

KID and SILK Gloves

We show the most complete line in Salem in all colors, short and elbow lengths. We carry the celebrated Simmons Kid and Silk Gloves, Chicago and Grenoble. Price, pair

**49, 65, 98c,
\$1.25 & Up**



If you are in search of Bargains in Laces and Embroideries come to the Chicago Store---thousands of goods here for you to make your selection from, and at small prices

Laces and Embroideries Now on Sale

Laces of every class and kind. Embroideries in every dainty design and make you may ask for ---all priced at quick selling prices.

Laces, yard 3c, 4c, 5c, 8 1-3c up.

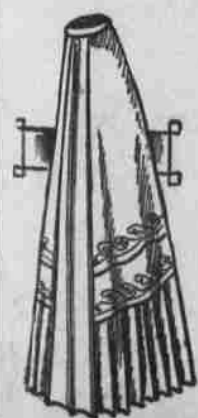
Embroideries, yard 3c, 5c, 8 1-3c, 10c, 12 1-2c up.

We are now offering the Biggest Bargains we ever offered in

Ladies' Dress Skirts

500 Dress Skirts are now placed on sale at wonderful low prices. All the new styles are shown and the latest and best shades. Advertised prices.

**\$2.95, \$3.90, \$4.50
and up**



Salem's Silk House---the Chicago Store---is now ready to show you the greatest values we ever offered in the newest and latest Dress and Waisting Silks. Thousands of yards here for you to make your selections from, and at very close prices.

Silks Silks Silks

NOW ON SALE. Every class and kind of Foreign and Domestic Silks you can find here in this big silk stock; also all the new shades and weaves. The Chicago Store is Salem's Silk House. They do the business in silk and can afford to give you prices you cannot get elsewhere.

Price, yard
**25c, 35c,
49c, 75c
and up.**

WONDERFUL BARGAINS IN DOMESTICS.

Thousands of yards now marked down to quick selling prices. Ginghams, Percales, White Goods, Calicoes, Muslins, etc., etc.

Domestics

NOW ON SALE. The greatest values we have ever offered and the greatest variety for you to make your selections from.

Percales yard..... 5c
9c Muslin yard..... 6 1/2c
Apron Ginghams yard..... 5c
7 1-2c Outing Flannel yard..... 4c

AND SO ALONG THE LINE.



Come to the Chicago Store if you want stylish one-piece Dresses at Small Prices.

One-Piece Dresses

Now on sale at advertised prices. We are giving the bargains. All the latest shades are shown and the newest materials in wool, silk, linen, percale and duck.

Percale Dresses, 98c, \$1.25 and \$1.49.
Duck Dresses, \$1.49, \$1.75, \$1.98 and up
\$15.00 Silk Dresses Now \$6.50, \$8.50 and up
Wool Dresses, \$5.90, \$7.50 and \$8.50 and up

If you want bargains that will surprise you in good, honest Boys' Clothing, come to the Chicago Store

Boys' Clothing

We show a complete line of boys' clothing in all styles and makes, also all the best shades for wear and durability. Boys' \$4.50 Suits, \$2.45; Boys \$5.90 suits now \$3.50; men's \$15.00 suits now only \$7.50.



1000 pieces of Muslin Underwear now on sale---the best values we ever offered in Skirts Gowns, Corset Covers, Drawers, Chemise, Princess Dresses in all colors and white, also combination suits, Drawers and Corset Covers.

Muslin Underwear

NOW ON SALE

Come here for the greatest assortment, dainty styles and the workmanship. Every garment is perfectly sewed and finished.

Corset Covers 15c, 19c, 25c, 35c and up.
Gowns 45c, 65c, 75c, 98c and up.
Princess Dresses 59c, 75c, 98c and up.



Don't worry about Shoe Bargains when you have the Chicago Store to trade at. You never heard us make a big howl about Shoes, but we sell shoes just the same. Go to the other stores first and get their prices, then come here and see the money we can save you.

Shoes Now on Sale

Ladies' \$2.50 and \$3.00 Shoes now \$1.49 and \$1.98

20,000 yards of fine Imported and Domestic Wool Dress Goods now marked down to quick selling prices.

Dress Goods

NOW ON SALE. If you want to see the most complete line of Wool Dress Goods in the Willamette Valley come to the Chicago Store. Here you can find every kind, class and shade, also a complete line of fine black and white wool dress goods. If we were to describe this stock thoroughly it would take half of this newspaper. All we ask of you if you are in search of dress goods, is to come to our store and take a look through. We will be pleased to show you the line throughout, and if you don't buy there will be no questions asked.

Price, yard
**25c, 35c,
49c, 75c
and up.**

VISIT OUR

Bargain Salesroom

On the second floor over the millinery department. The goods sold on this floor are goods from bankrupt stocks and bought at

**10c
15c
25c
On the Dollar**

The assortment is great. Suits, Coats, Jackets, Skirts, Millinery, Hair Goods, Flowers, Feathers, etc.

\$15.00 Suits for..... **\$3.50**
\$5.00 Skirts for..... **98c**
\$4.50 Hats for..... **98c**

AND SO ALONG THE LINE.



Come to the Chicago Store for the greatest bargains in Salem.

New Spring Hats

Now on Sale.

1911 newest creations in Paris models now selling at about half what you have to pay elsewhere. We show everything in the millinery line. A grand assortment at small prices.

Trimmed Hats, \$2.50, \$2.95, \$3.50, \$4.50 Up.

We are Salem's agents for the African Ostrich Farm Willow plumes

Ostrich Plumes

now on sale

Come to the Chicago Store if you want good values in ostrich plumes at low prices

15 inch plumes \$3.50 up
18 inch plumes from \$4.50 up



300 dozen of Ladies' Misses' and Children's Hosiery now on sale at small prices. Come here for the real values.



Ladies' Hosiery

now on sale. We never showed such a complete line of ladies', misses' and children's hosiery and underwear. Remarkable values. Children's Hose, pair, 10c, 12 1-2c, and up. All colors. Ladies' 45c silk lisle mercerized hose now on sale for only 25c pr

50 dozen Men's Dress and Working Shirts now placed on sale. Wonderful values.

Men's Shirts

now selling at bargain prices. 65c work shirts now 39c, 75c black sateen shirts now 48c; 85c fancy dress shirts now 49c; Men's \$1.50 pants now 98c.



The Greater

Chicago Store

Salem, Oregon