

# SILK SALE



## The CHICAGO STORE

In Salem's Best Store for Honest Merchandise  
Sold at Rock Bottom Prices

# Sale of Dress Goods



This week we offer the greatest Silk Values in the history of our store.

## STYLISH SPRING SILKS

NOW ON SALE—10,000 yards of 1911 Newest, Best and Prettiest Silks, now on sale—the Chicago Store is Salem's Silk House. We have gained this reputation by selling honest Silks and having always in stock the latest and newest creations to show to our customers. Our Silk Department is the largest in the Willamette Valley. Any class of Silk or any kind you may want we have here to show you. Silks for every class of garment a lady wants to wear, and the lowest bottom prices.

Price Yard, 25c, 35c, 49c, 65c, 75c and upwards.

20,000 yards of this Season's Best and Newest Woolen Dress Goods now selling at Cut Prices.

## NEW SPRING DRESS GOODS

NOW ON SALE—A wonderful showing of the latest and newest weaves and shades—if you want to buy Dress Goods right and at right prices come to the Chicago Store, that can keep showing you the Dress Goods until you are sure to be pleased. All the latest Foreign and Domestic Dress Goods are here, mountains of them—and at prices that will make you happy. It would take half of this newspaper to describe this great stock fully, and you are all welcome to come and look through, see the styles and get our prices.

Sale Price Yard, 25c, 35c, 49c, 65c and upwards.



THIS IS NEMO WEEK AT THE CHICAGO STORE CELEBRATED

## Nemo Corsets

Will be shown to all customers desiring to see them and have their sterling qualities explained. There are lots of other corsets in the market but there is only one N E M O. This corset stands in a class by itself and if you make up your mind to try one you will always regret the money you have spent in buying other corsets. We are Salem agent for this celebrated corset.

\$2.50, \$3.50  
And Up.

## SPECIAL SALE OF MILLINERY



SALEM'S GREATEST MILLINERY SHOP IS THE Chicago Store

### NEW SPRING MILLINERY

NOW ON SALE. The greatest bargains we ever offered in fashionable headgear. Every desire of your heart is pleased in the big Millinery Department and our prices defy competition. \$5, \$7.50 and \$10.00 DRESS HATS NOW ON SALE FOR

\$2.50, \$2.95, \$3.50 and \$4.50 Each.

Here is where the CHICAGO STORE shines when it comes to the selling of ladies' suits and coats. One trial will convince you that for style, quality and low prices our store cannot be beat.

## NEW SPRING SUITS

NOW ON SALE, the best and greatest values we ever offered. We just received a new shipment of stylish models. They are up to the hour in finish, material and workmanship. All the best and newest shades shown. successful buying enables us to offer you \$15, \$20, \$25 and \$30 suits like the picture. . . . .

NOW FOR \$8.50, \$10.50, \$12.50 and \$14.90



# The Chicago Store That Does the Business and Sells the Goods Is Ready for This Week's Selling

With the best lines of Merchandise we ever had the pleasure of offering our numerous friends and patrons. Note particularly the values offered and our low prices. Every Department in this big store is overflowing with live, new merchandise from the best manufacturers.



1000 Children's WASH DRESSES now on sale. The materials are Chambrays, Percales and fancy dress Ginghams, in all colors.

### Children's Dresses

NOW ON SALE, and at prices so low that you will be surprised. They are very stylishly made like the picture in this cut.

SALE PRICE  
25c, 35c, 49c, 75c & 98c

Wonderful values and low prices offered in our Ladies' Shirt-waist Department—

### Ladies' Shirt Waists

NOW ON SALE We show a complete stock of Ladies' Shirt waists and Middy Blouses. Come here for the best values in Salem—

SALE PRICE  
49c, 75c, 98c and up.



10,000 yards of beautiful new Hamburg and Swiss Embroideries now on sale in all widths, from 1/2 inch up to 27 and 30 inches wide. Insertion to match—Now, for low prices—

## Embroideries

NOW ON SALE—The best values we ever offered. Go to the other stores first and get their prices—then come here and see the money we can save you. Cut prices all through the stock.

Yard, 3c, 5c, 6 1-4c, 8 1-3c, 10c, 12 1-2c, 15c and up.



## Domestics

We show the greatest stock of Domestic and Fine Wash Goods in the Willamette Valley. Come and take a look through and get our prices. STANDARD CALICOES, yard, now only . . . . . Best Apron and Dress Ginghams, yard, 5c, 6 1/4c, 8 1-3c, up

## Men's Furnishings

We show a great stock of Men's and Boys' Furnishings and Clothing. Come here for the biggest and best bargains in Salem—and the lowest prices.

Men's Underwear 25c.  
Men's 65c Work Shirts 39c

## White Bed Spreads

We have just received anew shipment of White Bed Spreads. They are well bought, and are great bargains.

Sale Price  
69c, 75c, 98c, \$1.25c and \$1.49

## SHOES SHOES SHOES

Come here and see the money we can save you—See the prices.  
CHILDREN'S SHOES NOW . . . . . 25c, 35c and 49c  
MISSES SHOES . . . . . 75c, 98c and \$1.25—Half Price



## PARASOLS and UMBRELLAS

Children's Parasols and Umbrellas 15c, 25c, 35c and 49c.  
Ladies' Parasols and Umbrellas 49c, 75c, 98c and up

# THE GREATER Chicago Store SALEM, OREGON

If you want to see the best stock of Ladies' Muslin Underwear in Salem come here. Prices low.

## Ladies' Muslin Underwear

NOW ON SALE  
Gowns now only 39c, 49c, 75c and up  
Skirts now only 49c 65c 98c and up

