

Annual BOOSTER SALE

This annual BOOSTER SALE is for the express purpose of boosting Salem, by proving to the State Fair visitors, that the best values in Oregon are in Salem; and to boost the Stockton Store by making this such a great value giving event that the people must realize that this store will again this Fall assert its supremacy and prove as usual that

THE BEST VALUES ARE HERE

This GIGANTIC NEW STOCK of DEPENDABLE QUALITY MERCHANDISE selling at LOWEST KNOWN COST will induce every State Fair visitor, we hope, to visit this store. Our buyers have been busy for months purchasing from the leading manufacturers of Europe and America; and no effort has been spared to secure for you the very finest in quality, the very latest in design, as well as the most reasonable in price. We call special attention to the

Astounding Values For The Week

The Result of Immense Purchases. We buy for Cash and sell at the Lowest Possible Cash Prices

The New Silks are Here

Elegant Velvets Too

Lustrous, beautiful weaves, new warp effects in Dresdens that are always in fashion. Bayadere plaids, the newest idea for waists. New printed silks in wonderful combinations. Messalines in all the new autumn and staple shades, and Dress Velvets in black and colors, that make such charming one-piece costumes.

Booster Sale prices on the silks are

Extra SPECIALS

25c, 35c, 49c, 65c, 85c and \$1.00



Booster Sale of Ladies Tailored Suits

We are conservative in saying that in no place in Salem can such a splendid array of the newest and best creations in Women's Ready-to-Wear garments be found as here.

Beautiful Indeed Are the Suits

You will marvel at the wonderful array of new suits for fall here. We've the severely tailored and fancy models. Every one bears the stamp of newness and distinctiveness of style. Note the handsome materials in rich autumn shades of brown, tan, good looking grays, also black and navy serges. In fact our suits have been securing the very enviable reputation of being the very smartest shown on the coast. You will want to see them—come this week.

Booster Sale Price 10% Less

Booster Sale Specials

25c PILLOW CASES, 12 1/2 each—We had to buy 1200 of these to secure these prices for you.

12 1/2c CRASH TOWELING, 9c per yard—We had to buy a case of these to secure these excellent bargains.

NECKWEAR SPECIALS—35c Jabots 19c each, 30c Collars 19c each.

25c Handkerchiefs 14c; 5c Handkerchiefs 2 1/2-2c.

CHILDREN'S KNIT WAISTS—Similar to the Nazareth Waist, 12 1/2-2c each.

Table Linens— \$1.50 Quality \$1.19
1.25 Quality 1.04

Booster Sale Specials

18c Turkish Bath Towels 12 1/2c

Large Size Double Blankets, pr 69c

75c Feather Pillows, each 56c

3 pr Sox 25c

See the BIG 4; four extra good pairs Sox for 50c

\$1.25 Umbrellas 98c

Calico, yard 5c

Cotton challies, the yard 5c

Gingham, yard 3c

Good Safety pins 3c

Special line Men's Shirts \$1.00

NEW

School Blouses from

25c to 50c

Also Boys' Shirts plain or pleated

School Suits for Boys

We have splendid assortment of boys' suits to show you, and if you buy one of our suits there will be no question about the quality; they are built for wear and tear, and they are jaunty also. Prices from

\$2.50 to \$12.50

New Caps See the big line of School Caps in Tweeds, blue serges, nobby grays and browns.



Separate Knickerbockers, the Best in Quality and Make Prices 50c to \$2.00

Booster Sale of Trimmings

This store has long been famous for its fine trimmings; over and over again we are told that our trimming display is not excelled by any city store, and our prices are ever so much less. In fact there are trimmings of every kind to tempt you. We offer during the BOOSTER SALE our finest trimmings for

20 Per Cent Less

20 CENTS OFF FROM EVERY DOLLAR PURCHASED

Booster Sale of Dress Goods

This will be a grand saving opportunity in the Dress Goods Department. Every one that is acquainted with this store knows that our dress goods are par excellence—the very best in the market.

BOOSTER SALE PRICES

10% Less

NEW KID GLOVES

In Black and Tan

Booster Sale Prices

\$1.00 Values 69c

Extra Special

\$5.00 Messaline Petticoats, all colors

Booster Sale Prices

\$2.98

\$2.25 New Kimonas \$1.87

You Will Admire the New Coats

Such smart coats we have never shown before. They are stunning beyond description—every imaginable style, from the plain utility coat with the severe notched collar to the picturesque models, with their roll collars and long wide reverses.

Our prices are the most reasonable, quality considered.

BOOSTER SALE PRICES

10% Less



Booster Sale of Ribbons

Ribbons for millinery and dresses. Fashion decrees that ribbons shall be used on hats and gowns for girdles, sashes, neck bows, saucy little bows on the sleeves, etc. At our ribbon counter you can find any kind of ribbon you wish, and one quality, far exceeding any we have ever shown.

For the BOOSTER SALE we offer

25c Hair Ribbons 17c per yd

A splendid saving on beautiful all silk plain and fancy ribbons. The kind in demand for hair bows, sashes and hat trimmings.

4 1/2 in. wide 17c only



The All Wool Policy of the Men's Clothing Department

Has made many enthusiastic friends. We have a big line of clothing that we guarantee every thread all wool. Made by the most expert tailors in the United States. Built to stand hard wear and still retain the lines which the careful dresser demands. Our prices are the most economical.

Suits from \$10.00 to \$30.00

Booster Sale

Of knit under wear for women and children

Fleece lined Vests, no buttons; cream and white each 19c
\$1.00 Gauze Union Suits 69c
\$1.25 Gauze Union Suits 73c
Misses' 25c Union Suits 19c
These are high neck and short sleeves, knee length



See Our Display of Manhattan Vests

Vests worn by dressy gentlemen

These vests are in beautiful shades of brown, tan, gray and white

Prices Reasonable

Let Us Show You Our High Grade Garbadine Cravanettes For Men



JOHN KELLY'S SMART BOOTS

New Smart Shoes

The John Kelly Shoes are absolutely correct. They are decidedly natty. If you demand a stylish shoe come here and let us show you the smartest new shoe of the season.

PRICES MOST REASONABLE