

# Salem's Greatest Store That Gives the Best Values

That's the reputation we have established for ourselves since we first started in business. We will continue to merit the patronage the public has bestowed upon us. We will this week offer extraordinary values in Suits, Coats, Dresses, Silks and Dress Goods. The illustrations are exact reproductions of a few of our leaders, space not permitting a display of all. Read every item carefully and come to our store and investigate for yourself—you will agree with us that no other store offers you anything near so good. Bear in mind that our merchandise is clean and up-to-date, no accumulation of years to be unloaded on the public. Nothing but the best line of Suits, Coats, Dresses, Silk Dress Goods and Millinery are here for your inspection. Do your shopping in Salem's clean, bright, live dry goods house, where courteous sales-people will wait upon you, and the best fitters to make your garments fit perfectly. This is the store of the masses and popular prices, do your shopping here where your money has the greatest buying power.



## OVERSTOCKED

\$15, \$18 and \$25 Suits now on Sale  
For Only \$9.90

## Overstocked Suits and Coats Must Go.

The above pictures represent the styles of garments we are now offering. Every one up to the hour in style, material and workmanship. A lucky purchase enables us to offer you these garments at about the manufacturers' first cost. Caracul coats from \$9.50 up; Scotch Tweeds from \$7.50 up; \$15, \$18 and \$25 suits for \$9.50; \$20 silk dresses for \$8.50 and \$10.50; \$15 and \$18 wool dresses for \$7.50 and \$8.50. To get these values so we could sell them at these extraordinary low prices cost us an outlay of from \$4000 to \$5000, the manufacturers needed the cash and we saw the bargains that were offered. Nowhere on the Pacific Coast can you get such values in Ladies' Coats and Suits as here. Suits and Coats are sold here at less than you have to pay for the making of them. \$18 and \$20 Caracul Coats now \$9.50; \$15, \$18 and \$25 Suits now \$9.50; \$12.50, \$15, and \$18, fine cool dresses now \$7.50; \$20.00 Silk Dresses now \$9.90.



Come here if you want bargains in up-to-date Silks and Dress Goods.

### Silks and Dress Goods

NOW ON SALE at prices to convince the keenest buyers that the Chicago Store is the right store to buy fashionable silks and dress goods at the right prices. Thousands of yards here, ready for your selection. All the latest weaves and new materials shown. Tweed suitings from 49c up. Broadcloths in all colors. Serges, Panamas and Poplins, also all the new rough materials. We never did such a big business in dress goods and silks, and it is owing to our low prices and stylish, up-to-date goods.

Silks, yd, all new, 25c, 35c, 49c, 65c and up  
Dress Goods, yd, new, 25c, 35c, 49c, 69c and up



\$500 worth of new waists just received. The most beautiful assortment we've ever had the pleasure of showing the ladies of Salem.

### Silk and Lingerie

NOW ON SALE. Hundreds of them here for you to make your selections from. Plaid silk waists, masseline silk waists in all colors, handsomely trimmed. Fancy silk waists in a grand array of new, stylish designs. Linen waists, Fancy face waists and wool waists. This great assortment of stylish waists will appeal to you as the choicest and best line in Salem, and at prices low enough to please you.

SILK WAISTS \$2.45, \$2.95, \$3.50 and up  
FINE WASH WAISTS 49c, 75c, 98c and up, worth double



If you want real genuine

### HOSIERY BARGAINS

Come here. All kinds shown for Men, Women and Children in Wool, Cotton and Silk

## DOMESTIC BARGAINS

How can you afford to be paying elsewhere such long prices for your domestics? Why not trade here? You have the best selected stock in Salem to choose from and the newest and choicest goods. Think of your pocket book first of all. It is your staunch friend and when you can save it is YOUR DUTY TO DO SO.

### See Our Prices

- 7 1-2c Dark and light Outing Flannels, yard . . . . . 3 1-2c
- 8 1-3c Bleached Muslins, now yard . . . . . 5c
- Muslin Sheets and Pillow Cases, now selling at mill prices.
- 1000 Cotton Bats, 8 1-3 quality, now each . . . . . 4c
- We are agents for the celebrated Irish Table Linens and Napkins.
- White Crochet Bed' Spreads, slightly soiled, now selling at about HALF PRICE
- Wonderful values in Crashes, Towels, Tray Cloths, Splashes, etc.
- 12 1-2c Standard Fancy Dress Ginghams, a good range of styles, now 8 1-3c

## FURS

If you want bargains in stylish fur sets, muffs or stoles, come to the Chicago Store and take a look over our big stock. We can show you a great variety and our prices you cannot beat.

The CHICAGO STORE is Salem headquarters for fashionable, stylish millinery at low prices.

### MILLINERY

Bargains this week at the big Chicago Store. Come and take a look through and see for yourselves the wonderful millinery business we do. There are hundreds of big city stores that do not do half as big a millinery business as we do. Look at the amount of trimmings we keep all the time as busy as bees, and the staff of sales-ladies we have to wait on you. It is a wonder to ourselves how this department has grown so rapidly. You will find the choicest trimmed and un-trimmed hats here, also French Plumes and Willow Plumes in all colors. Gold and silver trimmings, etc. Bargain prices this week \$5.00, \$7.50 and \$10.00.

TRIMMED HATS NOW \$2.50, \$2.95, \$3.50, \$4.50



### BLANKETS

and Comforts

Come here and save money on warm winter bedding. We show a complete line, and when you once get our low prices for the best goods, you will always be a staunch customer of the Busy Chicago Store, that grows and keeps growing.

Come here for the greatest assortment and the best bargains in Salem in Ladies', Misses and Children's Underwear.

### Winter Underwear

Now on sale for Ladies, Misses and Children



Every class of warm winter underwear for ladies, misses and children. You'll find here shirts, drawers, union suits, etc. Ladies' \$1 white wool fleeced union suits now on sale for 49c. Children's underwear 15c, 18c, 25c and up.

# The Greater CHICAGO STORE Salem, Oregon

"THE STORE THAT SAVES YOU MONEY"