## Our Superb Spring Showing of New Goods

Is attracting universal attention and daily eliciting many exceedingly complimentary comments. We have combined hard work and ready cash to secure for you the BEST QUALITY, BEST STYLES and BEST VALUES to be found in America. MAKE THIS YOUR STORE--REMEMBER YOU ARE WELCOME WHETHER YOU BUY OR NOT. You may be sure 1912's BEST VALUES are and will be here.


Tailored Suits

## FOR WOMEN

 Have been surprising and pleasing to the most particular women in Salem. The quality, lines and excellent values have been especially remarked about - Many stout ladies who have never before been able to purchase a suit in Salem have not only been satisfied with our suits but exceedingly pleased. We have studied the suit question from every standpoint and feel that we have been successful in securingThe Best Suit Values. The Best Suits Obtainable.

See our great suit values in the Court-street window, at
$\$ 17.50$
$=$ Suits from $\$ 7.00$ to $\$ 50.00$

## NOW DRESS GOODS GALORE

New Serges, Whip Cords, Basket Weaves in white, mixtures, double faced goods, etc.


AFEW RETAILERS in this country have found out that EFFECTIVE ADVERTISING; cum ulative in results, means much more than merely quoting "sensational" prices for a day.
Others, and they are overwhelmingly in the major Ity, can't see anything in advertising except the immediate sales it creates. We believe they misjudge the intelligence of the buying public

Our advertising has but a single purpose - to arouse you to a sense of the value of this store to the trading public, We want you to know that RELIABILITY is the backbone of our business. Our prestige rests on your
faith in our statements. faith in our statements.

A careful study of style tendencies has enabled us to assemble a magnificent ine of the STRICTLY COR
RECT FABRICS FOR LADIES' SUITS. Our new mannish Scotch Sưtings and Coatin Serges have sufficient hody to them to thang rightit
for tailored garments. They wide so that only a very small yardage is required.
Notice how perfect our PURE WHITE COATING SERGES are. They're the pride of their makers, for only a very few mills are equipped to make satisfactory
White Serges.

This is to be a great Silk Season and we're prepared accordingly. NOVELTY - BORDERED 42-inch SILKS NOVELTY CHIFFON TAFFETAS NOVELTY FOULARDS NEAT HABUTAI SILKS, 32 inches wide PLAIN CHIFFON TAFFETA, PLAIN MESSALINES,
POONGES and pongees

Big Line of Colors of SKINNER'S STANDARD LINING SATINS Just opened
NEW SUMMER WASH GOODS NEW LACES
NEW EMBROIDERIES
All Spring Lines are now complete.

## Barmesibash Stome 

| Rerival Services at the Leslle. M. E. Church, lim South Salem. | Thursday and Priday, <br> Mra. A. Kooreman, 168 High atroL. |
| :---: | :---: |
| Every ulght this week. Servicees begin at $7: 30$. The meetinge were well |  |
|  |  |
| sttended last week, and there wore a number of converstons. |  |
|  |  |
| The cottage prayer meetting for this |  |
| week are at the following homes, beginning at $10 \mathrm{p} . \mathrm{m}$. ; <br> Tuesday and Wedrenday. |  |
|  |  |
|  |  |
| Mrs. Bi. Alford, Fir and Laffolle atreets. |  |
|  | all to attend theso servicea. C |
| Mrs. A. Achley , on Rock street | We need your hely an |
| Mrs. Ettle Iretoh, 1047 Bouth Come merchlul street. |  |
| Mram August.Fisher, 1230 South | room hoo |
| , | bue |
| Mra, A. J. Fronch, Bocond utreet. Mri. A. Harck, 1100 Sonth Commer- |  |
|  |  |
|  |  |
|  | Adr" |

## Look to Your Shoes

$A^{\text {RE you wearing shoes that are worth what you }}$
Do they wear as well as they look?
Are you really satisfied with them?
We want to lefl you in this ad where to get shoes that will satisfy you as to looks, wearing qualities and price!

OUR shoes are solid fram heginning to end!
They are buitt to give the wearer satisfaction! We guarantee you satisfaction in every respect! We only want a single triaf to prove that we handle
only the best shoes at the most reasonable pricest
(If you see of in mur ads, JT'S SO)

