



## Fashionable Suits and Coats

NOW READY FOR OUR EASTERN SELLING

Sample lines bought at 1-3 less than regular cost is now here and ready for your inspection. The materials are navy blue serges, whipcords and fancy Scotch tweeds, all handsomely tailored, silk lined and perfectly finished throughout. Our stock is complete in every detail, and if you want to be a good friend to your pocketbook, come here and see the wonderful saving you can make in buying your new Spring Suits and Coats.

\$15.00, \$18.00 and \$25.00 Suits and Coats like the pictures

NOW ON SALE FOR \$8.90, \$9.90, \$10.50, \$12.50 AND UP

## Mountains of New Wash Goods Just received by fast freight and express for our Easter Selling.

Every article sparkling with newness. No long profits asked here—it is the volume of business we are after. See our low prices.



The Chicago Store is Salem's Millinery Shop

Come here and see the wonderful stock of

Fashionable EASTER MILLINERY

We have ready for your ladyship

FRENCH and AMERICAN MODELS

In every conceivable style and make

Straw Derbies Stylish Sailors Dress Hats Street Hats Misses' Hats Children's Hats

Shapes and Flowers and Feathers in and endless variety Remember—We are not looking for long millinery shop profits here; it is the volume of business we are after and quick sales. You can make a big saving by buying your millinery at The Chicago Store

Stylish Hats, like the picture, now on sale for \$1.95, \$2.95, \$3.50 up

Misses' Stylish Hats 98c, \$1.49 and up

Children's Stylish Hats 25c, 35c, 49c and up



We are showing the season's clever creations in Wool Dresses, Silk Dresses, and combination Silk and Wool Dresses.

Fashionable Afternoon and Evening Gowns

Now on sale in connection with our Suit and Coat late arrivals we received a beautiful sample line of one-piece Dresses, made of the latest materials, highly trimmed and tailored in all the best and latest shades. You will be surprised at the beauty of the garments and our wonderful low prices. Values up to \$15.00, \$18.00, and \$20.00, now at \$7.90, \$8.00, \$10.50 and \$12.50



The latest shoes now on Sale at the Chicago Store. We just received a new shipment of the new styles.

STYLISH EASTER SHOES

NOW ON SALE. Come here and see these beautiful 12 and 16 button Shoes in white, nubuck, French and duck like the picture. \$2.50, \$3.50 and Up.



NEW ARRIVALS IN BEAUTIFUL EASTER SILKS AND DRESS GOODS

Easter Silks and Dress Goods

NOW ON SALE—The Chicago Store is Salem's Silk House and headquarters for fine Woolen Dress Goods. Our showing this season is the greatest in the history of our store—thousands of yards here for you to make your selection from—both in foreign and domestic materials—every yard up to the minute in style, weave and material.

Stylish Wool Dress Goods, yard, 25c, 35c, 49c, 75c up

LADIES' SHIRT WAISTS HERE for everybody and at every price Big values offered

Classy Easter Shirt Waists

NOW ON SALE at prices low enough to suit any pocket book. SILK LINGERIE MANNISH STYLES and dozens of others. The new styles this season are very attractive. You will be interested at once when you look through our complete line. Sale price

48c, 65c, 75c, 98c up



One Complete Floor in Our Store is now given up completely to Men's and Boys' Clothing, Hats and Caps

Easter Bargains in Men's and Boys' Clothing



Come here and see the money we can save you. It is the volume of business we are after, not long profits. We show a complete line of everything in

Clothing and Men's Furnishings Men's \$2.50 Hats, now \$1.49 Men's \$18 Blue Serge Suits, \$11.00 Boys' \$5.00 Suits, now \$2.50 and \$2.95



Big Bargains in Silk and Kid Gloves. EASTER GLOVES NOW ON SALE. We show a complete line of Fashionable Easter Gloves in all colors. Our prices we guarantee you cannot beat on the Pacific Coast. LONG SILK GLOVES, Double Tipped Fingers now on sale for 49c, 65c, 75c and up. FINE FRENCH KID GLOVES, \$1.35 values, NOW 98c

EMBROIDERIES

Come to the Chicago Store and look over our stock of Embroideries. See the beautiful styles and designs, then get our prices and if you want embroideries you will buy. The values we are offering are great.

NOW ON SALE. Come here and save on your embroidery purchases, 75c Swiss flouncing, a beauty 27 in wide, yard .29c Corset cover embroidery, 15c, 18c, 25c yard Embroideries 2 & 3 in wide, Yard 4c, 5c 6 1 4c and up



EXTRA SPECIAL

1000 yards of dark and light colored Outing Flannels, yard .4c

\$1.49 fine Percale House Dresses .98c

75c Hemmed and Torn Sheets for the big double beds; now .48c

White Honey-comb Crocheted Bed Spreads, all sizes .65c, 75c and 98c

\$5 Duck Wash Suits; now only \$2.45

Table Linens, the greatest values in Salem; yard .25c, 35c, 49c and up

Muslin Underwear, slightly soiled Half price

Remnants of Wool Dress Goods, at exactly Half price

Remnants Wash Goods . . . Half price

\$3.00 Shoes, now \$1.38, \$1.49 and up

85c fine Foulard Silks special, yd 48c

35c Fancy Tissue Silks now, yd 25c

15c Fancy Bordered Lawns, yard 10c

\$ 1-3c Fancy Lawns, now, yard . . . 5c

\$3.00 Parasols, now only . . . . . 88c

# CHICAGO STORE

SALEM, OREGON.

"The Store That Saves You Money"