

# Another Great Purchase of Ladies' Coats and Suits

When you see the big values we are giving you will think there is something doing. Manufacturers' samples of Suits, Coats and Dresses now on sale at the Big Chicago Store at less than the material would cost you. The savings you can make here in your spring and summer wearing apparel is great



**New Shoes**  
NOW ON SALE  
12 and 16-button latest style Shoes in  
**White Nubuck, Tan Leather, Gun Metal, Patent Leather, French Kid, White Canvas, Velvet**  
and dozens of others. Come here and save big money on your shoe purchases, Values to \$5  
NOW ON SALE  
**For \$2.50, \$2.95, \$3.25 and \$3.50**



**Stylish Spring Suits, Coats and Dresses**  
NOW ON SALE at big saving to our numerous friends and patrons. Our recent purchases in New York enable us to give you the best values we ever had the pleasure of offering. COATS, SUITS and DRESSES up to the minute in style, material, workmanship and finish offered at about half the original cost. Every kind is shown—Navy Serges, White Serges, Whipcords, Mixtures, etc. VALUES UP TO \$25.00.  
**Now \$7.50, \$8.50, \$10.50 \$12.50 and up**



**Stylish Sailor Hats**  
Like the picture, now on sale. We show a complete line of these hats at much lower prices than you can get elsewhere. Values up to \$2.50 and \$3.50 now on sale for **98c, \$1.35, \$1.49 and up**

**\$4.50**  
**Silk Petticoats**  
The best values in America—Now on sale  
**For Only \$2.95**

## Fashionable Millinery Just Received By Express


New York's latest creations are here and ready for selling. Buy your millinery at Salem's big millinery shop, the shop that saves you big money on fashionable, up-to-date, stylish American and French trimmed hats



Wonderful values offered in our ladies'  
**Muslin Underwear Department**  
CORSET COVERS  
NIGHT GOWNS SKIRTS  
PRINCESS DRESSES  
Come and take a look through this big stock and see the big values we are offering.  
75c Gowns, now 48c  
45c Corset Covers, now 23c.  
\$1.50 Princess Dresses, now 98c.  
\$1.50 White Skirts, now 98c.



**1912's Newest Millinery**  
Now on exhibition at the Big Chicago Store. Variety is the spice of life, and so it is in the millinery business. You like to buy where you see a great variety. No millinery shop display here (8 or 10 hats to select from), but hundreds of the choicest and newest models of New York's best production. Prices cut away down.  
\$5.00, \$6.50, \$7.50 and \$10.00 values now on sale for  
**\$1.95, \$2.50, \$2.95, \$3.50 up**



**Ladies' Oxfords and Pumps**  
NOW ON SALE at the Chicago Store at prices that will surprise you. When we say we can give you bargains in all kinds of low shoes we mean every word of it, and when you buy a pair of shoes here you will come back again. One sale is no good to a merchant—he must give you the value if he wants your patronage.  
See our Stylish Shoes for **98c, \$1.25, \$1.49, \$1.95 up**



**1912's Newest Dress Goods and Fine Imported Silks**  
Now on Sale at Quick Selling Prices  
The Chicago Store is Salem's recognized headquarters for fine Woolen Dress Goods and Silks. Come here and see the wonderful stock we have ready for your choosing—beautiful foreign and domestic goods of all classes and kinds now on shelves. We do the biggest business in Salem in Silks and Dress Goods. Special this week, yd, 25c, 35c, 49c, 65c, 75c up

BARGAINS IN  
**Kid Gloves**  
\$1.25 values  
all colors and black  
Now only, pair  
**75c**

We are Salem's agents for the African Ostrich Farm French Plumes  
**French Plumes**  
Now on sale. Come here and see the beautiful French plumes we can sell you for small money.  
No house can undersell us in French plumes. We show a fine line of these beautiful feathers. Come here and save money.  
Special sale price **\$1.49, \$1.75, \$1.98 \$2.50 and up**




## 10,000 YARDS OF 1912 LATEST WASH GOODS NOW ON SALE

This is the store for you to buy new Spring and Summer Wash Goods at where you have mountains of the newest goods to make your selections from and at prices that no competition can beat.



Just received a new shipment of Beautiful  
**Kimonos and House Dresses**  
NOW ON SALE. We just received a new shipment of these goods from our New York buyer; when you see them you will say they are great values. **\$1.50 and \$1.75 House Dresses, now 98c and \$1.25 Kimonos, beautifully trimmed 98c, \$1.49 and up**

**New Spring Wash Goods**  
Now offered at a great saving to our patrons. There is no such stock of Foreign and Domestic Wash Goods shown in the Willamette Valley; the selection is so great; the styles are so varied and so great that choosing will be easy; Colored Wash Goods of every class and kind shown; White Wash Goods of every description here and ready for your choosing.  
**We Make the Low Prices for Salem**  
Sale Prices 4c, 5c, 6 1-4c, 8 1-3c, 10c and up



Wonderful Values in  
**Stylish Misses' Suits**  
Come here and see these new Misses' Suits and Coats; they are the latest shown. A close purchase leaves us so we can give you great values. Suits worth up to \$15.00 and \$16.50 now only **\$7.50, \$8.50, \$9.80**



**Chicago Store**  
Salem, Oregon  
The Store That Saves You Money

**Men's Furnishings and Clothing**  
We show a complete line of Men's Furnishings, Clothing, Hats and Caps, Overalls, Separate Pants and all the rest. If you want to save money in your Men's and Boys' Goods, come here. We can give you values that will surprise you.  
**Men's \$15 Wool Suits Now Only \$7.90**  
**Men's \$18 Wool Suits Now Only \$10.50**  
**Boys' \$5 Suits, \$2.95. Men's 65c Working Shirts, 39c**



**Chicago Store**  
Salem, Oregon  
Salem's Greatest Bargain Giver