

We do the greatest dry goods business in Salem because we buy direct from the manufacturers and can afford to give you the lowest prices

THE CHICAGO STORE

SALEM, OREGON, THE STORE THAT SAVES YOU MONEY

IS SALEM'S GREATEST DISTRIBUTOR AND SELLER OF FASHIONABLE UP-TO-DATE DRY GOODS. COME HERE AND SEE THE WONDERFUL BUSINESS WE DO---THE COMPLETE MAMMOTH STOCKS WE SHOW. NO CITY STORE BETTER EQUIPPED WITH THE LATEST AND NEWEST GOODS. YOU WILL SEE AT A GLANCE THAT THE GREAT PATRONAGE THIS STORE HAS MERITED IS DUE ENTIRELY OT RELIABLE MERCHANDISE AND OUR PRICES ALWAYS LOWER THAN YOU CAN GET ELSEWHERE. READ EVERY WORD IN THIS ADVERTISEMENT

Extra
Special
for
This
Sale



A New Shipment of 1912 Newest Coats and Suits

Just received by express, smart up-to-date garments, purchased at a great reduction in price. They are now on display and ready for selling---white and navy serges, whipcords and fancy mixtures. Standard woolen cloak and suit materials, all handsomely finished, silk lined and highly tailored. To appreciate the values we are offering in ladies' and misses Coats and Suits, you will have to see them. The prices are small---\$15.00, \$18.00, \$20.00 and \$25.00 Suits and Coats, now only ----- \$7.50, \$8.50, \$10.50, \$12.50 and up

49c FANCY SILKS 27 inches wide-Dainty patterns. Now, yard **25** Cents

10c LINEN ZION LACES Fine quality Per yard **5** Cents

75c 27-inch SWISS FLOUNCING. A very fine quality. Per yard **29** Cents

MEN'S 45c BALBRIGGAN UNDERWEAR Shirts and Drawers. Each **25** Cents

LADIES' 20c LISLE HONE. A very fine quality. A pair **10** Cents

45c FINE LACE-TRIMMED CORSET COVERS. Big values for **25** Cents

LADIES' SILK LISLE 16-BUTTON LONG GLOVES. Now **65** Cents

LADIES' 20-Cent SLEEVELESS GAUZE SUMMER UNDERWEAR. Now **10** Cents

CHILDREN'S 25-Cent PARASOLS. All colors and white. Now **15** Cents

\$15, \$18, \$20

Afternoon and Evening Dresses

Now on sale at prices that will surprise you. White Wool Serge Dresses, Messaline Dresses, Voile Dresses, Lace-Embroidered Dresses Combination Silk and Wool Dresses, and dozens of others. Values up to \$15.00, \$18.00 and \$20.00, now on sale for \$7.50, \$8.50, \$10.50 and up



GREAT VALUES OFFERED IN Kimonos and House Dresses

If you want stylish House Dresses and Kimonos, come here and see the big bargains we can give you. They are all new and as pretty as a picture. House Dresses, worth \$1.50, now only 98c Kimonos, worth \$1.50 and \$2.00, now 98c and \$1.35



Extra
Special
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\$3.00 WHITE LINEN PARASOLS. Slightly soiled. Now only **75** Cents

41 CORSETS. Light summer with supporters. Now only **49** Cents

8 1-3-Cent PRETTY FANCY LAWNS. Special price, per yard **5** Cents

75-Cent FULL-SIZE SHEETS. Big ones. Now **48** Cents

18-Cent TURKISH TOWELS. 18 x 36 heavy quality. Now **12 1/2** Cents

12 1/2-Cent FINE DRESS GINGHAMS. A great variety. All new. Yard **8 1/3** Cents

26-Inch CURTAIN SWINS. Pretty patterns. Price, per yard **10** Cents

25-Cent SUNBONNETS. All colors and sizes. Each **10** Cents

\$1.50 and \$1.65 LACE CURTAINS. Big ones. All new. Pair **98** Cents

Only 1912 Latest Shoes Shown

At the Chicago Store, no old stock for sale here, but the very latest shoes, shown at prices less than you are paying for old-fashioned shoes elsewhere. We ask you not to buy your shoes until you see the beautiful 12- and 16-button shoes we are showing; also the stylish line of low shoes we are offering (Roberts-Johnson-Rand make). Values up to \$3.50, \$4.00 and \$5.00, now on sale for ----- \$2.50, \$2.75, \$2.95 and \$3.50 Best Made



ANOTHER NEW EXPRESS SHIPMENT OF 1912'S Newest Millinery

Just received from our New York buyer, Miss Todd. Choice trimmed hats offered at about half what you have to pay in regular millinery shops. Come here and see the extensive line you have to choose from. Hundreds of stylish hats on display and polite and courteous salesladies to wait on and show you through this big stock of Trimmed Hats, Shapes, Flowers and Feathers of all kinds; \$5.00, \$7.50, \$8.50 and \$10.00 Hats, now on sale for \$1.95, \$2.50, \$2.95, \$3.50 and up



We show the most extensive line of first-class Wash Goods in the Willamette Valley. Come here and see the great variety you have to choose from.

Wash Goods

Now on sale, and at prices that you cannot beat on the Pacific Coast. Thousands of yards of every class and kind of Domestic and Foreign Wash Goods now on display and ready for selling. Come here, and save money.

Imported Dress Gingham, yard 8 1/3c, 10c and 12 1/2c Percales, yard 5c, 6 1/4c, 8 1/3c and 10c; big values

Just received another new shipment of Beautiful Silks and Dress Goods. Now is your time to get Stylish Silks and Dress Goods at wonderfully low prices.

Silk and Dress Goods

Now on sale at temptingly low prices. The Chicago Store is Salem's headquarters for Fine Silks and Dress Goods, and if you want to buy stylish weaves, styles and designs, come here, there are thousands of yards of the latest goods now on display and ready for your choosing; the variety is great and the prices very low.

Sale prices, yard 25c, 35c, 45c, 49c, 75c and up

1000 MEN'S SHIRTS NOW ON SALE BEST VALUES THAT WERE EVER OFFERED IN SALEM

Men's Shirts



Offered at about 50 cents on the dollar. A lucky purchase enables us to offer you such low prices. We show a complete assortment.

\$1.00 Dress Shirts, now 65c \$1.50 Dress Shirts, now 89c

Children's Wash Dresses

Now ON SALE Come here and see the dandy line of Gingham, Percale and White Wash Dresses we show for children's spring and summer wear. They are natty little garments and are very nicely finished and trimmed.

Sale price 25c, 35c, 49c, 65c, 75c and up



If you want to see great variety and the best values offered in Salem in Ladies' Summer Shirt Waists, come here.

Ladies' Shirt Waists

NOW ON SALE at special advertised prices. We show a great line of Silk Waists, Embroidered Linen Waists, Manish Waists, Marquise Waists, Lingerie Waists and others. Our prices are always the lowest. 49c, 65c, 75c, 98c and upwards

