Our preparations for this fall are most elaborate we have ever made; not in paint and fixtures but in merchansiss
New conections pave been made with exclusice insorters, which coupled with our ""time tried," reliable houses and factories, places us beyond all competition; and insures our rapioly increasing legion of customers of
having the newest and most exclusive styles and clothis,
Advarice Shipments of

## New Styles

Are Reaching Us Daily WE CAN SHOW YOU NOW New Coats and Suits for that delayed outing or trip, that are the very latest ideas.
COATS will be shown in very artistic, new and ferent effects in belted liness also box and cutaway ef fects. Made in two-toned Scotct diagonals and mix-
tures; plain black Shetland coatings; double twist coatings: double-faced velours; chinchilla
SUITS
.he mnaufacturers' ${ }^{\circ}$ associations, and toned whipcords, while the suits for more dressy oco
sions are made of the same materials, with ratouch o
braid and velvet triming

SKIRTS
Clothing for Men and Boys
making room for heaviest Fall shipments of High Grade
Clothing ever brought to Salem.
Thrifty and economical buyers should take advantage
NOW.

## DressGoodsSection

Dress Goods, Trimmings and Silk Three Days Special Sale Tenh most exclusive, Up-to-the-minute line of ligh grade
Novelty Dress Goods. Less 25 per cent. Embroidered Bands, Braids and Applique Trimmings
pletet in the state: careftull selected and purchased f fol
the largest importers in the country. One-half Price. the largest importers in the country. One-hal Price.
Our exceptionaly fine line of Silks or Waists and Dre Our excestionaly find
es. Less one-third.
597th Wednesday Special


Straw Hats, Half Price
Men's and boys's straw hats, all frest, clean, new stock,
int the nobby and correct slapes, Your choice. No re-
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HALF PRICE

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Lenses Must Be Changed






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