



Fall Opening of the New Models in Ladies' Coats, Suits and Dresses

America's latest fashion garments are here. All the latest styles and newest materials are shown. Our NEW YORK BUYER is responsible for every garment shown in this live department, and his judgment is not excelled by any other buyer in America. His idea is to sell goods to customers that will make them solid patrons of the store. See the above pictures. The latest models shown in ready-to-wear garments. We undersell all competition because we are spot cash buyers.

COATS, \$4.50, \$7.50, \$9.90, \$12.50.

SUITS, \$7.50, \$9.90, \$12.50, \$14.90.

WOOL DRESSES, \$4.95, \$6.90, \$8.50 and up



NEW FALL MILLINERY

Now on display. The greatest line we ever had the pleasure of offering to the people and at the lowest prices.

VELVET HATS, VELOUR HATS, FELT HATS, SATIN HATS, SAILORS. ONE THOUSAND TRIMMED HATS now on sale, and no two alike.

Price, \$1.49, \$1.98, \$2.50, \$3.50 and up

NEW FALL SHOES



One thousand pairs now opened up in ladies, boys and girls. The new season's styles are shown throughout this department. We do not have to depend on long profits, because this is a department store where the volume of business counts.

Girls' Shoes 98c, \$1.25, \$1.49 up
Ladies' Shoes \$1.49, \$1.98, \$2.50

NEW FALL SWEATERS



850 new Fall Sweaters just opened up. A wonderful selection is here for you to choose from. Rougnecks, in all the best shades for men, women and children. Come here for bargains.

Turkey necks and all the rest.

Price, 59c, 75c, 98c, \$1.49 and up

500 Messaline Silk Petticoats

NOW ON SALE. Every new shade is shown and in the latest styles, \$4.50 values for \$2.49

The Live Electric Store of Salem, the Chicago Store

By day we light up the hearts of the people by giving them the greatest bargains in Salem. By night we turn a country town into a bright, cosmopolitan city, which booms the landlord, the hotels, rooming houses and the restaurants. We help everybody, the working people and all the rest. Do your trading at the store that has the upbuilding of Salem at heart, and not afraid to spend money to bring her to the front.

Women's and Misses' Belts

Don't fail to attend and profit by this sale of misses' and women's Patent Leather Belts. All good styles, in medium widths, red, white, black.

50c Values now 25c

500 Children's Coats

NOW ON SALE

Little men's coats, little girls' coats shown in all the latest fall shades. A lucky purchase enables us to give the best values in Salem.

Prices, 98c, \$1.49, \$1.98 and up



New Fall Shirt Waists

NOW ON DISPLAY in our Ladies' Shirt Waist Department. Beautiful SILK MULLS. Dainty lace effects and fancy embroidered. Come here for bargains. They are selling rapidly.

Prices, 98c, \$1.19, \$1.49 and up



Salem's Corset Store

Is the Chicago Store. They sell so fast that it is hard work to keep enough of them in stock. Our small prices is the reason. Come and see the new lace fronts.

Prices, 98c, \$1.19, \$1.49 and up



DOMESTIC BARGAINS

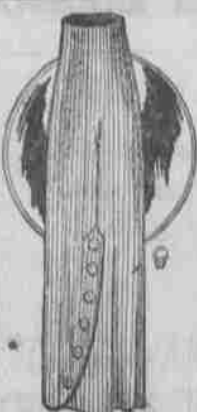
The greatest in Salem. 20,000 yards of New Fall Domestic now on sale. All kinds.

Yard, 5c, 6 1-4c, 8 1-3c, 10c and up

Dress Goods and Cloakings. 20,000 Yards on Sale

The most extensive line of Foreign and Domestic silk and Woolen Goods ever opened in Salem. This great stock lines up in magnitude with what you can see in big city store. We make the low prices.

Yard 25c, 35c, 49c, 65c, 75c, 98c and up



New Fall Dress Skirts

Five hundred on sale in grays, tans, navy, black and browns, also fancy styles. Cut-down prices.

\$2.45, \$2.98, \$3.50 and up

\$1 VELVET CORDUROY

In all the best and latest shades, while it lasts, only, yard

69c

1000 Men's and Boys' Shirts

All underpriced for this sale. All colors and sizes.

25c 39c 49c up

