



Our New York Buyers

LATEST MODELS

In Fashionable Millinery is now on exhibition in our large Millinery Department -- 500 Choice TRIMMED HATS on display and not any two alike.

Styles like the Picture offered at the lowest prices quoted on this coast

98c, \$1.44, \$1.98, \$2.50, \$3.50 and up

Gigantic Price-Cutting Sale

For Our October Selling

The CHICAGO STORE is Salem's Leading Store for the fast selling of reliable dry goods at small prices. It will pay you to come from far and near to supply your winter wants at the Electric Progressive Store of Salem. We Grow and Keep Growing because we carefully study the wants of the people and give them polite and careful attention. We are manufacturers' buyers in large quantities which enables us to give to our patrons, prices so close that no store on the Pacific Coast can undersell us.

Our New York Buyers

latest purchases in fashionable

New Fall Suits

now on display. Every garment is as neat a model as the picture, Serges, Fancy materials and Tweeds in the new shades, all silk-lined and handsomely tailored, values up to

\$15, \$18 and \$25

now on sale for

\$7.20, \$10.90, \$12.90



500 Assorted Coats

NOW ON SALE

This season's latest garments offered at about half the regular prices on account of the sizes being broken, every class of materials is shown, values up to \$12.50, \$15, \$17.50, and \$20

NOW ON SALE

\$4.95, \$6.90, \$7.90, \$9.90 and \$11.90



New Fall Styles in Fashionable Shoes

1000 pairs to make your selection from--Velvet, Suede, Patent Kid and Gun Metal styles, like the picture, offered at the closest prices in Salem.

Ladies' Shoes, \$1.49, \$1.98, \$2.50 up

Girls' Shoes 79c, 98c, \$1.49 and up

Children's Shoes 25c, 35c, 49c, 75c up

A Wonderful Showing

Of the latest novelties in Silk, Plushes, Velvets and Matalasse Coatings. Nothing newer shown east. Come here for the new shades and the lowest prices on this coast.

Velour, Satin and Beaver

HATS now on sale. All the new shapes are shown --Sailors and all the rest. All new shades.

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



THE BIG CHICAGO STORE

Leads ALL Salem in the Fast-Selling of Reliable Dry Goods at Close Prices : : : :



Persian Lamb Astrachan Seal Plush and Civet Cat Coats

NOW ON SALE.

The greatest showing of those Fashionable Garments in Salem or bigger cities. Our New York Buyer says they are the BIG RAGE. STYLISH, handsome garments offered at close prices---

\$8.50, \$10.90, \$12.50 and \$14.90

New Fall Styles

Now opened up and ready for quick-selling in our one-piece dresses.

One Piece Dresses

In Silk, also in Wool materials now on sale. 100 garments to choose from in all the best shades, latest models and newest trimmings, values up to \$15, now only

\$4.95, \$5.90 and \$7.90



Winter Underwear

FOR MAN, WOMAN AND CHILD

Now piled out on our counters at extraordinary low prices. Come here for the

BEST BARGAINS IN SALEM.

Children's Underwear15c	20c	25c
Ladies' Union Suits25c	35c	49c
Men's Underwear25c	35c	49c



MEN'S FURNISHINGS

When you want men's goods, don't forget the best place in Salem, the Chicago Store. ONE HUNDRED CENTS WORTH OF GOOD HONEST VALUES GIVEN WITH EVERY SALE. We allow no competitors to undersell us.

Men's Work Shirts, 35c, 45c and 49c

Blankets and Comforts now on Sale

1000 Pairs of Blankets--500 Comforts now placed on our counters for fast selling. Come here for the best bargains in Salem. Blankets, pair--

35c, 49c, 75c, 98c and up

Cloaks, Suits, Millinery, Dress Goods and Silks now on sale at the lowest prices offered in Salem

Dress Goods and Silks



The Chicago Store is Salem's Headquarters for Fashionable Dress Goods and Silks, if you want to see a great variety of all that is new in Silks and Dress Goods. Come here; beautiful materials for Coats, Suits and Dresses, and in all the newest shades. Remember we make the low prices for Salem. Sale price---

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

The Chicago Store

leads all Salem in the fast selling of Domestic and the reason is because we carry the greatest stock; the BEST variety to choose from, and the best of all, we make the lowest prices for Salem.

Come here, look through and get our prices

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



15, 18 and 20-inch Ostrich Plumes



Now on Sale

No such bargains offered in Salem, \$5.00, \$7.50 and \$10.00 values, now

\$2.50, \$3.50 and \$4.95

SALEM OREGON

CHICAGO STORE

THE STORE THAT SAVES YOU MONEY

HOSIERY BARGAINS

1000 Pairs Now on Sale. Cotton, Silk and Lisle-- Price, pair--

10c, 15c, 25c

and up.

