

Here's a Few Facts Worth Considering



It is an absolute fact, perhaps not generally known, or if known, not fully appreciated, that **OUR PRICES MEAN A POSITIVE SAVING** worth your while on every purchase. Of the thousands of necessary articles of Dry Goods, Shoes, Clothing, Furnishings and Household Goods, Ladies' Ready-to-Wear Millinery, Staple Groceries, etc., that go to make up our immense stock, a close inspection and Careful Comparison of Prices will insure a

Saving of From 10 to 25 Cents on Every Dollar

Ladies and Misses Coats Ladies' \$10.00 and \$12.00 Heavy Belted Back Coats, sale price \$6.90 Ladies' English Kersey Coats, all sizes; regular \$8.00 and \$9.00; sale price \$4.50 Misses' and Children's Coats, heavy Wool Coats for Winter; regular \$3.50 to \$8.00 values \$1.98 & \$3.45	MILLINERY Big assortment of Velvet Shapes, large or small; sale price 98c 300 Ready Trimmed Hats, no two alike; regular values \$3.50, \$4.00 and \$5.00; special \$1.49 Genuine Silk Velvet Shapes, black and combination colors; Turbans, gailors, etc. \$1.48	Suits and Dresses Ladies' \$18.00, \$20.00 and \$25.00 Tailored Suits, serges, twills and Scotch tweeds; on sale at \$1.90 to \$12.90 Ladies' One-Piece Dresses of Serges and Messaline Silk; regular \$7.50 and \$8.00 values \$3.90 Ladies' \$10.00 and \$12.50 Suits, stripes, shepherd checks, etc. \$6.90	Wool Nap Blankets Full 12-4 Double Blankets, sold elsewhere at \$3.00—it's a fact. You can buy them here for. \$1.98	Table Linen 68-inch Bleached Table Linen, floral designs; you'll pay 65c for it elsewhere. Save 25c a yard. We have it at 39c	Men's Underwear Extra Heavy Australian Wool Shirts and Drawers; sold the world over at \$1.50 the garment. Save 50c. Our price 98c	Domestics By buying Outings, Gingham, Percalae, Ducks, Draperies, Galateas, Muslins and Sheetings you save per yard 3c, 4c and 5c	Men's Overcoats And Suits. Our \$10.00 and \$12.00 numbers are good values at regular price. Sale price \$6.90	Men's Sweaters Heavy Ruffneck Wool Sweaters, sold regularly at \$3.50. See for yourself. Save almost half by buying them here for \$1.98	Men's Mackinaws Heavy Wool Mackinaws, regular \$8.50 to \$10. We bought them at a price and can save you from \$2.00 to \$3.50 by selling them at \$6.50	House Dresses Ladies' House Dresses and Kimonos; regular \$1.25 to \$1.75. Save 50c to 75c by buying here now at 49c and 98c	Boy's Clothing \$3.50, \$4.00 and \$5.00 School Suits, ages 5 to 15 years. Sale prices mean a saving, as our prices are \$1.98, \$2.35, \$3.48	Ladies' & Children's Shoes Regular \$1.50, \$2.00 and \$3.00 Dress and School Shoes priced for rapid selling at \$1.18, \$1.35 and \$1.98	Outing Gowns Ladies' Daisy Flannel Gowns, all sizes; sold everywhere at \$1.50; you can save 50c, as our price is 98c	Children's Coats Caricule, Plush and Velvet Cord Coats up to \$4.00 and \$4.50; bought at 60c on the dollar. Sale prices \$1.98 and \$2.98	Ladies' Waists All Waists and Middy Blouses reduced about one-half. \$1.00 and \$1.25 Waists; \$1.25 and \$1.50 Middy Blouses 69c and 98c	Bed Spreads One case Full Size Crochet Spreads sold regularly at \$1.25. Save 50c apiece. The sale price is 75c	Cotton Blankets Blankets of every size, weight and price. Double Blankets from \$1 to \$2.50 the pair. Sale price 68c and \$1.65
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FASHIONABLE FUR-TRIMMED SUITS NOW ON SALE

Read Our Ads Compare Our Prices.

The Greater Chicago Store

Salem's Big Busy Store

NIEHOFF

Just Arrived

Don't you know NIEHOFF, the Shoe Man? FOR THE BEST

Logger and High Top Shoes

Wear a NIEHOFF.

JUST ARRIVED—We have just received a shipment of NIEHOFF'S Work Shoes and Logger and High Top Shoes.

They Are the Best Made in Portland

For real OREGON weather. Will stand the heaviest rain.

GUARANTEED SHOE

All NIEHOFF Shoes are GUARANTEED to give Satisfaction.

DON'T DELAY

Come and look this wonderful shoe line over. We stand back of every pair.

BRICK BROTHERS

The House That Guarantees Every Sale. CORNER STATE AND LIBERTY STREETS



Ventriloquist Has Fun With Lesson

A traveling salesman who is also a ventriloquist, amused himself and many others this morning on State street, at the expense of Charlie Lersen former porter at the Bligh. Charlie was standing on the south side of the street, and the joker having first learned his name, went up near him and in less than no time a call came from across the street of: "Oh, Charlie! Charlie! Come over here." Charlie at once cranked up and under a full head of juice slinked it across the street. "Who wants me?" he asked as he peered first into the Bligh and then into other places from which the call kept coming. "Come on around in the alley," was shouted at him and he took that in. Finally the salesman got tired, but not before he had made his victim also rather weary, for he sure kept him busy.

GERMAN EDITOR DEPLORES IT

New York, Oct. 22.—Herman Ridder, publisher of the Staats Zeitung, ardent champion of the German cause today deplored the execution of Miss Edith Cavell by Germans in Belgium. "It is a terrible thing," he said. "It seems too awful that such things must happen. It should not be necessary to execute a woman under any circumstances. Had her case been taken before the kniser, she would probably have been paroled. There are times when German commanders must do things in the heat of war in which even their own people do not support them." Oscar Strauss held it to be a shocking incident. "It is one of the most shocking and atrocious incidents of any modern war," he declared. "It is another evidence in line with the sinking of the Lusitania that, amid the barbarities of this war, that Germany has no appreciation of the world's public conscience."

The Market Is Advancing BUY YOUR FLOUR NOW

Fishers Art and Blend Flour

Made in the Finest Mill in America is the Coming Family Flour of Salem.

- Fisher's Blend—now sells at \$1.65 per sack; \$6.25 per Bbl.
- Fisher's Art—now sells at \$1.55 per sack; \$5.80 per Bbl.
- White Rose—now sells at \$1.40 per sack; \$5.25 per Bbl.
- White Spear—now sells at \$1.40 per sack; \$5.25 per Bbl.

Golden West Coffee

TOMORROW is the Last Day in which to supply your needs in. Buy your needs, the saving is worth while.

- Golden West, one pound tins 35c
- Golden West, three pound tins 95c
- Golden West, five pound tins \$1.50
- Sugar Cured Picnic Ham, pound 12½c

ROTH GROCERY CO.

Phone 1885-1886. 410-416 State Street

Man Proposes But Another Proposes Later

Juneau, Alaska, Oct. 22.—Man proposes, but—Florence Culbertson, of Seattle, was to have married a Sitka merchant, and for that reason she took passage on the steamship Mariposa on its last trip to the north. S. B. MacConnell, returning to his mining claim in Alaska, sat beside her at the dining table, strolled on deck with her, and told her of the great Northland, that he had lived in so

much and which he so dearly loved. Then came the crash of the vessel upon the rocks near Bella Bella. "Women first," was the order. And Miss Culbertson was first in the thoughts of MacConnell. Fortune was good to him, however, for there was enough room for all the passengers and the lifeboat which carried the girl also carried the miner. When the rescue ship Alliance later docked at Ketchikan, the Sabbath bells, ringing clear and distinct, carried also a Mendelssohn melody to these two survivors and without loss of time they proceeded to the nearest church. While Mr. and Mrs. MacConnell are spending their honeymoon

in Juneau, there is a merchant in Sitka, who vows that it is a long, long way from Seattle to Sitka.

Poorest Students Are The Best Dancers

Sausalito, Cal., Oct. 22.—Because he found that generally the student with the poorest report card was the "star rag dancer," and because mothers here voted 10 to 1 against modern dances, Principal Wood has barred all "ragging" at school dances.

COURT HOUSE NEWS

A. B. Nelson has brought suit in the circuit court of this county against G. A. Larson and Oak Larson to collect on an alleged promissory note for \$231.85. The plaintiff seeks to recover \$273 with \$35 attorney's fees and the costs and disbursements of the action at law. W. C. Winslow and S. M. Endicott are attorneys for the plaintiff.

Francis H. Cannard, a liveryman of Gervais, has secured a license at the office of the county clerk to wed Miss Rose Mangold, also of Gervais.

County School Superintendent W. M. Smith will leave this city tomorrow for Mt. Angel where he will attend the second annual poultry, fruit, corn and educational exhibit held at that place beginning today. The fair is held under the auspices of the Mt. Angel Poultry association and the Mt. Angel Commercial club. A number of valuable prizes have been offered to the winners in the different classes and keen interest has been aroused in the fair by A. W. Holman, secretary of the fair association.

Five sheriff's sales are scheduled for tomorrow at the court house beginning at 10 a. m. when the sheriff will close up the following cases: William Siegmund against J. V. B. Smith, Falls City Lumber company against E. L. Sauter and others, J. S. Abbott against A. M. Jess and others, Betsy Whiting against C. A. Imus and others and Robert A. Witzel against the Waldo Hills Orchard company and others.

WILLAMETTE NOTES

The Willamette Institute of Research will meet this evening at 7 o'clock in science hall. Prof. James T. Mat-

WHEN IN SALEM, OREGON, STOP AT BLIGH HOTEL

Strictly Modern Free and Private Baths RATES 75c, \$1.00, \$1.50 PER DAY The only hotel in the business district. Nearest to all Depots, Theatres and Capitol Buildings. A Home Away from Home T. G. BLIGH, Prop. Both Phones. Free Auto Bus.

thems will address the society. Friends and visitors are welcome to attend. Prof. Wallace McMurray and Laban Steeves left on the P-45 electric train for Portland, where they will spend the day, returning this evening. Glenn McCaddam, '15, spoke to the student body this morning on the coming lyceum course which he is managing. In a straw vote taken to find how many would take tickets at the special rate given, 173 signed up for tickets. It is expected that over 200 will be secured before the end of the week.

The Websterian Literary society last night elected 11 new men as members to their society. Those elected were: Joe Minton, Wilson, Stamm, Atterbury, Randall, Ewing, Otto, Hall, Peterson, Athil Irvine, Sparks. The new men who were elected are among the most prominent members of the freshmen class. They will appear for initiation next Wednesday evening when the initiation committee, composed of Arlie Walker, Leland Austin, Lloyd Lee and Donald Matthews, will have a multitude of various stunts for them to perform.

A copy of the Pacific University college paper was posted on the bulletin board this morning. The conspicuous parts of it were: the large type letters arranged into the sentence, "Walop Willamette." This sentence appeared 10 times in various places on the page, the significance of it is that they are planning to defeat Willamette in the football game at Forest Grove on November 13.

To meet the challenge Willamette will send the largest crowd of rooters to the game that will ever have accompanied the team. A special train will take about 200 carload and gold upholders to Pacific. The slogan heard everywhere on the campus now is, "On to Pacific." Yell King Walker has charge of the excursion and the thing is an assured success.

Dr. Frank Brown, of Council, Idaho, a graduate of Willamette in 1909, was a chapel visitor this morning. He gave a short talk to the students in which he compared the present student body with the one when he attended school, stating that he could not see a marked advance that has been produced in the intervening time.

Dr. Brown will be in the city for about three weeks. He is visiting with his brother-in-law, J. E. Allison.

Willamette will not play Chemawa Saturday afternoon as had been planned. Chemawa has not been training for a game, and so feel that they do not care to enter one on Saturday.

Coach Matthews tried to secure a game with the O. A. C. freshmen, but to date they have come to no agreement.

FOR EVERY HOUSEHOLD

GERMAN-AMERICAN COFFEE

Ask your grocer

NATIONAL COFFEE WEEK, OCT. 18 to 23. GERMAN-AMERICAN is always full strength—goes farther. Blended—steel cut and packed daily in Portland.

30c

LANG & CO. Portland, Ore. The "Royal Club" House.

The Can 3-lb. Can 85c

LANG & CO. were the only coffee roasters who save the public the benefit when the price of raw coffee came down.

Meats

To Fill the Market Basket with choice meats will cost no more here than to fill it with lower grade meats elsewhere. Try it and see. It will be a pleasant surprise to get such fine chops, steaks or roasts at prices which make other meats look dear, which they are.

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Always Watch This Ad—Changes Often

FOR THE WOODSMAN

We have all kinds of Axes, Sledges, Wedges, Saws and Equipments for the woods. All kinds of Corrugated Iron for both Roofs and Buildings. A good \$500.00 Laundry Mangle, slightly used for one-fourth original cost. A Wood saw complete for sale or will trade. Two Ponies and Harness at a price that will surprise you.

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