

Our First and Greatest

FALL

Opening Sale!

Fresh from America's foremost manufacturers, Gale & Co., Salem's Greatest Popular Price Department Store, has received enormous stocks of New Fall Merchandise. Cases upon cases of New Dress Goods, Silks, Wash Goods, Muslins, Sheetings, Blankets, Comforters, Bedspreads, Toweling, Towels, Notions, Ribbons, Coats, Suits, Dresses, Skirts, Sweaters, Furs, Children's Dresses and Coats, Millinery, Hosiery, Underwear, Shoes, Men's Furnishings, Men's and Boys' Clothing, etc. This wonderful array of new, high grade goods—in latest most approved styles—await your critical inspection and choice in the greatest Fall Opening Sale this part of the Willamette valley has ever known. Our wonderful display will open your eyes to the extraordinary character of the Gale & Co. merchandise values. You will wonder how we can do it at our prices. But we DO! OPENS SATURDAY, SEPTEMBER 16th.

MEN'S FURNISHINGS and CLOTHING

- 25c Suspenders . . . 19c
- President Suspenders . . . 25c
- 25c Dress Sox . . . 19c
- 15c Dress Sox . . . 9c
- 12 1/2c Work Sox . . . 3 for 25c
- Dress Shirts at . . . 49c, 59c and 98c
- \$1.50 Velvet Fleece Union Suits, all sizes, . . . 98c
- \$18.00 New Fall Suits . . . \$12.50
- \$22.50 New Fall Suits . . . \$14.95
- \$25.00 Men's 10 oz. Blue Serge Suits, finest workmanship, finest finish and best linings, very spl. \$17.85
- High Grade Mackinaws worth \$10, spl. \$6.95

NOTIONS AND DRUG SUNDRIES

The largest of its kind in the city. Special Fall Opening prices on articles you are in need of every day.

- O. N. T. Thread . . . 4c
- Hooks and Eyes, card. 4c
- Safety Pins, dozen . . 2 1/2c
- 15c Dressing Combs. . 10c
- 20c Dress Combs. . . 12 1/2c
- 25c Dressing Combs. . 15c
- 50c Dressing Combs. . 25c
- 75c Dressing Combs. . 49c
- Silk Lingerie Tape, white, pink and blue, 10-yd bolt for . . . 10c
- Tatting Shuttlers . . . 5c
- Stocking Darners . . . 4c
- 20c Talcum Powder. . . 10c
- 25c Colgate's Talcum Powder . . . 14c
- 25c Whisk Brooms . . . 15c
- 25c bottle Machine Oil 10c
- 35c Hair Brushes. . . 25c
- 15c Tooth Brushes. . . 10c
- 25c bottle Witch Hazel 15c



WONDER WAISTS 69c TO \$4.95

You will agree when you see them. Of fine Voile, Organdie, Crepe de Chine and Chiffon Taffeta—in about fifteen different styles. Made with hemstitched trimmings, frills, tucks and plaited effects. Some have the new large sailor collars. Usually sold at from \$1.00 to \$7.50. Our price for Fall Opening Sale . . . 69c to \$4.95

BEAUTIFUL SUITS \$6.65 TO \$24.90

Beautiful is the word for these new charming suits. We direct particular attention of our patrons to the tailoring, the finish and materials of our suits, which are found only in suits sold at from \$18.50 to \$50.00. The woman who desires a smart Autumn Suit at a little expense will avail herself of our wonderfully low prices, as these suits represent the best styles introduced this season. Come in black, brown, green and checks, in all the new materials for Fall wear.

A Most Impressive Showing of Fall Coats Especially Priced \$9.90 to \$25.00

The Fall Coats are built on loose fitting lines. The collars are big and round in shape—and in nearly all cases they're trimmed with velveta and fur. All of these collars may be worn high or low. Greatest possible array of materials are shown in this season's coats: English tweeds, plaids, fancy mixtures, velours, plushes, velvets, matlam, urlam, etc. Especially priced for Fall Opening Sale . . . \$9.90 to \$25.00

Domestic Department

The purchasing power of your dollar has never been so forcibly demonstrated as in this department of staple merchandise. A cursory reading of the list and prices given below will convince even those unfamiliar with present market conditions and difficulties as affecting the staple lines of the dry goods family, that our prices in this department are without a precedent. It is through our great purchasing power and liberal concessions from manufacturers that enable us to offer you this class of goods at these low prices.

- 2239 yards of Genuine Lonsdale Bleached Muslin, 36 inches wide; buy all you want at . . . 12 1/2c
- 1747 yards of Genuine Belmont Percale, in dark and light, 36 inches wide; buy all you want now, at, yard . . . 12 1/2c
- 2291 yards of Standard Apron Gingham, in a wonderful array of pretty patterns; a regular 10c value for . . 7c
- 50 dozen Pillow Cases, made of extra heavy casing, size 42x36; regular 25c quality for . . . 15c
- 975 yards of fine Scrims and Swisses, very special . . . 10c
- 25 dozen Ascot Sheets, size 81x90, very special only . . . 87c
- 1268 yards XX Bleached Muslin, 36 inches wide, very special, yard . . . 8 1/2c
- 25 dozen Turkish Bath Towels, 27x45; regular 35c, very special, eac. h. . . 23c
- 25 dozen Turkish Towels, 20x38; regular 20c, very special . . . 12 1/2c
- 50 dozen Huck Towels, 18x36; very special, each . . . 8 1/3c
- 10c White Outing Flannel, 27 inches wide; very special . . . 7 1/2c
- Sheets, 72x90, made of good quality sheeting; very special . . . 59c

Beautiful Shoes for Fall



Classy models on comfortable lasts, in patent leather, gun metal and glazed kid. Gun Metal English Shoes, with leather or rubber soles and heels, very special . . . \$2.95

Velvet Button Shoes, regular \$4.00, for \$2.49

Cloth Top Button Shoes, spl. at \$2.69-\$2.95

Patent, Cloth Top Lace Shoes, reg. \$4, \$1.98

Children's Shoes, button styles. . . 69c to \$1.49



Fascinating New Hats

At An Extraordinary Price
\$4.45

Models Regularly Priced to \$10.50

A notable display of the most advanced Trimmed Hats for Fall. Every one a copy of an imported model. Of finest velvet and silk in black and colors; some with combination of black and colors. Very special Fall Opening Price . . . \$4.45

New Fall shapes of finest quality black velvet, in five different styles; very special at . . . \$1.49 and \$1.98

Newest Felt Hats, in plain white, rose, silver gray, green, sand and plum, also in two tone effects; very special at . . . \$1.98, \$2.29, \$2.75

Fascinating New SILKS and FALL DRESS GOODS

New Silks and Costume Satins for Fall, New Chiffon Taffeta, New Velvets, Velveteen and Corduroy.

35 inches wide fine quality Chiffon Taffeta, very special . . . \$1.29

27 inches wide fine quality Messaline, regular price \$1, now only . . . 68c

New Black and White Check Dress Goods at, yard . . . 49c, 59c, 69c and 98c

New Velour Black and White Check Coating, 56 to 60 inches wide, very special . . . \$1.69 to \$1.98

36 inches wide French Serge, all wanted colors, very special . . . 48c

Underwear and Hosiery Dept.

—Here you will be pleasantly surprised a wonderful collection of high grade Underwear and Hosiery at extremely moderate prices from which to choose your Fall and Winter supply.

Women's Two-piece Underwear, very fine ribbed and velvet fleece, pure white bleach, neck finished with silk tape, all sizes, 34 to 44, very special, garment . . . 49c

Women's Fine Ribbed Union Suits, pure white bleach, high neck, long sleeves and ankle length, indeed a special at only . . . 59c

Women's Fine Ribbed Pure White Bleach Union Suits, neck finished with silk tape, velvet fleece; worth \$1.25, special . . . 88c

Women's Fine Ribbed Hose, in black only . . . 12 1/2c

Women's Fine Ribbed Lisle Hose regular 25c quality, for this sale only . . . 19c

Women's Silk Fiber Hose, all colors, at . . . 29c, 33c, 49c



Prepare your Children for School at this store

- Boys' Fine Knee Pants, regular 75c for . . . 45c
- Boys' Fine Knee Pants, regular \$1.00 for . . . 65c
- Boys' 50c Blouses . . . 39c
- Boys' Two-piece Underwear . . . 19c to 29c
- Boys' Union Suits . . . 49c to 79c
- Children's Dresses, especially priced . . . 48c to \$1.29
- Children's Underwear . . . 25c to 29c
- Children's Union Suits . . . 49c
- Children's School Hose at . . . 10c and 14c
- Boys' Caps . . . 15c to 49c
- Children's Hats, latest styles . . . 59c

GALE & CO.

Salem's Greatest Popular Price Department Store—Not Connected with any other store in this city.

CORNER COURT AND COMMERCIAL STREETS