We continue to give you merchandise of the BEST QUALITY at the LOWEST PRICE Our old customers know this to be a fact. Just a little i
right.
It is to your interest to prove it. NOTICE THE FOLLOWING AS A SAMPLE Percales .
$17 \mathrm{c}, 20 \mathrm{c}$, and 29 c Yard Ginghams
$25 c, 29 c, 35 c$ and 39 c Yard
Kiddie Cloth
Outing Flannel Flanelette
Cheviot Shirtings
Cretonnes Silkolines

## All Around Town



## ITSNOTCHANCE

THAT CAUSES US TO SELL MORE HATS THAN ANY OTHER STORE IN SALEM
 There's A Good And Sufficent Reason

## ITS BECAUSE-

We buy in larger quantities and consequently have a much which you may make selection.

FIIRTHERMORE--
We have arranged for regular and frequent shipments. New Hats are arriving almost every
day, so you may be sure of obtaining the very latest approved styles.

AND THE PRICE-
On top of all this, the voluime of our millinery trade enables us to sell at a low margin of profit. Our prices are

> UNUSUALLY

LARGE STOCK NOW
For this fall's trade we have secured an unusually large stock---hundreds of new models--appropriate for every occasion- - all of them the very last word in millinery.

## Ladies' Hats <br> Children's Hats

$\$ 1.98$ to $\$ 6.50$
98 c to $\$ 2.98$
OUR MILLINERY WORKROOMS
Our workfooms are presided over by expert milliners, who will trim your hat to

| Oir Prices |
| :--- |
| Always |
| The Lowest |

Gale \& Co.
Commercial and Court Sts. Salem Formerly Chicago Store

Our Prices Always The Lowest


