## 20\% Reduction

Special Ten Day Sale of Goodyear Tires

## Guaranteed 3500 Miles

For 10 days, only, unless our
stock is exhusted before that
time we, will sell $30 \times 31 / 2$ Good-
year, New Tires, at, each. . .
A saving of $\$ 4.70$ on each tire SalemAutomobileCo.
F. G. DELANO

46 State Stre Phone 97

Decurres it is DUTYTO AITEIO pralic conclane

'Tis better to do than to IMPERILLES CIGADREIEEES
$\qquad$ in the purchasing and blendingof tobacco.They're beyond the promise stage-acigarknow a good thing. Buy and see for yourself.


## WEMUSTUNLOADINGOURSURPLUSSTOCK



## Big Reductions in New Winter Coats

Only our determination to hurry away our surplus coat stock makes possible the following price reducquarters. We are forced to radical price reducing measures for immediate unloading.

## COATS

Regular values $\$ 24.50$, Sale Price. $\quad \$ 15.50$
Regulk values $\$ 27.50$, Sale Price................... $\$ 19.75$
Regular values $\$ 32.50$, sale price $\$ 21.50$

| Regular $\$ 37.50$ Sale Price |  |
| :--- | ---: |
| Regular values $\$ 45.00$, Sale Price | - |

Regular values $\$ 52.50$, Sale Price. $\quad \$ 37.50$
Regular values $\$ 60.00$, Sale Price.................. $\$ 39.50$
Regular values $\$ 75.00$, Sale Price $\quad \$ 47.50$
Regular values $\$ 98.00$, Sale Price ................. $\$ 52.50$
Regular values $\$ 110.00$, Sale Price $\$ 59.75$
The Greatest Dress Sale and Biggest Bargains You've Ever Seen
Exclusiveness is the keynote of our dress showing; our styles
are not merely copies of London and New York models, but on the contrary, strongly individual. An inspection will convince you of the air of exclusiveness and beauty that pervades our DRESSES
Regular values $\$ 17.50$, Sale Price.
Regular values $\$ 20.00$, Sale Price .. Regular values $\$ 25.00$, Sale Price.. Regular values \$27.50, Sale Price Regular values $\$ 32.50$, Sale Price.... Regular values $\$ 35.00$, Sale Price. Regular values $\$ 39.50$, Sale Price. Regular values $\$ 42.50$, Sale Price Regular values \$47.50, Sale Price. $\$ 11.95$

- $\$ 31.50$


| EXTRA! | EXTRA! | EXTRA | EXTRA! |
| :---: | :---: | :---: | :---: |
| Women's Gabardine and Serge Suits; regular values up to 825; Unlonding Solo Price |  | $\left\|\begin{array}{r} \text { Triumed How } \\ \text { regulat ralue up } \\ \text { to } 97.50 \text {, Unload } \end{array}\right\|$ | Amither lot of beautiful ulur prices 0.50 . 10 . 66.50 Unloading Sale Price |
| \$1 | c | $\$ 103$ | \$3.45 |

