



30th Anniversary Thursday Jan. 20, 1910

Plan to visit this store on Thursday. We promise a treat in the way of elaborate and beautiful displays of good, reasonable and dependable merchandise, placed on sale at prices that will reflect credit to this large merchandising emporium. Thirty years ago the present owners of this good goods store arrived in Salem; they have grown up in the business, and by careful and systematic management this store has steadily grown into one of the healthiest department stores in the Northwest. Unlimited buying power and ready cash has placed us in a position to always buy the best at the lowest market price, thus giving the people of Salem and vicinity values that envious competitors cannot meet. "Good goods," our motto, was adopted as a trade mark because the high standard of our merchandise always gives satisfaction. The goods are our best salespeople. We do not ask people to borrow money to buy our goods, nor do we advertise fictitious values. Every item will be just as represented, with a money-back guarantee.

LADIES' SUITS, COATS, DRESSES, SKIRTS, COSTUMES, WAISTS, PETTICOATS, KIMONAS SPECIALLY PRICED FOR THE ANNIVERSARY SALE

\$28.50 TAILORED SUITS \$10.00

Latest styles, well made and handsomely finished throughout with the best linings and findings. The coats are full length, semi and tight fitting, plain tailored, with notch collar. The skirts are plain and pleated. Regular \$28.50 values, Anniversary Special Sale price... **\$10.00**

Ladies' Suits, Coats and Dresses

Values to \$40.00, Special at \$15.00

This lot comprises the latest fashions with choice fabrics, in one piece dresses, tailored suits and coats. They sell regularly in values up to \$40.00; Anniversary Sale Special **\$15.00**

Dress Skirts, Values to \$12.50

Anniversary Sale Price \$5.00

Plain tailored and pleated effects, just good walking lengths; in this assortment will be found many models that are suitable for spring wear; values up to \$12.50, Anniversary Sale Price, special at **\$5.00**

WOMEN'S WAISTS HALF PRICE

New seasonable models in Jersey Cloth, Nun's Veiling, Albatross, English Flannel, Brilliantine, etc. The colors are black, cream, navy, red and gray.

\$1.50 values now.....75c
\$2.50 values now.....\$1.25
\$3.50 values\$1.75



Muslin Underwear at One-third Less in Price

Hundreds of beautiful light, fluffy undergarments to choose from. They represent the choice pieces from the best makers, beautifully trimmed with lace and embroidery and handsomely finished. Women who appreciate stylish, dainty undergarments can't well afford to miss this opportunity, as this severe price-cutting will cause sensational shopping in this section and the choice pieces will disappear rapidly. Supply your needs for many months to come at our Anniversary Clearing Sale.

LESS ONE-THIRD IN PRICE

SHIRT WAISTS REDUCED ONE-THIRD

Seven dozen Shirtwaists selected from our entire stock which have become soiled and mused from handling. They are plain tailored, embroidered and lace yokes and collars, with narrow and wide tuck fronts; all sizes. Anniversary Sale special, less 1-3 in price. Liberty Street window.



\$1.50 Umbrella at 98c

200 select Umbrellas, 26-in. size, best grade cotton covering, steel rod and frame, with bulb runner; extra select wood handles, gun-metal handles, rolled gold handles; in a large assortment to make selections easy. They sell regularly at \$1.25 and \$1.50, on sale at our Anniversary event, your choice, special..... **98c**
Phone orders received.

35c Spring Suitings at 23c

Bwana Tumbo Cloth, new mercerized Spring Suiting, new Rajah effect; first time shown in Salem. The colors are brown, navy, light blue, pink, rose, lavender, white and black; 27 inches wide, a regular 35c value, special for Anniversary Thursday only, at the low price of, the yard **23c**
We advise early shopping on this day for this suiting won't last long at this price.

SPECIAL SHOWING OF CHILDREN'S COATS 1-2 PRICE ANNIVERSARY SALE OF NEW PETTICOATS

\$1.65 Values Special at \$1.39

The Petticoat Section offers a good value in Black Sateen Petticoats, sizes 42 and 44; large and extra full with extra wide shirred flounce. These are an extra good value for \$1.65; Anniversary Special sale price only **\$1.39**
Buy as many as you want at this price.

Anniversary Prices on Colored Silk Petticoats

\$ 6.50 values, Anniversary price..... **\$ 4.95**
\$ 7.50 values, Anniversary price..... **5.85**
\$ 8.50 values, Anniversary price..... **6.00**
\$10.00 values, Anniversary price..... **6.89**
\$11.50 values, Anniversary price..... **7.95**
\$12.50 values, Anniversary price..... **8.85**
\$13.50 values, Anniversary price..... **10.85**

Sensational Shoe Selling Event For Anniversary Thursday

\$3.00 Women's Kid Shoes, Special\$2.17

Lot No. 1, Style No. 310—75 pairs Paris Kid, polished Cuban heel, patent tip; medium weight sole; regular \$3.00 value at **\$2.17**

\$3.50 Patent Shoes, Special at\$2.67

Women's patent colt bal; our style No. 353, with Cuban heel and calf top. Special Anniversary Thursday only at **\$2.67**

\$2.67

147 pairs patent colt blucher, with Cuban heel and mait calf top; our style No. 354; regular \$3.50 values on sale Anniversary Thursday at only at **\$2.67**

Men's \$3.50 Shoes, Special at\$2.93

New styles bought for Spring in velour leather, blucher style, on the Wasp, Ward and Tammany lasts, on sale Anniversary Thursday only at **\$2.93**

\$8.50 High Top Lace Boots, Special at\$5.50

12 and 14 LACE BOOTS, suitable for engineers and mountain men; regular \$8.50 values, Anniversary Sale only \$3.25; \$6.00 values, Anniversary Sale only **\$4.00**

Anniversary Prices on Fancy Ribbon and Women's Neckwear

Lace and Embroidered Collars with Baby Crochet Lace and Embroidery. Embroidered Collars, Fancy Jabots on sale during Anniversary Thursday at only **HALF PRICE**

Fancy Ribbons Half Price.

Fancy Dresden, Persian paid and checked, in pretty colorings from 1 to 7 1/2 inches wide on sale Anniversary Thursday at only **HALF PRICE**

Children's Hose, Special at 2 prs 25c. Anniversary Sale

\$1.25 Silk Hose, Special 98c
The Ladies' Hosiery section offers a large showing of Silk Hose in Copenhagen, black and white; regular \$1.25 values, on sale Anniversary Thursday at **98c**

1000 Yards Choice Insertion and Edging at 9c and 12c Yard. 20,000 Yards Allover, Flouncings, Bands Edgings, Etc.

The products of the best mills on two continents. They are new and stylish patterns. This is the cream of our entire Embroidery stock. Now on sale at Anniversary clearing prices, less 20 per cent.

Genuine Anniversary Reductions in the Men's Section New Annex

Anniversary Sale of Men's Suits. Good, reasonable styles, many models suitable for Spring wear. They are finished throughout with the best linings and findings.

Regular \$30.00 values, Anniversary Thursday only at..... **\$15.00**
Regular \$20.00 values, Anniversary Thursday only at..... **10.00**

Anniversary Thursday Sale of Men's Stylish Overcoats in New Models

\$25.00 values, Anniversary Thursday only **\$12.50**
\$18.00 values, Anniversary Thursday only **9.00**
HALF-PRICE ANNIVERSARY SALE OF SINGLE PANTS

Men's Stiff Hats Half Price

New shapes, all sizes..... **\$2.50**
Hats on sale Anniversary Thursday at **\$1.25**

Anniversary Sale of Bath Robes

and House Coats at One-Half
\$10.00 values at only..... **\$5.00**
\$ 8.00 values at only..... **4.00**
\$ 4.00 values at only..... **2.00**

Golf Shirts at Half Price

\$1.50 values at **75c**
\$1.00 values at **50c**
Anniversary Thursday Only

Boys' Knee Pant Suits

\$10.00 Suits, special at.... **\$5.00**
\$ 8.50 Suits, special at.... **4.25**
\$ 5.00 Suits, special at.... **2.50**
Same prices apply to Boys' Overcoats, aged 5 to 12 years

Anniversary Thursday Only

Blouse Waists Special at 15c

Boys' Sweater Coats—Gray and Red only

\$2.50 values, special at.... **\$1.50**
\$2.00 values, special at.... **1.00**
\$1.50 values, special at.... **75c**
Special line at **38c**
Anniversary Thursday Only



H.W. & M.L. Meyers
INCORPORATED
GOOD GOODS

Salem's own boys are sole owners of this large store and expect to remain the rest of their lives in the Capital City. It will be to your interest to buy where values are always just as represented. Get the habit, insist on having good goods

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