

The Greater CHICAGO STORE Salem, Or.

A Brilliant Array of Attractive New Spring Merchandise

that sparkles with newness is now ready for your inspection in every department all over the big Chicago Store. Neither time, pains nor money has been spared in gathering from the different parts of the world the best, most reliable and newest goods for our customers. We buy direct from the manufacturers, which enables us to give you unapproachable bargains.



Salem's Cloak and Suit Store is the Chicago Store

We are out this spring with the greatest stock of up-to-date Cloaks, Suits, One-Piece Dresses, Waists and Silk Petticoats we ever exhibited. Pick out your choice of the above styles, come here and we can show them to you in all the newest material and latest shades. They are all highly tailored, silk lined and perfectly finished throughout, classy garments direct from one of the best manufacturers in America. Our buyer in New York has been very lucky in securing these Suits at very close figures and we are now ready to give the benefit to our customers. We believe in small profits.

\$18, \$20 and \$25 classy Suits now on sale for \$8.50, \$9.90, \$10.50, \$12.50 and \$14.50. Wonderful values.



Salem's Stylish Millinery Shop is the Chicago Store

The above pictures represents a few of the new styles in new spring Millinery. Miss Todd, our New York buyer, is considered by the leading houses of America to be an expert in the buying and selecting of fashionable, up-to-date Millinery. This season she has secured for us some of the choicest styles in trimmed Hats, Flowers and Feathers. A visit to our Millinery department will show you in a minute that the Chicago Store is the best place in Salem to buy your millinery, or if you want to trim your own hat this is the place to secure your trimmings. Small prices is our motto. \$7.50, \$8.50 and \$10.00 new Spring Hats now on sale for \$2.95, \$3.50 and \$4.50, the greatest values in Salem.

SALEM'S SILK HOUSE The Chicago Store.

Is out this spring with the greatest and grandest stock of imported and domestic silks that we ever had the pleasure of showing our numerous customers. Every imaginable shade, style, quality and design, you can find in this great silk stock. And at small prices, yard, 25c, 35c, 49c 65c and up.

New Spring DRESS GOODS

10,000 yards now on sale. Of the latest and newest foreign and domestic dress goods. You can find any shade you want here or any grade of wool dress goods, from the cheapest to the very best. Come and take a look through this wonderful stock. Prices, yard, 25c, 35c, 49c, 65c and up.

DOMESTIC SPECIALS

Now selling at manufacturers' cost. Standard percales and calicoes, best 7 1/2c, 8 1-3c and 9c yard. Now only, yard, 5c; full size. Bleached sheets for the double beds, now only 49c; pillow cases, standard, 15c quality, now only 8 1-3c and 10c; outing flannels, best quality, 1 1/2c only 4c, 5c, 8 1-2c and 10c. Best dress ginghams, now yard, 8 1-3c and 10c. Muslins and sheetings at mill prices. Special price on wash suitings.

The Bankrupt Stock --of the-- STYLECRAFT

Is now on sale on the second floor over the millinery department. We are very nearly giving the goods away. Hats that were \$4.50 and \$5, now only 75c and 98c. Ladies' suits that were \$15 and \$18, now only \$2.50 and \$3.50. Dress skirts that were \$5, now only 95c and \$1.25. A complete store in itself; one entire floor devoted to this conglomeration of goods. Selling at 5c, 10c, 15c on the dollar.