

THE ALWAYS
BUSY STORE

CHICAGO STORE

Peoples Bargain House

THE GIVER OF
BEST VALUES

SPRING OPENING OF BEAUTIFUL NEW GOODS

The Chicago Store is no longer a little infant in swaddling clothes on a side street. Everybody knows its history. Through energy, knowledge of buying and selling and giving always the best values to its customers, it has in a few years become one of the LEADING STORES OF SALEM, a store that the people of Salem can be proud of. What has done all this in such short time? Quick sales and little profit and a big volume of business. Our aim is to make six sales to our competitor's one. Watch the progress of this progressive store. We sell nothing but the newest goods that money can buy, goods of high class, merit and quality. Your dimes, quarters and dollars have wonderful buying power at the CHICAGO STORE.

Ladies' Coats, Suits and Millinery

ALL SPARKLE WITH NEWNESS AND ARE MANUFACTURED BY THE BEST ARTISTS IN AMERICA IN THOSE LINES. WE HANDLE THE SAME GOODS AS ARE SOLD BY SUCH FAMOUS MERCHANTS AS MARSHALL FIELD & COMPANY AND MANDEL BROS & CO. OF CHICAGO. GOODS THAT WILL ALWAYS STAND THE TEST WHEN IT COMES TO STYLE, QUALITY AND WORKMANSHIP. YOU WILL ALWAYS FIND THE GREATEST ATTRACTION IN OUR STORE IS THE LITTLE PRICE WE ASK FOR FINE GOODS. TRADE WHERE YOU CAN DO THE BEST.

Ladies' Coats

In the latest Roman Plaids, Sand Grays, Coverts and Fancy Mixtures

\$6.50 Pony Covert Jackets, price **\$3-45**

\$8.50 Fancy Covert Jackets, price **\$5.50**

\$12 Swell Covert Jackets, price..... **\$8.50**

\$12.00 Sand Gray Block Plaid Walking Jackets, .. **\$7.00 to \$8.90**

\$12.00 Long Coats, Circular Backs, the latest, price **\$7.90**

\$15.00 Sand Gray Long Coats, Circular Backs, swell garments; price, **\$10.90 and \$12.50**

Novelty Coats at small prices

Ladies' Suits

All silk lined and beautifully trimmed with the latest Persian and Fancy trimming material. Panamas in all the new shades.

\$15.00 Sand Gray Suits, man tailored, handsomely trimmed and lined; price **\$9.90**

\$18.00 Sand Gray Suits in the new checks, handsomely trimmed and lined; price **\$12.00**

\$25.00 Suits, Invisible Checks and Plaids, beautiful garments handsomely trimmed and silk lined; price **\$14.50**

Better suits at small prices.

Millinery

It would be hard to give an accurate description of this department the variety is so great in trimmings, flowers, feathers and ornaments and the prettiest hats in Salem at small prices.

Children's Trimmed Hats, the latest, **25¢, 35¢, 49¢, 75¢, 98¢**

Ladies' Walking Hats, the latest. Sale price, **75¢, 95¢, \$1.25** and **\$1.49**

The New Trimmed Sailor Hats, **\$1.49, \$1.75, \$1.95, \$2.50.** half what you have to pay elsewhere.

Ladies Beautiful Trimmed Hats, **\$1.49, \$1.98, \$2.50** and **\$3.50.** All rare bargains.

We show the latest styles in Trimmed Hats at small prices.

Fine Silks and Dress Goods

THERE IS NO STORE IN THE WILLAMETTE VALLEY THAT EVER BUILT UP SUCH A TRADE IN SILKS AND DRESS GOODS IN SUCH A SHORT TIME AS THE CHICAGO STORE. WE SELL SILKS ALL OVER THE STATE OF OREGON AND THROUGH PARTS OF SOUTHERN WASHINGTON AND NORTHERN CALIFORNIA. WE ARE SALEM'S SILK AND DRESS GOODS SELLERS, AND WILL ALWAYS MAINTAIN THAT NAME BY GIVING YOU VALUES THAT CANNOT BE BEAT BY ANY HOUSE ON THE PACIFIC COAST.

FINE SILKS

30c Crystal cord wash silk, yd. **19¢**

1000 yds 80c Chiffon Taffeta silk fine heavy quality, the latest shades, yd .. **57¢**

500 yds 36 Black Taffeta Silk, heavy quality, yd .. **89¢**

DRESS GOODS

65c Sand Gray Panama Suiting, the latest, yd. **39¢**

\$1.00 Sand Gray Panama Suiting, a special, yd **65¢**

Thousands of yards new dress goods at small prices.

EASTER GLOVES

75c Silk Gloves, all the new shades, pair **49¢**

\$1.30 Kid Gloves, the all new shades, pair **98¢**

\$3.00 24 in. Kid Gloves, price **\$2.45**

EASTER RIBBONS

Thousands of yards to select from in all the new Persian and Fancy Designs. Prices, **2¢, 3¢, 4¢, 5¢, 8 1/2¢, 10¢, 12¢, 15¢ and 25¢.**

EASTER LACES

In every kind and make, Vals, Oriental, Chiffon, Baby, Irish Thread Laces and hundreds of others, **1¢, 2¢, 3¢, 5¢, 6 1/2¢, 8 1/2¢, 10¢, 15¢, and 25¢ yd.**

EASTER NECK WEAR

We show the latest novelties in this department. Gold and silver gauze neckwear, chiffon neckwear, and all kinds of fancy collars; price, **5¢, 10¢, 15¢, 25¢ and 35¢.**

Salem's Greatest Growing Store

McEvoy Bros.,

Corner Com'l and Court Streets,
SALEM, OREGON.