

MANUFACTURERS

Loom Ends at Loom Cost

Come and see. Learn Loom cost with your own eyes. Think of saving four profits. You save the retailer's profit, the jobber's profit, commission merchant's profit and broker's profit. Everything marked in plain figures.

LOOK FOR YELLOW TICKETS

and you find the Loom cost. Extra salespeople have been secured, so all may be waited upon promptly.

McEVOY BROS., Salem, Or.

OUTLET SALE

The Most Exceptional Sale

announcement of the season from every viewpoint of quality, breadth of assortment and price. Investigation will reveal most surprising values. Every counter piled high with bargains direct from the mills.

LOOK FOR YELLOW TICKETS

This denotes a saving of $\frac{1}{4}$ to $\frac{1}{2}$ on your purchase.

McEVOY BROS., Salem, Or.

**BEGAN SATURDAY
AUGUST**

3

For Two Weeks we
will Sell Loom Ends
at cost.
GET YOUR SHARE

**ENDS SATURDAY
AUGUST**

17

DIRECT FROM THE MILLS TO THE CONSUMER

25 - Cases Manufacturers' Remnants - 25

CONTAINING WASH GOODS, DRESS GOODS, RIBBONS, EMBROIDERIES, LACES, UNDERWEAR, HOSE, CRASH, TABLE LINENS, WHITE GOODS, TURKISH TOWELS, ETC. HUGE PURCHASES FOR GREAT MANUFACTURERS' SALE COVERS SUCH A WIDE RANGE OF SUBJECTS THAT EVERY ONE IS SURE TO FIND THE WANTED ARTICLE AT A BARGAIN PRICE. OUR BUYERS ARE BARGAIN HUNTERS; THEY SEARCH THE BEST MILLS OF THE COUNTRY FOR BARGAINS IN IMMENSE LOTS. SOME OF THE SWELLEST MODES ARE BOUGHT IN THIS WAY. BUYING SAMPLE LOTS AT REMOVED PRICES DIRECT FROM THE MILL AND SELLING LOW IS OUR SPECIALTY AND SHREWD BUYERS CAN DO WELL AT OUR STORE.

Loom Ends at Loom Cost--30,000 Yards of Loom Ends at 2½c Per Yard

EVERY FACTORY AND LOOM IN THE MANUFACTURE OF THEIR PRODUCT ACCUMULATE LOOM ENDS OF SHORT LENGTHS. THESE ARE COMMONLY CALLED LOOM ENDS; THEY ARE SHORT CUTS FROM THE LOOMS. THESE LOOM ENDS ARE LAID ASIDE UNTIL THE END OF THE WEAVING SEASON; THEN THEY ARE TIED UP IN GREAT BUNDLES AND SOLD BY WEIGHT, THE PRICE ALWAYS BEING LESS THAN THE RAW MATERIAL MADE FROM. LOOM ENDS ALWAYS ACCUMULATE IN ALL MILLS, THEREFORE CAREFUL BUYERS BY A PERSISTENT SYSTEM OF BUYING CAN SAVE THEMSELVES THE TRAVEL AND THE PRICE OF LOOM ENDS OF EVERY CONCEIVABLE KIND OF PIECE GOODS THAT IS MADE.

DRESS GOODS

We have the New Weaves, Latest Styles in Great Variety

Special showing of new high-class fabrics, up to date materials. Price reductions almost incredible, attractive dress goods that are almost irresistible, both combine to make this the greatest dress goods sale we've ever had. Printed descriptions tell but little of the actual facts, personal visits only can give you a correct idea of the rare opportunity for buying now presented. Do you know anything about economy? If not, attend this dress goods sale, it means much to the careful buyer. Forceful bargain figures.

A WHIRLWIND OF VIGOROUS VALUES

HOOKS AND EYES, PER PAPER
1¢

MISSSES, HOSIERY, WORTH

20c, FOR

12½¢

MILLINERY

Our whole stock of Hats to be sold at

LOOM END PRICES

OUTINGS
SPECIAL PRICES DURING
THIS SALE

LADIES, 5c HANDKERCHIEFS

2½¢

UNDERWEAR

LADIES, SUMMER VESTS, 15c

VALUES AT

7½¢

Shoes at Manufacturers' Prices

Never before has our stock been so complete and never before such low prices heard of in Salem. The best for the least money what we always try to furnish our customers. If by an economical system of cash buying, we can save you from 25 to 40 per cent, you afford to miss it? Shoe prices at our store rule lowest at times, but during the great Manufacturers' Sale we offer nothing but bargains. We secured from two well known eastern shoe manufacturers several big sample lots at price concessions averaging a third. You never had a better chance to economize than now. Attractive values in dependable shoes, hundreds of pairs to select from all new stock bought for this sale. All sizes in all lines and a special bargain no matter what shoe you select.

SHIRTS

This will be a sale of unusual magnitude, one of those opportunities that come only after great preparations have been made. For this sale we have been planning many weeks, and for you as well as ourselves. It will be the most important skirt sale of the season. You have a choice of hundreds of beautiful new creations in a large variety of styles. New models in

Taffeta, Voile, Panamas, Worsted Materials

Many styles in each fabric are to be found in this sale. These are just a suggestion of the styles to be had at this sale at

MANUFACTURERS' PRICES

FURS

Advanced Showing of
Latest Styles in

FURS

Pearl
Buttons

2 1-2c

Ladies Waists

The finest lot of Waists ever shown in Salem
Rich and Fancy designs, elegant values, smart styles

The sale we have arranged has meant an immense purchase of waists and the hundreds of styles involved are typical of a McEvoy showing: A large variety. Silk Waists of fine quality, plain tailored effects, long and short sleeves. An elegant lot of fancy Lingerie Waists. Waists for street and dress wear, finest soft materials, effectively made, dainty tucking and beading, pretty collars and cuffs, very smart waists for summer wear.

A SPECIAL FEATURE is the assortment of new fine lawn waists just purchased. While this is probably the largest assortment of waists ever offered in Salem at low prices it is to the quality rather than the size of the offering that we urge particular attention. Many different styles, all sizes are included.

Ladies Hose

Worth 20c for

12 1-2c

Turkey Red
Damask

50c values for only

30c

WE WANT

EVERY LADY

TO SHARE IN THESE GREAT BARGAINS.

Embroideries
and Laces

AT LOOM END PRICES.
15,000 Yards of Embroidered Strips "LOOM ENDS." All Patterns in Swiss, Nain, Cambric embracing Bands, Flounces, Allovers, Edges, etc., etc., etc.

OUR SALES

GIVE CUMULATIVE AND CONVINCING EVIDENCE THAT WHILE OUR PRICES ARE BEYOND COMPETITION, THE LOWEST EVER KNOWN FOR CLEAN, UP-TO-DATE AND DESIRABLE MERCHANDISE. THE PUBLIC KNOW OUR STORE TO BE THE STORE OF GOODNESS. THEY ANTICIPATE THESE SALES AND LAY IN THEIR SUPPLY FOR THE FUTURE. WE SUGGEST THAT A GOOD TIME TO GET QUANTIFIED WITH OUR WAY OF SELLING IS RIGHT NOW. THE LOW PRICE IS AN IDEA TO MAKE NEW FRIENDS. THE MORE NEW FRIENDS WE MAKE DURING THIS SALE WILL MEAN MORE SALES IN THE FUTURE. WE BUILD CAREFULLY AND GROW.

Muslin Underwear At Manufacturers' Prices

We are prepared to offer the greatest bargains ever given. This is a wonderful chance to buy underwear at about half you thought you'd pay. There will be on display a great influx of bargains in muslin underwear, without limit to style, and priced so you can buy everything in this line at less than you ordinarily pay for material. You'll pay less for every kind of Muslin Underwear at this remarkable sale than ever before. The facts are just these, we have bought direct from the manufacturers the largest line of Muslin Underwear we have ever displayed. Our present large

The Chicago Store

THIS IS A CASH
SALE, Salem, Or.

Ribbons

An unusual opportunity enabled us to buy one of the best lots of Silk Taffeta Ribbons at a very great reduction in price. To make quick sales we offer them to you at the following prices:

Nos. 5, 7, and 9 Ribbons -
Nos. 16, 22 and 40 Ribbons -
Nos. 60 and 80 Ribbons - 12 1-2c
35c Fancy Ribbons -
ABOVE PRICES FOR THIS SALE ONLY.