

There is sunshine after every storm and every storm of depression is followed by the rainbow which foretells clear weather and sunshine. Your attendance to this sale will give you the long looked for opportunity for good goods at less.

# RAINBOW DAYS

## April 30 to May 14

The business storm of a few months ago was full of dark forebodings, but the clouds have rolled away and the rainbow of promise offers new encouragement to all classes of business.

# It Will Pay You to Be a Rainbow Chaser

For the Next Two Weeks to Make Good on the New Opportunities We Offer  
Here You Will Find Your Pot of Gold in Worthy Savings

### Rainbow Days--Greater Saving

#### Bigger Values in Ladies' Ready-to-Wear



Very up-to-date Taffeta Dresses, very beautifully trimmed; values to \$35.00. Rainbow special at only, **\$14.50**

Tricotine, Serge and Charmeuse Dresses in very smart and modish designs, sizes to 50; easily worth \$45.00. During Rainbow days at **\$14.50** and **\$19.50**

Serge, Tricotine and Broadcloth Suits, very minutely made up, in sizes from 34 to 46. These are marked down from \$85.00 into two lots, at **\$14.50** and **\$19.50**

Jersey Sport Coats in red, green, brown, navy and black; very excellent qualities and especially priced at **\$6.49**



### Values of Worthy Note

## Men's Haines and Genuine B. V. D. Union Suits

# \$1.29

The Suit

Ladies' fine cotton mercerized Union Suits. Rainbow Special <b>49c</b> Each Five Different Styles	Crash Toweling Rainbow Special <b>9c</b> The Yard	Men's Work Socks Good Weight Rainbow Special <b>9c</b> Per Pair
Beautiful 40-inch Flowered Voiles <b>29c AND 39c</b> Per Yard Rainbow Special	CALICOES Rainbow Special <b>9c</b> The Yard	16x34 HUCK TOWELS <b>9c</b> Rainbow Special

### Sunshine Prices on Men's Suits

#### Will Put Smiles Into Your Dollars



Men's \$25 Suits in straight and belted models, good quality wools. Special for Rainbow Days at **\$12.50**

Men's \$30 Suits, excellent qualities and workmanship; large assortment to choose from. Rainbow Special at **\$16.50**

Men's \$65 Suits. This is the last word in the newest spring models, qualities and workmanship in the market. Specially priced at **\$29.75**

Boys' Suits; two pair of pants. Rainbow Special at **\$3.95**

Men's all-wool Serge Pants, in blue and brown shades. Rainbow Special **\$4.98**

### Your Pot of Gold Lies Here in Big Savings this is Yours on Dress Goods



Silk Messaline; all colors; 36-inch width; per yard	<b>\$1.65</b>
27-in beautiful Dress Ginghams, per yard	<b>.16</b>
Apron Ginghams, per yard	<b>.12</b>
White Flannel, per yard	<b>.9c</b>
Regular Overall Denim	<b>.25</b>
Finest grade Muslin, Nainsook, India Linen	<b>.19</b>
Huck Toweling	<b>.12</b>
36-inch Percale, yard	<b>.79</b>
Pillow Cases	<b>.25</b>
Wool Serge, all colors, yard	<b>.79</b>
Curtain Serim, 27-inch width	<b>.09</b>
Special all-wool Jersey Sweaters	<b>1.90</b>
8-4 Brown Sheeting	<b>.39</b>
Fine White Organdy, extra good quality	<b>.39</b>

### Ladies' Furnishings

#### The Rainbow ends here for better values in Ladies' Furnishings

Ladies' black and brown Cotton Hose, per pair	<b>.25</b>
Two-tone Silk Hose	<b>.49</b>
Silk Thread Hose	<b>1.00</b>
Children's Hose	<b>.15</b>
Children's White, black and brown hose	<b>.25</b>
Pure Silk Hose, for infants, white only	<b>.49</b>
Outside Union Suits, to 50's, summer weight	<b>.75</b>
Athletic Union Suits in Batiste and Dimity	<b>.75</b>
Fine Mercerized Union Suits	<b>.49</b>
Summer Vests	<b>.25</b>
White Embroidered Undershirts; knitted and others	<b>.49</b>
Children's Union Suits	<b>.39</b>
Ladies' and Children's Aprons	<b>.49</b>
Silk Camisoles, nicely trimmed	<b>.65</b>
Outing Flannel Gowns, large sizes 98c to	<b>1.49</b>
Crinkle Crepe Night Gowns, hand embroidered	<b>.85</b>

### New Opportunities Offer New Prices on Millinery



Two-tone Sailor Hats from **\$1.98**

Very prettily trimmed hats, in Milan, chic straw, and veneer straw. Rainbow Day price, up from **\$3.98**

Very exclusive and original hand-made trimmed hats, including such qualities as horse hair, French Milan, Georgette and Lace. These have been very specially priced for our Rainbow Day at up from **\$7.50**

### Specials on Shoes for Rainbow Days

Ladies White Canvas Shoes, Oxfords pumps in military and high heels **\$1.98**

Fine Kid Oxfords, latest styles, with one or two straps, black or brown, high or low heels **\$3.98**

Men's fine Kid Shoes, in wide and narrow lasts, black and brown **\$4.98**

Children's Shoes **\$1.98**

Children's patent leather Mary Jane **.98**

Children's Black Shoes **1.35**

Men's brown English Dress Shoes **3.98**

Men's outing Elks **2.98**

Men's Peters Winner work shoes, special at **2.75**

### Rainbow Prices Offer New Savings in Men's Furnishings

Men's Balbriggan Union Suits; good weight	<b>\$.85</b>
Men's Athletic Union Suits, special at	<b>.65</b>
Engineer and Firemen Hose; special, per pair	<b>.19</b>
Fancy Fiber Silk Hose, special at	<b>.39</b>
Big assortment of Ties at	<b>.49</b>
Heavy Leather Gloves	<b>.49</b>
Men's Khaki Pants	<b>1.19</b>
Heavy Blue Chambray Work Shirts at	<b>.69</b>
Fine Dress Shirts, with and without collars	<b>1.00</b>
Khaki Riding Breeches for men boys and girls	<b>2.98</b>
Men's heavy Slip-over Sweaters, in khaki only	<b>1.00</b>
Men's Overalls, up from	<b>.85</b>
Boys' Overalls, up from	<b>.49</b>
Corduroy Pants	<b>3.98</b>
Men's Felt Hats	<b>1.98</b>
Men's Panama Hats	<b>1.98</b>
Men's and Boys' Caps, up from	<b>.75</b>
Big Yank Work Shirts	<b>.79</b>
Canvas Gloves, heavy weight, 2 for	<b>.25</b>
Suspenders, per pair	<b>.49</b>

### Extra Values Selected for These Rainbow Days

Beautiful striped Outing Flannel, Heavy weight AT <b>12c</b> YARD Rainbow Special	HEAVY TURKISH TOWELS <b>25c</b> Each Rainbow Special	MEN'S Cotton Flannel Canvas Gloves <b>9c</b> Per pair Rainbow Special	Fine Mercerized Marquisette 36-inch Satin Border <b>29c</b> yard Rainbow Special
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### New Opportunities Offered by Rainbow Days

#### All Lead to Our Economy Basement Store

Ladies' Handkerchiefs	<b>.05</b>	Pink Cotton Jersey Bloomers	<b>.49</b>
Men's Handkerchiefs colored and white	<b>.05</b>	Striped Gingham Petticoats	<b>.49</b>
Water Glasses	<b>.05</b>	Ladies' Knitted Undershirts	<b>.49</b>
Big assortment of men's, ladies' and children's Underwear	<b>.10</b>	Girls' Dresses, 4-6	<b>.49</b>
Ladies' Hose	<b>.10</b>	60-inch Table Linen	<b>.75</b>
White Flannel, per yard	<b>.09</b>	Pink Crepe Night Gowns	<b>.75</b>
Ladies' Vests	<b>.15</b>	White Middys	<b>.75</b>
Children's Hose	<b>.15</b>	Girls' Slip-on Sweaters	<b>.98</b>
Fancy Boudoir Caps	<b>.10</b>	Children's Dresses up to 14 years	<b>.98</b>
Men's, ladies' boys' straw Hats	<b>.15</b>	Men's Grey Flannel Shirts	<b>1.25</b>
Fleischer's Yarns	<b>.25</b>	Ladies' Striped Coveralls	<b>1.25</b>
Men's, women's, children's Hose; black, brown and white	<b>.25</b>	Blankets, 66x80	<b>1.75</b>
Brooms	<b>.49</b>	Dust pans	<b>.15</b>
Boys' Chambray Waists	<b>.49</b>	Wash Tubs 98c and	<b>1.75</b>
Children's Rompers	<b>.49</b>	Boilers, \$1.75 and	<b>2.25</b>
Boys' Union Suits; short sleeve, knee length	<b>.49</b>	Shoes, 49c to	<b>2.95</b>
		Tin Cups	<b>.05</b>

### Kabo Corsets

#### Priced Especially for Rainbow Day

Ladies' Elastic Top, low bust **\$1.49**

Ladies' front lace especially priced at from **\$1.98** to **\$4.98**

The Kabo Corset is the only Live Model Corset on the market and satisfaction is guaranteed or money refunded. You should not delay making your choice during Rainbow Days.




### Sunshine Special

Gingham and Percale Bungalow Aprons  
Rainbow Special at **.85c**

Ladies' House Dresses. Special up from **.98c**

"Shop Where the Crowds Do Their Buying"

## THE PEOPLES' CASH STORE

SALEM ORE.

### Rainbow Prices on GROCERIES That Defy Comparisons

White Cap Hard Wheat Flour, <b>\$1.90</b>	Blue Ribbon, guaranteed for Bread, <b>\$1.75</b>	VALLEY FLOUR <b>\$1.63</b>	20 lbs. best Head Rice... <b>.95c</b>
20 lbs. White Beans <b>\$.95</b>	20 lbs. Oat Meal <b>.95</b>	10 lbs. Split Peas <b>.87</b>	10 lbs. Green Peas <b>.55</b>
10 lbs. Macaroni, in bulk <b>.68</b>	8 cans Carnation Milk <b>1.00</b>	9 cans Armour's very best Milk <b>1.00</b>	10 cans Peas <b>1.00</b>
5 cans Corn <b>.50</b>	10 cans Standard Tomatoes <b>1.00</b>	5 cans Clams <b>.70</b>	5 cans Libby's Pork and beans, No. 2 <b>.82</b>
Best American Sardines, 5 cans <b>.25</b>	5 cans Tall Salmon <b>.55</b>	6 lbs. Coffee in bulk, 30c value <b>1.00</b>	4 1/2 lbs. Peaberry Coffee <b>1.00</b>
Diamond W. Coffee, 48c value, 5 pounds, per pound <b>.33</b>	Diamond W. Coffee, 3 lbs., per lb. <b>.34</b>	Diamond W. Coffee, 1 lb. <b>.35</b>	M. J. B. Coffee, 5 lbs., per lb. <b>.39</b>
M. J. B. Coffee, 3 lbs., per lb. <b>.40</b>	M. J. B. Coffee, 1 lb. <b>.41</b>	Cocoa in bulk, 2 lbs. <b>.25</b>	Ground Chocolate, in bulk, 2 lbs. <b>.45</b>
Gunpowder Tea, 65c value <b>.30</b>	Lipton's Tea, 1 lb. <b>.75</b>	Flake White Shortening, 8 lb can <b>1.00</b>	Flake White Shortening, 4 lb can <b>.50</b>
9 lbs. Compound <b>1.00</b>	Covo Oil, half gallon <b>.75</b>	Karo Syrup, 1 gallon <b>.66</b>	Marshmallow Syrup, 1 gallon <b>1.00</b>
Marshmallow Syrup, No. 5 <b>.70</b>	Extract, 1 bottle <b>.15</b>	Dry Prunes, 11 lbs. <b>.30</b>	Large size Prunes, 25 lb. Box <b>2.00</b>
Dry Apples, 1 lb. <b>.10</b>	Dry Figs, 2 lbs. <b>.27</b>	White Wonder Soap, 23 bars <b>1.00</b>	Luna Soap, 25 bars <b>1.00</b>
Citrus Washing Powder, 1 pkg. <b>.25</b>	75c Broom <b>.39</b>	100 lbs. Spuds <b>1.00</b>	Onions, 7 lbs. <b>.25</b>