

JULY CLEARANCE SALE

MEN'S GENUINE
B. V. D.
Union Suits
Regular price \$1.50. All sizes.
Clearance sale price,
99c



Shoes! Shoes!
Hundreds of Shoes at Less Than Cost of Raw Materials

Lot No. 1
450 pair men's and ladies' Street Shoes. Values to \$6.
July Clearance Sale price
\$1.49
Oxfords, Shoes and Pumps for men and women, piled high on the bargain tables at figures that seem impossible. Not every size of each line but every size in the lot.

Lot No. 2
Ladies' Oxfords and Strap Pumps
Values to \$4.50. July Clearance sale price
98c
Patent leather, black and brown kid, calf leather, etc. One, two and three strap pumps. Also Oxfords in the lot. Come early and get the best selection.

Lot No. 3
Lot of 600 pairs
Ladies', Men's and Children's Canvas Shoes, Oxfords and Slippers
Values as high as \$3.50 in the lot. July Clearance Sale price
49c
Imagine this value, folks. You couldn't buy the heels for the asking price of these fine shoes. Bring the entire family down and let them be fitted out.

Lot No. 4
500 pairs Ladies' White Canvas Oxfords and Strap Pumps
Every pair a \$3.50 value. July Clearance Sale price
\$1.69
The newest in one, two and three-strap pumps, Oxfords of very best make, with sturdy leather heels and soles.
Children's Scufflers and Bare-foot Sandals. Special a pair **98c**
Men's \$4 solid leather army last work shoes. Special **\$2.69**
Ladies' \$5 patent leather pumps and Oxfords. Special **\$2.98**
Ladies' \$3.50 one-strap fine fitting Kid Pumps. Special **\$1.98**
Ladies' one and two-strap \$2.50 Comfort Pumps. Made with cushion soles and rubber heels. Special at **\$1.39**
Men's good House Slippers. Special at **79c**

THIS EXTRA-ORDINARY EVENT WITH EXTRA-ORDINARY PRICE REDUCTIONS BEGINS
Friday, July 14 at 9 A. M.

BRING THIS CIRCULAR WITH YOU FOR REFERENCE!
PREMIUM COUPONS AS USUAL
WITH PURCHASES OF FIFTY CENTS OR MORE

LADIES' 75c RIBBED UNION SUITS
Excellent for summer wear, each piece nicely finished, high and low neck, tight and loose knee. This big value. July Clearance Sale Price **39c**

LADIES' 25c FINE RIBBED VESTS
Made of very fine grade of sterilized cotton ribbed gauge. All sizes for girls and women. July Clearance Sale Price, ... **11c**

LADIES' 65c KNITTED BLOOMERS
In pink and white colors, made with elastic knee and waist, extra full cut across the seat. July Clearance Sale Price... **29c**

LADIES' 25c FINE RIBBED HOSE
Made of very fine cotton, re-enforced in toe and heel. Colors in black, brown, blue, and white. All sizes in the lot. July Clearance Sale Price, per pair **12c**

CHILDREN'S ORGANDIE BONNETS
Regular price \$1.75. Very nicely made of permanent finished organdies, large assortment of colors. July Clearance Sale Price **93c**

35c HEAVY TURKISH TOWELS
"Genuine Cannon" double thread turkish towels are material noted for dependability. July Clearance Sale Price, per dozen **\$2.25**

Every Bolt Remarkd for a Quick July Clearance in our
SILK DEPARTMENT
36-Inch Taffetas & Messaline Regular \$1.75 grade, all new colors. Your party dress can be made at a little cost. July Clearance Sale Price per yard **\$1.19**
40-Inch Silk Charmesse Regular price, \$3.00 per yard, rich luxurious silk, for evening and party dresses, at unheard of low prices. July Clearance Sale Price, per yard **\$1.98**
All Other Lines at Reduced Prices

Ladies' \$1.50 Pure Silk Hose
In all the newest colors, black, brown, blue, gray, field mouse, white, beige, etc. All sizes. July Clearance Sale Price **98c**

Children's Heavy Playsuits
Blue denim and stieffel stripe, neatly trimmed in red. All sizes to ten years (three pair limit to one customer). July Clearance Sale Price **69c**

Girls' Pretty Gingham Dresses
Nicely trimmed in organdie and colors, all sizes, values to \$2.50. You will do well to pick a few at July Clearance Sale Price **98c**

75c Tissue Gingham
Extra large assortment. July Clearance Sale Price **49c**

39c Dress Voiles
New and novel patterns, included. July Clearance Sale Price, **19c**

65c Rubber Canning Aprons
Special **39c**

LADIES' \$4.50 FINEST
Silk Over-Blouses
Made of heavy silk Georgette and Crepe De Chine. CLEARANCE PRICE
\$1.98



Men's \$2.25 Khaki Pants
Extra well made, sewed in overlock stitch machine, this assuring serviceability. Dollar values, July Clearance Sale Price **\$1.39**

Ladies' Bungalow Aprons
Made of very fine grade of percale, neatly trimmed in pastel colors. Dollar values, July Clearance Sale Price..... **49c**

Ladies' 75c Fibre Silk Hose
All first quality guaranteed. 750 pairs, black only. At an unheard of price for July Clearance Sale Price **29c**

18-Inch Linen Finish Toweling
Bleached or unbleached, very fine quality, regular 25c per yard. Buy your future supply at July Clearance Sale Price, per yard **12c**

36-Inch Cretonnes
Regular 19c per yard. July Clearance Sale Price **12c**

32-Inch Gingham
Regular 19c per yard. July Clearance Sale Price **12c**

12c
Per Yd.

15c Unbleach Crash Toweling, per yd. 5c

69c
Per Yd.

1460 Men's Fine Percale Dress Shirts
Regular values \$1.50 each. Doomed to go at **69c**

Never before has a sale like this been dreamed of, we mean a general July Clearance, consequently the above price on these shirts are easily worth triple the asking price. All sizes, patterns and colors. Limit 3 to a customer).

Men's \$1.00 Summer Union Suits
Athletic and halbriggan. All sizes from 34 to 46. July Clearance Sale Price **57c**

Men's Felt Dress Hats
Regular \$3.00 quality. Colors in black, green and brown. All sizes, and shapes. July Clearance Price **\$1.49**

Red and Blue Bandana Handkerchiefs
Regular price 10c each. July Clearance Sale Price **4c**

LADIES' \$5.50 ALL WOOL
Jersey SPORT Jackets
Regular tuxedo style in all popular colors of Navy, Blue, Brown, Copper, Red and Green. Clearance Sale Price
\$2.98



Men's 25c Dress Sox
Famous "Fireman & Engineer" brand. July Clearance Sale Price, 2 pairs **25c**

A Straight-from-the-shoulder Talk For You, Customers!

Did you ever set your mind on doing something great! Something big! Something wonderful that you and your friends would be proud of? If so, do you remember that feeling of determination that swayed your very body and mind to a pitch of enthusiasm? That feeling that demanded mastery of grit and accepted only success for answer to your desire?

That very same condition surrounds us and every person in the store who are determined to boost our GREATEST JULY CLEARANCE SALE. We have set our heart and soul, planning this event so that nothing will fail to help make this a wonderful success.

Our Reasons and Purpose

July is the turning point with every merchant, it is a month he MUST turn over his summer goods. This year we opened another great store in Eugene, Oregon, and its enjoyment of big business has necessitated a larger buying power. With the above consideration our buyers bought abundantly this summer season. But summer did not come—till late, consequently at this time we have to do double duty, we must clean our stock and unload. We have set our mind on it, and our heart and soul is glued to a task that demands nerve and sacrifice

We're going to cut prices left and right. Value and costs won't be known. We're Going to Clear Our Summer Stock We're going to do it, nothing will stop us now. These prices will show our sincerity.

Never Before Such A July Clearance We Advise to Buy Now

65c 40-Inch Colored Flaxons
Original patterns and coloring. Sacrificed in this unusual sale of flaxons. July Clearance Sale Price **29c**

36-Inch Curtain Scrims
Pretty colored flower borders. This quality usual sold to 19c the yard. July Clearance Sale Price, per yard **9c**

36-Inch Mercerized Marquisettes
Regular price 35c per yard, shades in white, ivory and ecru to match your furniture or decorations. July Clearance Sale Price, per yard **19c**

\$2.50 QUALITY LINEN DUSTERS
For men and women. Ideal for motoring and camping, suitable as grocer's and butcher's coats. July Clearance Sale Price **98c**

GROCERIES
At Clearance Prices

SUGAR 16 pounds **\$1.00**
With \$3 purchase or more
100 lbs. at.....\$6.49

MILK 10 Tall Cans **90c**
10 small cans Special **50c**

SALMON 5 Cans **59c**

SARDINES 5 Cans **20c**

PURE LARD 5 lbs. in Bulk Net Weight **75c**

BREAKFAST BACON Per Pound Special **27c**

WHITE BEANS 10 pounds Special **75c**

MACARONI 10 pounds Special **60c**

Libby's PORK and BEANS Medium size 5 cans **50c**

BLUE RIBBON FLOUR Guaranteed Good or money back, sack **\$1.59**

CANNING SUPPLIES
Of every description, less than wholesale prices.

385 Other Reduced Items Not Listed On This Page!



The July Clearance Sale of

Bathing Suits
Lot No. 1

Ladies' and men's Mercerized Bathing Suits, in all sizes, with pretty band breast. School colors. \$1.75 values, special **89c**

Lot No. 2
Ladies' and Men's Silk and All Wool; Also Silk and Wool

Bathing Suits
Regular values to \$5. You'll certainly be astonished when you see these **\$1.98** values, marked to

Boys' Wash Suits
Regular \$2 values, all sizes. Very stylish. Made of desirable colors. July Clearance Sale price **98c**

7 pairs Children's Hose
In dark brown and black. Heavy ribbed Cotton Hose of good fast colors. July Clearance Sale price **99c**

Aluminum Special
Values to \$1.75. Will go on sale Dollar Day in a special lot for this low price. July Clearance Sale price **89c**

Cups and Saucer Set
Consisting of 6 cups and six saucers of fine porcelain ware. July Clearance price **99c**

THE PEOPLE'S CASH STORE
SALEM ORE.

Free Fare TO ATTEND THIS SALE
To all purchasers of \$15 or more who live within a radius of 25 miles of Salem.