

A never to be forgotten event

Page 1 of our Special Section..

Opening Sale

THE PEOPLES

SALEM ORE. CASH STORE

SALE BEGINS

9 A.M.

SATURDAY

SEPT. 23

A Real Department Store for Salem with Prices as They Should Be

Four Solid Pages of Bargains--Every Price Shouting Economy

The Work of This Event Belongs to People of This Community Who Helped Build This Mighty Institution to Its Present Stage of Success

SALE BEGINS ON SATURDAY, SEPTEMBER 23rd AND LASTS ONLY FOR TEN DAYS

A Word from the Man Behind the "Gun"

As you turn the pages of this special section you will see before your eyes the achievements of four years of arduous effort by a concern who has fortified itself against high costs and placed a frontier of bargain getting around this valley that has broken the grip of high prices that has tightly clasped this community prior to this store's existence.

WE ARE NOT PATTING OURSELVES ON THE BACK NOR ARE WE ATTEMPTING TO GAIN UNDUE CREDIT OR SHOWERS OF FLATTERING BOUQUETS. We are stating these facts as they truly existed. Through our aggressiveness.

WE ARE NOW LAYING THE FOUNDATION OF A GREAT CORNERSTONE OF OUR YOUNG CAREER, we are building up this community by drawing dollars to this city that would otherwise go to the "outside" of which no resident here could receive no earthly good.

From our past efforts you may judge us. For the future may this store bring you greetings.



Bargain Basement SALEM'S ORIGINAL DOWNSTAIRS STORE

It has earned its name and fame from our methods of doing business. Its history is sure a pleasing one. The vastness of its stocks is far outdistanced by its extra large patronage—IT IS A DEPARTMENT STORE BY ITSELF. It not only carries out lines from the entire store but it has a vast reserve of its own. Its business per square foot is greater than any up or downstairs store on the coast. Here are a few of the lines carried in the popular shopping place: Aluminum, graniteware, imported and domestic crockeries, porcelain ware, household goods of all kinds, hardware, notions, men's and ladies' furnishings, including boys' and girls' furnishings, fancy goods,

Every Article in This Mighty Down Stair Store Has Been Reduced and Further Reduced

3 Pound Stitched

Cotton Batts

A fine sanitary fleece Cotton Batt, size 72x90, quilted and ready for use, regular price \$1.50. Opening sale price **89c**

Blankets and Bedding

at prices that have been sweated down until merely their skeleton now remains.



If there'll be a coal shortage this winter --let blankets keep you warm.

\$4.00 64x76"

Plaid Blankets

Nationally known as the famous Nashua Borland plaid blankets. Special at **\$2.98**

66x80

Cotton Blankets

Regular \$3.00 grade, comes in plain colors with fancy colored borders. Special per pair **\$1.85**

All Wool Plaid Blankets

Size 66x80, absolutely all wool. Pretty color plaid. Regular price \$10.75. Opening Sale Price, Special **\$6.79**

All Wool Army Blankets

Regular \$5.00 values. Special opening sale price **\$2.49**

NOTIONS

Pins and Safety Pins
Per package, value to 10c
Special at **2c**

Crochet Cotton
All colors, per spool, Special **4c**

Silk
In all colors, Special per spool **5c**

Boys' and Girls' 15c Handkerchiefs
Buy the children's school supply now at Special each **2c**

Buttons
Per card including all kinds of fancy grades. Values to 20c a card, Special **3c**

Clothes Pins
Made of California wood. Special per dozen **3c**

A Counter Stacked High with Baby Things

Such as caps, hosiery, night etc, values to gowns, shirts, underwear, 75c, will go at **7c each**

Women's Voile and Dimity

Waists

Values to \$1.25
Some are made with fancy ruffles; others in plain styles. The large lot won't last long at this opening sale price **49c**

10 Quart **Galvanized Pails** **23c**

Men's and Boys' **Wool Caps** Special **9c**

A Big Assortment of Toys and Dolls

including wheelbarrows, wagons, etc., values 75c to go at **9c**

BOYS' and GIRLS' **Wool Mix. Sweaters**
Regular \$1.50 values, Open Sale Price **89c**

One Big Lot **Kid and Silk Gloves**
Values to \$2.50 **39c**

Men's All Wool **Army Overcoats**
Reg. \$12 value **\$2.49**

Ladies' **Bungalow Aprons**
Reduced to **49c**

Storm Rubbers

For Men, Women and Children, values to \$1.00, all go at this Opening Sale **19c**

25c Mop Sticks, special..... **14c**

Vanity Bags

Made of very fine leather and Spanish leather with anty set inside. \$1.25 values. An ideal set for school girls. Special— **49c**

Men's All Wool **Army Overcoats**
Reg. \$12 value **\$2.49**

Aluminum Ware Sp'l

A sale of aluminum ware that will reflect like the brightness of the wear itself.

TEA KETTLES
DISH PANS
STEW KETTLES
3 PIECE SETS
BERLIN POTS, Etc.

Regular values to \$2.25 go at **89c**

One Big Lot of Blue and Grey

Graniteware

Values to 85c

Blue and gray enamel-ware at sale prices never before known.

6-Quart Stew Kettles
Large Coffee Pots
6-Quart Dish Pans
Water Pails

49c each

Fine Grade 36 inch

Curtain Scrims

Special per yard **5c**

Boys' and Girls' Medium Weight Union Suits
100 medium weight ribbed union suits for boys and girls. Some are worth to 75c per garment. Opening Sale Price **11c**

Odd Lot of Dishes

We have grouped together all odd lines of fine dishes, platters, etc. Values to 50c, go on this bargain table at 7c each. **7c Ea.**

Children's Sleeping Garments
Regular \$1 grade children's flannel sleeping garments in all sizes from 2 to 12. Special opening sale price **49c**

One Counter Piled High With Ladies' Underwear

In this lot you will find undervests of all kinds, values to 35c at **7c Garment**

ON THE LAST PAGE ARE LISTED ALL GROCERIES, MEATS AND VEGETABLES—SEE THE LAST PAGE



We Guarantee Satisfaction or Money Back

SALE BEGINS SATURDAY MORNING SEPT. 23RD.

MAIL ORDERS filled by expert shoppers. Try the mail order way

