

SS BRINGS FORTH THESE GREETINGS:

—from a mere infant in the merchandising field to a well matured, healthy specimen of good will and confidence of its thousands of patrons.

TH Great and Sensational

ANNIVERSARY SALE

Tomorrow at 9 Sharp



Thousands of Yards of 25c Grade 36 inch Scout
PERCALE
In over fifteen different patterns. Five yard limit to customers. Anniversary price at
11c yd.

9-4 and 10-4 Heavy
Ubleached Sheeting
Specially grouped. Popular brands involved in this selling former prices to 65c per yard. Anniversary price
39c yd.

Free Lunches
will be an added feature that will mark the opening days of our
ANNIVERSARY SALE

66x80 Virgin Wool Plaid
Blankets
Regular \$12.00 values. Pretty plaids with bound edges. Special at
\$7.98

OPEN SATURDAY EVENING UNTIL NINE O'CLOCK

MEN'S HEAVY COAT Sweaters
with plain and large convertible collars, regular \$1.75. Grey color only.
89c

Men's 100% Wool, Winter UNION SUITS
A well known guaranteed \$5.75 grade. All sizes to 46. Closed crotch, full lengths. Anniversary price at
\$3.98

No Mail Orders Accepted
On the Articles listed FOR FIRST FIVE DAYS OF THE SALE, AS THE ENTIRE MAIL ORDER FORCE HAS BEEN DRAFTED TO THE SELLING FLOORS.

500 Heavy Fleece 66x80
BLANKETS
Extra heavy weight, plain colors with fancy borders. Regular \$4 anniversary sale price, per pair at
\$1.79

FOR OVER EIGHT WEEKS WE HAVE BEEN PLANNING JUST THIS EVENT

The greatest anniversary sale ever inaugurated. Bargain surprises in every department—Hundreds of specials at half and less. The offerings will stand out with diamond-like brilliancy. The sale will dwarf and competition and astound even the most experienced retail buyers. It will be a stirring, energetic occasion, such as none but a young, forceful, growing concern could conduct. It would be like wasting money to miss such a magnificent opportunity. You might doubt the worthiness of the specials if they were offered anywhere except at The People's Cash Store. They seem almost unbelievable. But even the story of this store's wonderful growth would sound fairy-like if there were not so many indisputable facts in evidence of it. For months we have been striving to make this event a distinct and masterful triumph over every past success. PROGRESS is the word emblazoned in the thoughts of every worker in The People's Cash Store organization. We must advance—and continue to advance. We know we can accomplish nothing without your help. We cater to your desires. A business in its youthful, sturdy, growing days cannot afford to do otherwise. We follow such lines as will make the swiftest and greatest growth within the bounds of safety. Wonderful values here at all times—and the most astounding offerings on special occasions.

Sale Is
Gished From Our
the Past!
more of successful business years for
of this community who were instru-
To Celebrate!
that will convince and stimulate
ment that your eyes will sparkle with
meet the result of our concentrated
Anniversary
water form the methods that gave birth

Regular \$1.60 Sack
"PRIDE OF THE WEST"
VALLEY WHEAT
FLOUR
Opening Sale Date Only
\$1.25
Sack

One Pound
25c Grade
MIXED CANDY
15c
Pound
Opening Sale
Date Only

5c Bar
WHITE LAUNDRY SOAP
3 Bars
9c
Opening Sale
Date Only

6c Grade of Fine
Toilet Tissue
Large Roll
3c
Package

A Shower of Savings In Our Anniversary Sale of Ready-to-Wear

THE LATEST IN
Canton Crepe Dresses
VALUES TO \$22.50
Remarkable is this sale and astounding in effect of such a wonderful value. The assortment comprises: Ornaments, trimmings and designs of various descriptions. It's a sale you save equally the amount you pay. Our Anniversary Sale Price
\$10.50

ALL WOOL TRICOTINE AND POIRET TWILL
DRESSES
Latest styles. Regular selling price of \$22.50. Anniversary sale price \$9.50.
\$9.50

Fine All Wool
Bolivia Coats
Styles you will be glad to own. Made with full silk linings. Up to the minute in style and quality. Adorned with squirrel and beaver fur collars, their worth.....\$19.50 to \$49.00
\$19.50 to \$49.50

\$5 All Wool
JERSEY JACKETS
Anniversary Sale Price
\$2.95
Children's Coats
Any sizes from 2 to 16 in styles for utility and dress wear. Priced \$2.98 and up.
\$2.98

Rain Capes
Girls' \$3.75 RAIN CAPES with hoods. Ideal for school wear. They come in an assortment of colors and in ranges of sizes from 2 to 16.
\$1.29
\$7.50 Ladies' Pleated
SKIRTS
In new stripes and plaids. Special
\$3.98

Ladies High Grade \$6.50 Values in
SILK OVERBLOUSES \$2.98
Special at

are more popular this season than ever before. This sale offers you values never before known. Full lengths and three-quarter lengths. Some fur trimmed collars. Three groups from which to make your selection. \$18.00 values \$9.50. \$22.50 values \$12.75 and \$35.00 values \$18.50.
\$9.50 \$12.75 \$19.85

Ladies' Fancy Dress Hats
A purely remarkable selling, but everything is going to sell at remarkably low prices during this great sale, therefore, these \$6.50 to \$7.50 beautifully trimmed hats go at our ANNIVERSARY SALE PRICE
\$2.98
\$2.50 Felt SPORT HATS
Late fall styles and early winter models are included in this lot. . . .
98c



IN THE BASEMENT

3 lb. Cotton Batts
Regular \$1.25, Special at
84c
Boys' and Girls' School Hose
25c grade. Special per pair
5c
All Wool Slip Over Sweaters
for ladies and girls. Special at
98c
Infants' Rubber Pants
39c values. Special at
19c
Clothes Pins
Per dozen. Special at
3c
Iron Shoe Lasts
in all sizes. Special at
5c
Boys' 45c Suspenders
Special per pair
13c
Meat Platters, Dinner Plates, Cups and Saucers
Values to 65c, go at
15c

100% PURE
Aluminum Ware
Ten Kettles, Rice Boilers, Percolators, Double Roasters, Large Dish Pans, etc., all go in this sale—
Special at 95c
Another Big Lot 3 Quart ALUMINUM WARE at 49c
Pieces of Aluminum Given Free with every Aluminum Purchase

HOSIERY and UNDERWEAR

Ladies' winter fleece lined 35c Hose
Special at
19c
Ladies' wool mixed heather Sport Hose
65c values, Special at
39c
Ladies' Heavy Grade Cotton Hose
Ribbed top, Special at
19c
\$2.50 Pure Silk Guaranteed Quality
Hose, Special at
\$1.49
49c Heavy Winter Weight Children's Stockings, Anniversary sale price, pair. . . .
25c
Ladies' \$2.50 Union Suits
A heavy cotton ribbed garment suited for winter use. Special at
\$1.49
Ladies' Cotton Ribbed Unionsuits,
in all sizes, Special at
98c

Ladies' and Girls' Two Tone
DRESS PUMPS
Patent Colt and Soft Kid
in style; the best in quality, \$8.50 value
Anniversary Sale Price
\$4.75

Ladies' \$7.50 Fine
Kid Dress Shoes
Anniversary Sale Pr
\$3.98
LADIES' and GIRLS'
SLIPPERS and SHOES
assortments of \$5.00
values at
\$2.98
Ladies' French Heel
Dress Shoes
Pair
49c
Values to \$7.50—piled high on tables in a clear away Anniversary Price



CANNED GOODS

| | |
|--|-----|
| Del Monte Pork and Beans, 5 cans. | .50 |
| 5 cans Oregon String Beans. | .60 |
| 5 cans Alaska Salmon, tall cans. | .55 |
| 5 cans Canned Peas, No. 2. | .60 |
| 5 cans Canned Corn, No. 2. | .60 |
| 1 large can Oal California Sardines. | .13 |

SMOKED MEATS

| | |
|-----------------------------------|-----|
| 5 pall Pure Lard. | .75 |
| Bacon Squares. | .19 |
| Bacon, extra good. | .28 |
| Cottage Rolls, per lb. | .28 |
| Picnic Shoulder, per lb. | .17 |
| Toilet Paper, large roll. | .03 |

15c Can Velvet TOBACCO Can
10c
Opening Sale Date Only