

# A Merchandise Message for the People of Salem

Across this bargain spread circular lies the burden of an unpropheied dull business season. Upon it you will see sacrifice as we never sacrificed before. It's a case of have to and as "necessity knows no law" we don't give a rap how much we lose as long as merchandise moves and you can bet your bottom dollar the prices we'll mark goods, they'll be forced to move by themselves.

Men's 79c Grade  
Heavy  
Work Shirts  
Sale Price---All Sizes  
**43c**

Ladies' Underwear  
Heavy Cotton \$1.50 value  
\$3.00 SILK STRIPE  
UNIONS  
High or low neck. Unloading sale price at  
**95c** | **\$1.49**

**ALU**  
The very articles you need  
ROASTERS, DISH PANS,  
COLATORS and other  
go at one price, each

**MAIL ORDERS FILLED**  
as long as quantities last. However, we advise personal shopping.

**THE PEOPLE'S CASH STORE**

Pride of the West  
**FLOUR**  
The finest valley flour packed. 49 pounds to the sack. Special at  
**\$1.35**

**KARO SYRUP** 50c  
in gallon cans  
**M. J. B. TREE TEA**  
Green or black, per half lb.  
**27c**

**CROWN FLOUR**  
Best patent hard wheat.  
49 lb. sack ..... **\$1.85**

**BAKER'S CHOCOLATE**  
Eagle sweet, in 1 lb. cans  
**26c**

9 lb. sack  
**CORN MEAL**  
White or yellow  
Special at ..... **25c**

**IMPORTED PERSIAN DATES**  
in bulk, per lb. **13c**

# WE MUST

**Sale Commences Friday, Feb. 2d**

**Sale Commences Friday, Feb. 2d**

No. 2 Can  
**KERNEL CORN**  
per can. (Limit 5 cans to a customer)  
**10c**

6 Large Boxes  
**Matches**  
Regular 7c per can.  
Special at  
**24c**

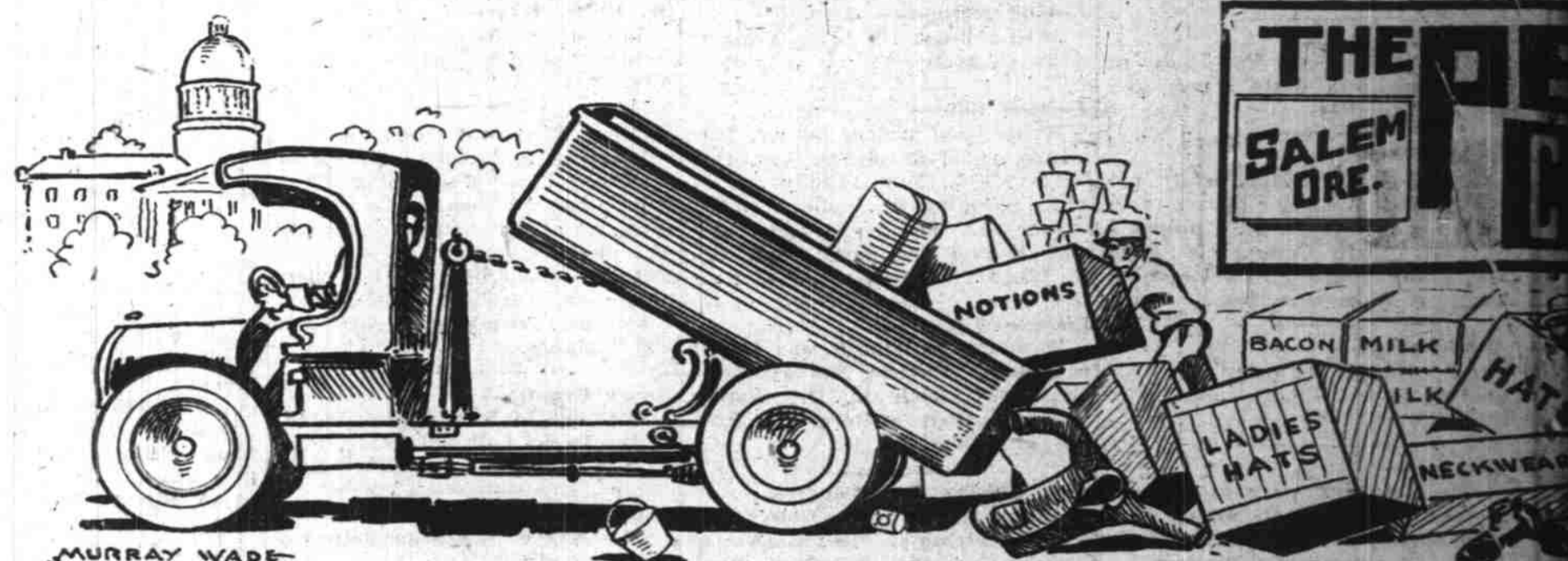
Plain Mixed  
Regular 25c per lb.  
**Candy**  
Special  
**13c**

**Positively the Cleanest and Finest Line of Merchandise in Salem**

Our inventory and January Clearance sales has moved completely all broken and odd lines of merchandise.

**WE OFFER YOU NOW!**  
in face of a steadily rising market, the cream of a merchandise establishment wherever you go in every department, new fresh crisp line of goods will greet you.

**Hot Coffee Served Free**  
To everybody. In the basement store



# FROM EVERY ANGLE WILL THIS SALE BE VIS

Values to \$6.00  
**SILK UMBRELLAS**  
go at  
**\$2.98**

\$9.50 Values  
**LADIES' HEAVY SILK SWEATERS**  
In many shades and colors, combinations, all sizes go at  
**\$3.95**

\$4.50 Values  
**SILK PONGEE WAISTS**  
Peter Pan, Ford, and other new styles. All sizes. Sale price  
**\$2.49**

\$7.00 Values  
**LADIES' WOOL PLEATED SKIRTS**  
In very desirable plaids and stripes. Wonderful values. All sizes. Sale price  
**\$3.95**

75 Early Spring  
**HATS**  
Values to \$8.50  
**\$1.98**

Girls' All Wool  
**COATS**  
In very clever styles, values to \$12.50 in the lot. Sizes run to 16.  
**\$2.98**



Values to \$2.00  
**Gingham and Percalé House Dresses**  
In very desirable styles. All sizes and many patterns. To be unloaded at  
**69c**

## Coats, Suits and Dresses

It is a case of unloading and unloading quick. Every coat, suit and dress in stock is in consistent with spring's newest fashions. Our unloading sale means to us a sacrifice in prices, it means to you abundant savings. Every garment altered to fit you correctly.

Ladies' \$18.00 Values  
**SILK PLUSH COATS**  
with fur collars at  
**\$6.75**

Lot of 32 High Grade  
**LADIES' COATS**  
All silk lining, fur trimmed collars, etc. Every one goes  
**Half Price**  
Think what this offer means to you. One half price at our figures are less than two-thirds off than the ordinary store would offer. The best grades and newest models are offered, including a full range of sizes.

Point Twill and Tricotine  
**TAILORED SUITS**  
Sizes 36 to 51. Values to \$37.50  
**\$19.45**  
Many different colors in the stock.

Odd Lot of Fifteen  
**LADIES' SUITS**  
Some values as high as \$65.00. go at  
**\$12.75**  
This group is a selection of many high grade values, picked for a quick unloading. Many garments in this lot priced less than actual cost of raw material.

Lot of 27 Ladies'  
**CANTON CREPE, TAFFETA and VELVET DRESSES**  
Values to \$25.00, go at  
**\$10.75**

Group of 17 Tailored  
**VELVET and SILK DRESSES**  
for medium and stout ladies. Values to \$19.85, go at  
**\$8.75**  
This exceptional selling will be good news to women who can't ordinarily be fitted with a dress at a low price.

**65 Sport Hats**  
Values to \$7.00 at  
**98c**  
Hats of every description, new spring styles, sport hats, some large, some small shapes, some of silk, some of velvet, others of fur and felt, some with and some without trimmings. Come at once to make your selection at

## 25,000 Yards Dry Goods

Too Much! Help Us Unload

And Folks! when you buy at these prices many articles will be far below actual mill cost of today. Therefore, it behooves you to act at once.

32 INCH FROLIC CLOTH  
For children's suits, ladies' aprons, dresses, etc. An assortment of materials piled high for quick disposal. In from 2 to 10 yd. lengths. All go at per yard  
**15c**

32-Inch New Spring  
**AMOSKEAG GINGHAMS** 19c  
38c yd. value on sale at

**HEAVY FLANNEL** 14c  
25c value on sale. Sensational unloading price

36 Inch FLANNELETTE 19c  
In assorted colors, regular 25c to 35c grades in the lot

HIGH GRADE 15c VALUE  
**UNBLEACHED TOWELING** 4c  
on sale below market cost per yd.

Extra Large Size 45 x 24  
**TURKISH TOWELS** 27c  
Heavy weave, made by celebrated famous mills. Regular 50c each, on sale at

36 Inch  
**House Linings**  
Ready starched  
**3c YD.**  
60-yard Bolts  
**\$1.80**

35 Inch  
**Huck Towels**  
Regular 19c Val.  
**9c Each**

## CURTAININGS

25c Value  
36 inch  
**CURTAIN Scrims**  
**9c yd.**

Mercerized  
36 inch  
**Marquisettes**  
25c per yd. value  
On Sale  
**14c yd.**

72 inch Patterned  
**TABLE DAMASK** 94c  
Regular \$1.50 yd. on sale at

64 inch Figured  
**TABLE DAMASK** 49c  
Regular 85c yd Special

\$3.50 yd Value  
**Silk Canton Crepe**  
In fancy and staple colors. In 2 to 6 yard lengths  
**\$2.29**

40-Inch \$3.00 Value  
**Silk Charmeuse**  
Including all the new popular shades, on sale per yard  
**\$1.95**

56 Inch \$4.50 WOOL COATING \$1.95  
In the very latest shades, suitable for coats, capes, dresses, etc. Must unload at

**BIG LOT SILK GEORGETTE** 59c  
In various colors of white, blue, grey and other shades, grouped for quick disposal. Values to \$1.75 per yd. at per yd.

\$1.25 All Wool 36-inch  
**STORM SERGE**  
All colors go at per yd.  
**69c**

Men's 100% All Wool  
**UNIONSUITS**  
Regular \$5.00 per suit.  
Sale price  
**\$2.95**

Men's \$1.50 Value  
**Coat Style SWEATERS**  
On sale less than cost at  
**69c**

Men's 39c Value Fine  
**COTTON SOCKS**  
In almost any color you want, per pair  
**19c**

Men's Guaranteed Rustless  
**UMBRELLAS**  
Regular values to \$2.00 to go at  
**98c**

Red and Blue Bandana  
**HANDKERCHIEFS**  
Values to 15c go on sale each  
**4c**

HEAVY GRADE WOOL and MIXED WOOL SOCKS  
Values to 50c per pair on sale at  
**19c**

**SOME PRICES NEAR TO**