

ENOUGH! IT'S THE PRICES AND PRICES ONLY THAT'LL CARRY THIS MESSAGE

DEPARTMENT STORE

1000 SACRIFICED!

GRADE MERCHANDISE MUST NOW BE --- WIPED OUT COMPLETELY

Evidence! Slaughter Prices

THAT STANDS EQUAL ANYWHERE!

QUALITY!

can believe every statement that we make. We use no superfluous, we always come out with the truth. Too much goods is the reason we are making this sacrifice.

Come and bring this ad. with you. Invest as much as you can. You will enjoy every purchase you make.

Now there is only one People's Cash Store and that at your service in Salem. (Signed) M. & E. Solof.

June 1st 10 o'clock SHARP

Men's Suits

An opportunity that comes once in a generation. A terrible sacrifice. The stock consists of models for men and young men; sizes 34 to 44. Worsted, Cassimeres, Tweeds and Serges.

\$20 and \$25 Men's and Young Men's Suits \$11.69

\$30 Men's and Young Men's Suits at \$16.69

\$35.00 and \$37.50 Men's and Young Men's Suits \$21.69

\$35.00 Serge Suits at Only \$21.69

All wool, fine tailoring, Venetian lined; all sizes, 36 to 44.

Men's \$3.50 Wool Mix Pants Sacrificed Price \$1.93



Men's \$3.00 Work Pants Sacrificed Price \$1.69

BOYS SUITS

WELL MADE SCHOOL SUITS. REGULAR VALUE \$6.50. PRICE SACRIFICED TO

\$2.93



Men's \$1.50 Value Summer UNION SUITS

A sale without a thought of today's costs. Fine ribbed unions at a fraction of their worth. 73c

MEN'S KHAKI PANTS Sacrificed Price \$1.23

MEN'S CORDUROY PANTS Sacrificed Price \$2.23

MEN'S ARMY WOOL PANTS Sacrificed Price \$2.73

MEN'S KHAKI LACE KNEE BREECHES Sacrificed Price \$1.73

BOYS' KNICKERS PANTS Sacrificed Price 97c

MEN'S BLUE CHAMBRAY SHIRTS Sacrificed Price 73c

BOYS' KHAKI UNION OVERALLS Sacrificed Price 93c

MENS DRESS SOCKS 20c Value 7c

MEN'S FANCY SILK HOSE Sacrificed Price 53c

MEN'S 85c SOCKS All colors, Sacrificed Price 17c

MEN'S 50c SOCKS Sacrificed Price 33c

MEN'S PURE SILK HOSE Sacrificed Price 87c

ARROW COLLARS All new stock in the new shapes, Sacrificed Price 12 1/2c

MEN'S LEATHER WORK GLOVES Sacrificed Price 27c

MEN'S DRESS SHIRTS Sacrificed Price 73c

MEN'S SILK MIXED WASH TIES Sacrificed Price 23c

BOYS' SPORT BLOUSES Tan, Sacrificed Price 63c

MEN'S FINE JERSEY COATS Sacrificed Price \$1.49

PEOPLES CASH STORE

SALEM, OREGON

READ THESE FACTS

An announcement like this demands an explanation. No merchant with a sane mind would ever dare to make prices like these unless a compelling force demanded it.

HERE IS THE REASON:

Read

OUR EUGENE BRANCH STORE one of the nicest little department stores in the state,

HAS BEEN FORCED TO QUIT

It has just passed its fifteenth month of prosperity.

LOW PRICES AND QUICK TURNOVER, THE SAME POLICY AS IN FORCE IN ITS MOTHER STORE IN SALEM BUILT FOR IT A WONDERFUL SUCCESS, then suddenly—

IN COMES THE LANDLORD AND SAYS: Read This Too: Read This Too:

GIMME MORE RENT!

That was impossible because with high rent meant to raise prices, and that was against our grain. "We lower prices, but never raise them."

THEN CAME AN UPROAR!

THE PROPRIETORS, M. and E. SOLOF

ORDERED!

SELL THE FIXTURES AND MOVE THE STOCK TO SALEM

IT WAS DONE!

THE BIG STOCK IS HERE

But here's where the Devil plays his part. IT WILL BE REMEMBERED

That two months ago when prices commenced to climb to higher figures.

THIS STORE

that were never lower. In almost every line for each of its departments. The stocks are now coming in, most of them in our warehouse already.

OUR EUGENE STORE ALSO DONE ITS BUYING AND NOW THE WHOLE STORE

is suddenly forced in our hands. WE'VE GOT MORE GOODS THAN WE KNOW WHAT TO DO WITH

We must sell and sell quick. THEREFORE

THE DECISION IS MADE TO GIVE AWAY THE EUGENE STORE at prices that'll make the clean up fast.

Thousands of yards New Spring and Summer DRESS GOODS

IN THIS SACRIFICE

500 Yards Gingham

225 Yards 36-inch 30c PERCALE

All good patterns in light or dark. THE STOCK SACRIFICED. 15c yd

Regular 65c Value INDIAN HEAD SUITING Sacrificed at 23c yd

White, tan, pink and old rose. The popular shades for this material.

27-inch AMOSKEAG GINGHAMS Regular Value 25 to 29c per yard. A complete range of colors and patterns. Sacrificed at, per yard 5c

We Reserve The Right to Limit Quantities

75c to \$1.25 Yard Permanent Finish RATINE

In Plain and Checked Patterns, Sacrificed at 44c yd

Permanent Finish ORGANDIES

Regular 85c Value Sacrificed Price 43c yd

IMPORTED 35c JAP CREPE ON SALE 19c yd

36 inch 19c

Curtain Scrims Sacrificed at, yard 7c

36 inch 29c

Cretones In all new patterns. Sacrificed at, yard 17c

Regular \$1.00 Silk Finish Madras

Sacrificed at, yard 53c

20c large size Huck Towels

Sacrificed at 7c

Medium large size Turkish Towels

Regular 29c values, each 15c

MENS, BOYS LADIES and CHILDRENS SHOES

A Terrible Slaughter of Prices

Men's \$6.00 value Munson Last Brown DRESS SHOES Goodyear Welt Flexible Soles, all sizes \$3.98

Ladies' and Girls' WHITE CANVAS SHOES Values to \$2.50 Sacrificed at pair 25c pr

Ladies' Brown and Black SHOES With Military Heels. Values to \$6.50. Sacrificed at, pair 97c pair

\$2.50 SOLID LEATHER SCUFFERS For boys and girls, in all sizes to 10 1/2; lace styles with stitch down solid leather soles. On sale at 98c

LADIES' \$3.50 TO \$4.50 COMFORTS Shoes of very good makes as the Famous Mayer Comfort Shoes and other celebrated makes; cushion soles, arch supports, rubber heels and other comfort features. Sale at \$2.96

MEN'S AND BOYS' TENNIS SHOES Shoes and Oxfords in white and black, not all sizes in the lot; some are \$1.50 values On sale at 19c

Men's 18-Carat "Peters" Kid Dress Shoes Regular Value \$7.10, Sacrificed at \$3.97

Men's 15c White Handkerchiefs On Sale at 3c

Here are a Few of the Thousands of BASEMENT SACRIFICES

- DRESSING PINS, WHITE HEADS...1c PEARL BUTTONS...3c HOOKS AND EYES...3c SNAPS...3c BRASS BUTTONS, per dozen...7c COLORED MERCERIZED THREAD...3c DRAPERY FRINGE, per yard...15c HAIR NETS...5c LINEN DUSTERS...98c CHILDREN'S HOSE...7c LOT OF MEN'S, BOYS' AND WOMEN'S HATS...10c CHILDREN'S KHAKI UNION OVERALLS...67c INFANTS' BONNETS...3c OLIVE OIL SOAP, 7 bars...25c FIELD HATS...19c SHOPPING BAGS...5c CRIB BLANKETS...39c WOMEN'S HANKERCHIEFS...3c WOMEN'S TEA APRONS...7c WASH RAGS...1c DEXTER CROCHET COTTON...3c TIE SILK 250 YARD SPOOLS, Regular \$1.25...75c SAFETY PINS...3c DARNING COTTON...3c HAIR PIN CABINET...3c

50 VALUE SK HUNG 63 ad. Shirting and fancy stripes at, yard \$1.25 3c silk stripes in new shades.