## GALE \& CO. <br> Retiring From Business



No matter what brand of baking powder you use, you may have success with your baking oday-but what about tomorrow or next week, Uniformity-unfailing success every day in the year-that's the biggest mark of merit a leavener can have-and that'sthe very thing that has made Calumet Baking Powder the preferred bake-day aid of America.

# DO YOU KNOW <br> The People's Cash Store 

Is loaded brim full with new fall merchandise, everything imaginable for the entire family from wearing apparel to household necessities will be found here in such vast quantities that it is only a matter of choice in making selections.
YOU WILL FIND ALL THE NEWEST AND BEST STYLES IN T) LADIES' READY TO W EAR GARMENTS IN MEN'S AND BOYS' CLOTHING
MEN'S, WOMEN'S, GIRLS' CHILDREN'S SHOES FURNISHINGS, UNDERWEAR DRY GOODS, HOUSEHOLD UTENSILS. THESE EXTRA SPECIALS FOR SATURDAY AND NEXT WEEK

If you doubt the unisual quality of Calumet, make a test-bake a cakewith any baking powder you may select-thenusethesamere cipe and employ Calumet. This very test has caused

Sales $23 / 2$ Times as Much as That of Any Other Brand


[^0]

MEN'S
FURNISHINGS At Special Prices Men's Extra Heay
Shirts and drawers, V V $\underset{\substack{\text { tose iser } \\ \text { termer } \\ \text { giment }}}{ }$
 sit

## LADIES!

The Coat You Had in Mind and Were Looking For is Here. -Yes! We have hundreds of them

AND YOU DON'T HAVE TO PAY \$50, \$75 OR \$100 EITHER

We have a most wonderful se lection of garments made of such stylish materials as Bolivia, Normandy, Velour Plush and Polo Cloths, trimmed with beautiful fur and plain collars. Prices range at

## \$14.75, \$18.00 \$24.85, \$28.50

## BIG SALE LADIES' HATS!

 350 New Fall and Winter Hats value to $\$ 8.50$\$1.95, \$2.95 and \$3.95


## The PEOPLES CASH STORE SALEM'S GREATEST DEPARTMENT STORE


[^0]:     millions upon millions of women to turn from a baking powder they had used for years-it has proven to them that the "Best by Test' leavener is the purest that money can buy. For better
    bakings - day in and day out-bakings-day in and day out-
    use Calumet.
    EVIET INGREDIEATT USED OFFICLALITY APPROVED BY U. S, FOOD AUTHORITIES

