



With Startling Low Prices in Every Department on Seasonable Merchandise

GRAND OPENING COMBINED WITH A

To Eliminate and Turn Into Cash \$30,000.00 Worth of Surplus Stocks Interest of Nathan Director, Retiring Member of this Firm.

THE PEOPLES CASH

Include Their Entire New Fall and Winter Coats and Suits for **COMMENCING WEDNESDAY**

Women's \$18 Silk **DRESSES**

Mostly Satins and Canton Crepes in sizes 16 and 18, straight line and bodice styles, a snap at

\$9.85

An Unusual Sacrifice of the Latest Modes, Colors and Fabrics--Right at the Season's Beginning--

New Coats and Dresses

We wish to emphasize strongly—and firmly impress upon the public that the groups featured in this extraordinary sale of apparel include every new fall and winter coat, suit and dress, just unpacked for our fall opening, as well as all garments purchased from our predecessors, offering an overwhelming variety of unmatched values that will appeal to the taste of the most exacting buyers.

A special group of 30 Bolivia and Velour Coats bought to sell in the regular way up to \$25, some with Beaverette Fur Collars. Grand opening sale, price	An extra high grade group of novelty curl cloth Coats in smoke pearl and slate gray with luxurious fur collars to match. Regularly priced up to \$45, now	15 special dresses that sold up to \$30. Satin—Flat and Roshenara crepes, short and long sleeves, splendid for sport or street wear, reduced to
\$14.85	\$29.85	\$14.95
This lot includes a splendid selection of silk and wool Bolivia Coats with self trimmed collars formerly priced up to \$29.50. Specially reduced for this sale to	Beautiful crushed plush and Bolivia Coats with beaver trimmed collars and the season's newest bell-sleeves, splendid values up to \$69 for quick sale at	Wool dresses formerly priced up to \$28, tailored in straight line and loose belted styles of serges, Poiret Twills and Tricotines cut below half their value to
\$18.45	\$34.85	\$11.85
All our self and fur trimmed crushed plush and Bolivia Coats formerly marked from \$32.50 to \$39.50 included in this group for our grand opening sale at each	Our very best \$75 grades exquisitely lined silk Bolivia coats, tailored in the latest smart straight line effects, during this sale only, each	Another splendid lot of all wool Poiret Twills priced regularly up to \$42.75, fashioned in the latest styles and smartly trimmed, opening sale price
\$24.85	\$42.50	\$19.45

As previously announced on August 28, in all the Salem newspapers, S. Director bought the corner location and stock of the People's Cash Store from M. Glickman and at the same time purchased the interest of Nathan Director, formerly partner in the firm of Director Bros., Commercial Street Store.

Once more the People's Cash Store is conducted in one large Economy Department Store comprising men's and women's clothing, furnishings, hats, shoes and groceries; and Chinaware the Bargain Basement. During the last two weeks

Leading with the Most Extraordinary

ONE CENT

Including Lots of Shoes

Over 500 pairs of men's and women's Bargain Basement and arranged according to size, pay the regular price for the first pair of shoes from the same price group for the ridiculous

Buy one pair of these ladies' French Heel Kid and Calf low shoes for 59c and a second pair costs you only	Women's patent kid and calf Oxfords and straps, all style heels, your choice at \$2.98 for the first pair, one extra pair
1c	1c
Women's and growing girls black lace kid and calf shoes with Cuban heels. \$1.98 for the first pair, an extra pair for	1 lot of boys' and girls' lace and button school shoes, specially reduced to \$2.98 for the first pair, one extra pair for
1c	1c

Men's \$1.25 Dress Shirts

Neatly striped Percalle in a full range of sizes, neckband styles, French cuffs

59c

One Lot Values to \$18 SPORT DRESSES

Light colors predominate in the sport checks and striped wool Crepes and Flannels. They won't last long.

\$8.65

Men's \$1 Chambray Shirts

Good grade of Chambray, standard cut, will wash and wear well, basement special at

59c

Boys' \$3.95 Work Shoes

Brown Calf Lace styles, Capped Toes, sewn and pegged soles, sizes 8 1/2 to 11, special per pair

\$1.98

Women's Up to \$12 Raincoats

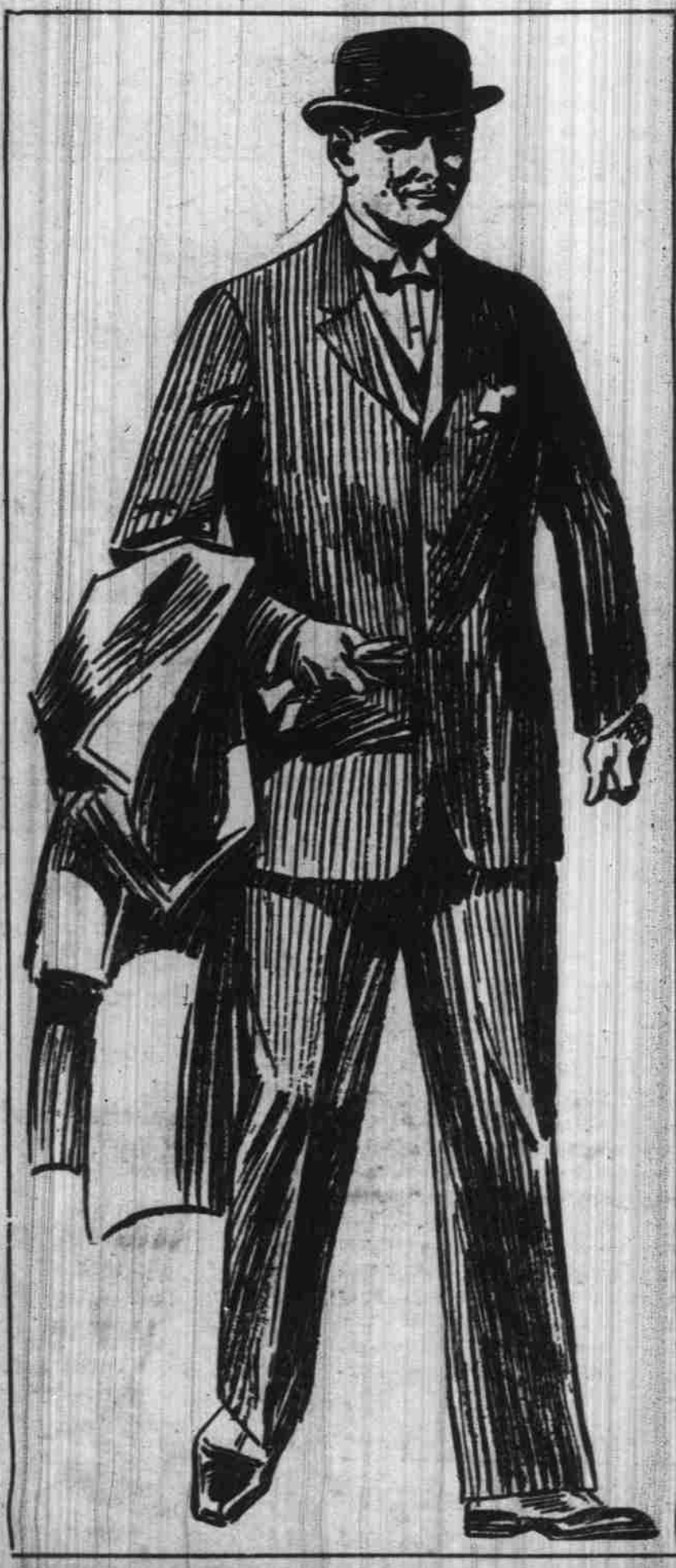
Discontinued styles priced for quick sale at a ridiculously low price, each

\$2.98

Men's 25c Machinist Caps

All sizes, black and blue stripe, heavy visor, going below cost at

10c



Multitudes of Savings Throughout the Entire

GROCERY DEPARTMENT

Picnic Shoulders, per lb. 20c	Pink "Bayo" Beans, 7 lbs. for 50c
Cottage Rolls, per lb. 20c	Full Cream Cheese, per lb. 25c
Bacon Squares, per lb. 14c	Canned Peas, No. 2 size, 2 cans 25c
Medium Side Bacon 20c	Puree Tomatoes, No. 2 1/2 size, 2 cans 25c
Ringer Brand Catsup, large bottle 15c	Imported Macaroni and Spaghetti in bulk, 2 lbs for 25c
Olympic Flour, 49-lb. sack \$1.79	Large cans Sardines in tomato sauce 15c
Olympic Flour, 24-lb. sack 95c	Balled Oats, 9-lb. sack 45c
"Certo" for fine jelly making, per bottle 30c	White or yellow Cornmeal, 9-lb. sack 35c
"Shredded Wheat" Biscuit, 3 packages for 29c	Bulk Coconut, 4 lbs. for 25c
Royal Club Coffee, 1-lb. can 45c	White Wonder Laundry Soap, 13 bars for 40c
Royal Club Coffee, 3-lb. can \$1.30	P. & G. White Naptha Soap, 6 bars for 25c
"Holly Brand" dark Syrup, 5-lb. pail 35c	Crystal White Laundry Soap, 6 bars for 25c
"Crystal White" syrup, 10-lb. pail 70c	Dairy Salt in 50-lb. Bags 79c
Choice Hawaiian Pineapple, No. 2 1/2 can 20c	Half Ground Stock Salt, large sack 49c
Cleaned Navy Beans, 7 lbs. for 50c	Babbitts Cleanser, per can 5c
"Blue Rose" Head Rice, 7 lbs. for 50c	

C.O.D. ORDERS WILL RECEIVE PROMPT ATTENTION—Phone 1333

Kerr Self Sealing Quart Jars, per doz. 50c	Kerr Self Sealing Wide Mouth Quart Jars, doz. \$1.15	Kerr, Mason and Economy Caps, per doz. 25c
Kerr Self Sealing Pint Jars, per doz. 70c	Kerr, Economy Quart Jars, doz. \$1.15	Ball Mason Porcelain and Zinc Caps, doz. 25c
Kerr Self Sealing Lids, per doz 10c	Kerr Self Sealing Wide Mouth Lids, doz. 15c	Parowax, per package 15c

Snowdrift FLOUR

49 lbs. \$1.75

\$6.95 per barrel, limit one barrel to each customer

Pure Cane SUGAR

12 lbs. \$1.00

100-lb. bag \$7.95

Carnation, Borden's and Armour's Canned Milk

3 Cans 25c

Limit 3 cans to a customer

Thousands of Sensational

BARGAIN

Both the main floor and the balconies have been withdrawn from our regular stocks and Basement. Many lots at cost, less than cost, half

Single cotton bed Blankets, dark shades only, \$1.98 for the first Blanket, one extra Blanket for

Broken lot of ribbed, regular sizes, your choice

Heavy plaid \$5 double bed Blankets, a wide range of patterns, size 60x76 and 66x80, your choice at a big saving

Regular \$1.00 Caps, popular all patterns, you all sizes

\$2.98

50 pairs of men's standard brand knee and hip rubber Boots, regular value up to \$6.50, 1923 stock, all sizes, pair

\$2.98

No Exchanges

PEOPLE'S CASH

Under New Management

SALEM,