

The Third Big Selling Drive Features Many Hitherto Unadvertised Bargains in Every Department at the

PEOPLE'S CASH STORE

Now Consolidated With
Director Bros.—as Salem's
Largest Economy Dept. Store

Leading With an Astonishing Sacrifice of Hundreds of Single and Double Wool, Wool-Mixed and Cotton Blankets, Sheets and Comforts—All Standard Lines From America's Foremost Makers, in a Great

BLANKET AND BEDDING SALE

FRIDAY and SATURDAY

New Brushed Wool Sweaters
All new, popular colors and styles
—extra special at **\$9.95**

New - Dazzling Variety of
New FALL COATS

Selling
Everywhere
Up to **\$45**

The smartness of the
styles are as unusual and
appealing as the savings
on these coats. Mostly
silk Bolivia Fabrics with
Fox or Beavercote collars
in colors to match, excep-
tional value at the price.

\$23.85

An extra special group
of Bolivia and Vellor
Coats, selling regularly
for \$25, many with fur
collars.

Bolivia Coats formerly
priced up to \$29.50, now
specially reduced for Fri-
day and Saturday to

Grey Cotton Single
Blankets
98c

Novelty Plaid 64x76
Blankets
\$2.98

Heavy Nap 64x76
Blankets
\$3.49

Large Plaid 74x80
Blankets
\$3.95

Sanitary
Filled
Light
Comforts
\$1.49



New
U. S.
Army
Blankets
\$3.98

"Nashua" 66x82
Blankets
\$4.49

One Special Lot
\$3.75 Comforts
\$2.98

\$1.35 Single Hemmed
Sheets
98c

\$1.75 Hemmed 9-4
Sheets
\$1.39

New Fall Hats—Balcony
Regular shipments are constantly arriving
adding to the already large variety of our
millinery dept.—balcony.

**Men's All-Wool
\$40 O'COATS**

Snappy new
1925 Fall styles
tailored from the
very newest plaid
back, all wool,
materials, Raglan
and satin sleeves,
belted and plain
models, a genuine
value at

\$26.85

Values to \$18
RAINCOATS

\$6.98

Values to \$20
TOP COATS

\$7.95



Children's
Chinchilla
COATS
\$5.95

Boys' Wash Suits
Made of exceptionally durable fast color
materials, all sizes, 4 to 8,
special at **\$1.49**

Boys' Corduroy Suits
Two-piece styles, straight pants with long
coat style blouse, sizes 4 to 10,
sale price **\$3.98**

As a Special Attraction to the Values in Our New Crockery Department
We Will Sell 120 Glass Top

ALUMINUM PERCOLATORS

Reg. \$1.35 Each **89c** While They Last

New Pleated Skirts
Made of all wool fabrics in a wide variety
of knife and combination
Pleats **\$4.98**

Children's Knit Suits

3-piece suits including cap, sweater and
ankle length pants, all colors, priced accord-
ing to size.

Girls' Fairy
Dresses

\$2.15

REMARKABLE SAVINGS ON THESE Grocery Specials

Pure cane sugar, 12 lbs. for	\$1.00
100-lb. bag	\$8.09
Nutola Margarine, 2 lbs. for	49c
Nutola Margarine, 3 lbs. for	87c
Medium side Bacon, per lb.	20c
Bacon Back, per lb.	20c
Cottage Rolls, special	22c
Full Cream Cheese, 2 lbs.	49c
Shaker Salt Container	10c
Black Peaberry Coffee	35c
3 lbs. for	\$1.00
Solid Pack Gallon Pumpkin, can	43c
Uncolored Japan, a gunpowder bulk Tea, lb.	39c
Imported Sea Shell Egg Noodles, 2 lbs.	25c
Elbow Macaroni, 4 lbs. for	25c
Bulk Cocoa, special, 4 lbs. for	25c
White Wonder Soap, 13 bars for	49c
Two Large Packages Citrus Washing Powder	49c
Rolls Oats, 9-lb. sack	47c
Olympia Flour, 49-lb. sack	\$1.98
Olympia Flour, per barrel	\$7.85
Olympia or Fisher's Blend, 24-lb. sack	\$1.03
Baymore, 2 1/2 can Pure Tomatoes, 2 cans	25c
No. 2 cans Lakeview Peas, 2 cans for	25c
Libby's Pork and Beans, 3 medium cans	29c

Thousands of Yards of New Patterns
Go in a

Great Sale of Wool Dress Goods

Regular \$1.50 novelty check
suiting, several patterns, popular
colors, 36-in. wide, per yd.

\$1.00

Reg. \$1.50 wool flannel, 28-in.
wide, all colors, your choice Friday
and Saturday, per yd.

\$1.00

Reg. \$1.50 granite cloth, splendid
material for skirts, in a good range
of colors, per yd.

\$1.19

Reg. \$2.00 storm serge, 44-in. wide, blue,
grey, brown and wine, special, per yd.

\$1.49



Reg. \$3.00 quality, novelty check
and stripe, wool crepe, all popular
fall shades, per yd.

\$1.49

\$4.00 quality, 58-in., all wool,
dark coating, specially reduced for
this sale to per yd.

\$1.98

Reg. \$2.10 quality, French serge,
in popular solid colors, attractive-
ly priced at per yd.

\$1.49

Reg. \$4.00 all wool, 54-in. Tricotine, all
popular colors, extra special, per yd.

\$3.49

SPECIALS FOR FRIDAY AND SATURDAY
—IN THE—

Bargain Basement

Rubber Boots, regularly up to \$6. Broken lots of hip and
knee Boots for men in both red and black rubber, all standard
makes, 1923 stock, your choice per pair

\$2.98

Men's Reg. \$1.25 and \$1.35 rubbers, all styles—heavy and
medium weight while they last special, Friday and Saturday,
pair

98c

Women's knit sweaters mostly dark colors, Reg. \$4 values,
grouped in one big lot for quick disposal at, each

\$1.98

Reg. \$3.50 two-piece house dresses, extra special, while they
last for Friday and Saturday

\$1.55

Reg. 85c mixed wool, close ribbed knit, medium weight shirts
and drawers, broken sizes, special, each

49c

Men's and boys' caps, formerly priced up to \$1.75, grouped
in the Bargain Tables, at, each

49c

Store Closed All Day Monday
Be Sure and Buy All Your Needs in Groceries
and Wearables Saturday

PEOPLE'S CASH STORE

Under New Management—S. DIRECTOR, Prop.
COMMERCIAL AND COURT STREETS, SALEM

Owing to the Growing Popularity of Our Base-
ment We Have Moved Our Entire Stock of Shoes
—to the Basement—