## HEILER HASES IS

Novelty Plaid 64x76

Blankets

One Special Lot

\$3.75 Comforts

\$2.98

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

New Fall Hats-Balcony

Regular shipments are constantly arriving adding to the already large variety of our millinery dept.-balcony.

Men's All-Wool

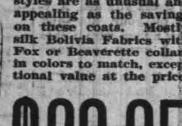
Leading With an Astonishing Sacrifice of Hundreds of Single and Double Wool, Wool-Mixed and Cotton Blankets, Sheets and Comforts-All Standard Lines From America's Foremost Makers, in a Great

## MELAND BEILINGS

New Brushed Wool Sweaters All new, popular colors and styles \$9.95

New - Dazzling Variety of New





oats, selling regularly or \$25, many with fur Bolivia Coats formerly priced up to \$29.50, now specially reduced for Fri-day and Saturday to

An extra special group of Bolivia and Velous

FRIDAY and SATURDAY

**Grey Cotton Single** Blankets

Sanitary

Filled

Light

Comforts

\$1.49

"Nashua" 66x82

Blankets

\$4.49

98c \$2.98 Heavy Nap 64x76 Blankets

\$3,49

\$1.35 Single Hemmed

Sheets

98c

Large Plaid 74x80 Blankets

\$3.95

New U.S. Army

Blankets

\$3.98

\$1.75 Hemmed 9-4

Sheets

\$1.39

Values to \$18 RAINCOATS \$6.98

back, all wool

and satin sleeves belted and plair

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, \$1.49

Boys' Corduroy Suits Two-piece styles, straight pants with long coat style blouse, sizes 4 to 10, \$3.9% 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 .....

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

Girls' Fair Dresses \$9.15

REMARKABLE SAVINGS ON THESE

**Grocery Specials** ane spgar, 12 lbs. for \$1.00 Margarine, 2 lbs. for Margarine, 3 lbs. for edium side Bacon, per lb. .20c Bacon Back, per lb. .20c Cottage Rolls, special .22c Full Cream Cheese, 2 lbs. 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. Imported Sea Shell Egg Noodles, 2 lbs. Elbow Macaroni, 4 lbs. for .25e Bulk Cocoa, special, 4 lbs. for 25e White Wonder Soap, 13 bars for Two Large Packages Citrus Washing Powder Rolled Oars, 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 Buymore, 21/2 can Pure Tomatoes, 2 cans .25c No. 2 cans Lakeview Peas, 2 cans for 25c Libby's Pork and Beans, 3 medium cans

Store Closed All Day Monday

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

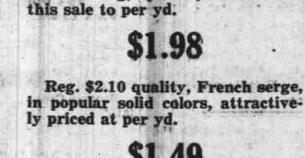
and stripe, wool crepe, all popular fall shades, per yd.

\$1.49

\$4.00 quality, 58-in., all wool,

dark coating, specially reduced for

\$1.49



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

\$3.49

PEOPLE'S CASH STORE

Children's Knit Suits

-IN THE-

SPECIALS FOR FRIDAY AND SATURDAY

## 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,

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

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

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

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

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Be Sure and Buy All Your Needs in Groceries Under New Management—S. DIRECTOR, Prop. and Wearables Saturday COMMERCIAL AND COURT STREETS, SALEM