

A Great May Reduction Sale of Vast Importance---Rich in Money Saving Opportunities

Thousands of dollars worth of this season's most desirable and best merchandise must be sold.

We must reduce this stock at once---not a matter of choice---but an absolute necessity.

Don't let this opportunity pass without supplying your present and future needs---The reductions are genuine, the values and qualities the best.

Read carefully the reductions quoted here---then come expecting the very best in quality and value---there's not an exaggeration, or an inflated value while the styles are unquestionably the latest.

THE PEOPLES WAREHOUSE MAY SALE.

New Spring Millinery

One Third Off



Buy your new summer headgear now and effect a saving of one-third. We are offering unrestricted choice from our entire stock of new tailored hats, trimmed dress hats and pattern hats at one-third off regular selling price. Every new shape, effect and trimming. A magnificent showing of stylish and attractive head gear for all occasions. Assortments large enough to please every individual fancy. Prices range from \$1.95 up to \$20.00. Your choice now 1-3 off regular prices. Millinery department second floor.

Where it Pays to Trade.

Save your Coupons.

THE PEOPLES WAREHOUSE MAY SALE.

All Novelty Dress Goods Cut One Half Regular Price, Just for the first week of May.

It's the largest and best selected stock of fancy dress goods in the Inland Empire, comprising every wanted fabric in all the best grades.

The opportunity is unusual and offers a clean saving on the very best grades of material at one half the usual price.

Remember, for the first week of our May sale, choose from our entire stock of fancy dress goods at one-half usual price.

Compare---send for samples---compare.

Don't include plain cloths.

Sea Island Yachting Cloth

is the ideal fabric for the popular summer tailor made and wash dresses. It hasn't the "cambric feel" like most cloths of this character, but is made with the real Irish linen finish and keeps that finish after laundering.

Sea Island yachting cloth is SHRUNK---35-36 inches wide. Comes in white and all colors. May sale price, **15c** yd.

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THE PEOPLES WAREHOUSE MAY SALE.

Ladies' Shoes



There are just two ways of saving money on shoes, and only two. ONE WAY is to pay the price you always paid and get better shoes. THE OTHER WAY is to buy the same shoes you have always bought, but pay a great deal less for them.

THIS YOU CAN DO HERE NOW.

Ladies' \$4.50 patent leather shoes (latest styles, only) **\$3.75**
Ladies' \$4.00 shoes (all leathers and styles) only **\$2.98**
Ladies' \$3.50 shoes, all leathers and styles, only **\$2.85**
Ladies' \$3.50 patent oxfords (welt) only **\$2.85**
Ladies' \$4.00 patent oxfords (turn) only **\$2.98**
Ladies' \$4.00 gray suede oxfords (turn) only **\$2.95**
Ladies' \$3.00 kid welt oxfords only **\$2.65**
Ladies' \$2.00 gray canvas oxfords, only **\$1.59**
Ladies' \$1.50 white canvas oxfords, only **\$1.29**

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May Sale Bargains in Ready-to-wear Department---2nd Floor

THE PEOPLES WAREHOUSE MAY SALE.

\$25, \$35 and \$45 tailor made suits at 1-3 off. Your choice of any suits regularly selling at \$25, \$35 and \$45 now 1-3 off.

The best made, best fitting, and most stylish suits of the season are included. Come and make an early selection. Alterations free.

Ladies' tailored shirt waists in mercerized vestings and madras, figured white and white with black polka dot, long sleeves, all sizes and several different styles, regular \$2.35 and \$2.50 waists for, each **\$1.29**

White shirt waists of India linen, long and short sleeves, button back and some with button fronts, lace and embroidery trimmed, slightly soiled from showing, odd sizes in a number of different patterns, regular values from \$1.25 to \$2.50, for, each **79c**

Lawn kimono in full length Japanese styles, full shirred backs and fronts, large sleeves, all colors, plain and large figured designs, trimmed in bands of contrasting materials, regular \$1.25 kimono for **85c**

Short lawn kimono in light and dark figured lawns, with scalloped collars and cuffs and V-shaped necks, loose kimono

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sleeves, fast colors, all sizes, regular 75c kimono for **49c**

Ladies' cravenette rain coats, guaranteed rain proof, full length, latest cuts in gray and tan and black, one of a kind, all sizes neatly trimmed with stitched straps and tailored buttons, regular \$15 to \$25 values, for **\$9.95**

Spring jackets in all the new desirable spring colors, tans, stripes and checks, box backs, semi-fitted and tight fitting, some unlined and others lined with good quality satin, regular values up to \$12 for, each **\$4.95**

Ladies' white undershirts of good quality muslin, deep flounces of lace and embroidery, and dust ruffles underneath, good width, several different patterns to choose from, regular 85c and \$1 values for **65c**

Ladies' white undershirts of finest long cloth, with twenty-four-inch flounce of insertion and deep embroidery and lace edging to match, hemstitched dust ruffles, extra wide skirts, regular \$3.50 values for **\$2.15**

Ladies' muslin drawers in good quality muslin, deep hems and clusters of fine tucks, extra wide, regular 35c drawers for, each **19c**

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THE PEOPLES WAREHOUSE MAY SALE.

Muslin drawers with lawn flounces trimmed in lace and three rows of insertion; good width, French finished top, regular 65c values for **49c**

Corset covers of long cloth, full gathered fronts, fine tucked yokes and finished at top with narrow hemstitched ruffles and beading with ribbon, regular 35c values for **21c**

Corset covers of best grade long cloth, elaborately trimmed in fronts and yoke with heavy lace insertion and finished at top and armhole with lace beading and edging to match, dainty and serviceable corset covers, regular 85c values for **57c**

Muslin gowns, slip-over styles in lace and embroidery yokes, short sleeves with lace edged ruffles, extra long and full, seams well finished, regular \$1.50 gowns **95c**

Ladies' gowns of best quality long cloth, slip-over styles, with butterfly sleeves, trimmed in rows of insertion and edging to match, deep yokes with beading and ribbon at top, full length and width, regular \$2.50 gowns, for **\$1.75**

Children's spring jackets from 2 to 6 years, in red, blue and tan, trimmed in narrow silk braid on cuffs and collars, several different styles worth up to \$3.50 for, each **59c**

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THE PEOPLES WAREHOUSE MAY SALE.

White Dress Fabrics for Brides and Graduates

Our May sale reductions at this early date gives sufficient time for all careful planning and making of these most important costumes, all the newest and best fabrics in all grades are included. The sale offers unusual opportunities to save. Mail orders will receive our prompt and careful attention. Out-of-town friends should take advantage of these big values.

44-inch all wool batiste, \$1 values, in this sale, yard **73c**

24-inch crepe de chine, \$1.25 value, in this sale, yard **82c**

27-inch white India silk, 75c value, in this sale, yard **59c**

27-inch white Jap silk, 50c value, in this sale, yard **43c**

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30-inch Persian lawn, 35c value, in this sale, yard **27c**
30-inch Persian lawn, 25c value, in this sale, yard **19c**
46-inch French lawn, 35c value, in this sale, yard **26c**
48-inch French lawn, 85c value, in this sale, yard **65c**
68-inch French organdy, \$1.50 value, in this sale **\$1.20**
68-inch French organdy, \$1 value, in this sale **79c**

30-inch India Linens 25c value, in this sale **19c**
30-inch India Linens 35c value, in this sale **26c**
29-inch India Linens 15c value, in this sale **11c**
29-inch India Linens 20c value, in this sale **15c**

Compare---send for samples---compare.

The Peoples Warehouse

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THE PEOPLES WAREHOUSE MAY SALE.

Tremendous May Selling of Fancy Silks and Black Taffeta \$1.25 Novelty Silk Suiting now 75c

You know the stock, you know the styles, qualities and patterns. Come now this first week in May and save 50c on every yard of fancy silks. Your choice of any \$1.25 fancy silk at **75c** yard.

The best qualities in black taffetas at a decided reduction. 36-inch black taffetas, \$1.25 values, this sale **85c**
36-inch black taffetas, \$1.50 values, this sale **98c**
36-inch black taffetas, \$1.85 values, this sale **\$1.25**

Compare---write for samples---compare.

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