## Special Sale of Children's Gingham and Percale Dresses <br> This is a wonderful offer. The materials are of the best, the styles are good and attractive, the values are beyond compare. Some of the garments are slightly soiled from handling, but every one is a bargain of real merit <br> Values up to $\$ 2.98$, your choice <br> $\$ 1.38$ <br> Regular $\$ 3.25$ to $\$ 4.95$ values, your choice <br> Regular $\$ 5.00$ to $\$ 10.50$ values, your choice <br> Sizes from 2 to 10 years.

## SPECIAL-SPECIAL

We are overstocked on the following items, and to get our stock back in shape we are going to
price on these goods that WILL MOVE THEM. English Walnuts, soft shell, 3 lbs. for Recleaned Seedless Raisins, lb. K. C. Baking Powder, 25 oz .
K. C. Baking Powder, 80 oz . Mrs. Porters Salad Dressing, Mrs. Porters Thousand Island Dressing "Grandma's" Fruit Cake, 2 lbs. Telephone Orders Given Special Attention.

The Bargain Basement

## SUMMER DRESSES eELOW COST

DRESSES IN THE PRETTY SILKS Amp the prettient of new colors. If it in your
dasiro to cantol your thlug costs then it will


JhePeoples Warehouse
USE OUR FREE REST ROOM AND

## 



CANADIAN WHISKEY FLOODING SEATTLE


STANONGS

## Making an Asset of Difficulties

A great opportunity is now before American business- the opportunity of making a big and permanent
nsset out of the very difficulties of the present situation. The convic tion that this can be done is extremely heartening. It is enough to put a new thrill of life and activity into every form of industry.
From one point of view the present situation is by far the most desirabie, the soundest, the sanest, and the most hopeful this country has ever seen. Why? Because it brings into bold relief, through heer neceasity, the latent power like to have them

The curtailment of Demand for the produets of industry brought us ace to face with the guestion, hitherto ignored, as to what canses demand. Then it was discovered that Demand was a created thing, and that more of it could be created in almost any direction-if enough of the right effort were applied.

Chief among the means of creat. ing Demand is now seen to be Advertising. Wherever you find a big demand for any product you find, that produrit that demand for by human effort, and chiefly through advertising.
It is obvious to any one who will think it through that the present demand for any product could be substantially lessened if it were possible to eliminate all forms of advertising - including pictures, displays, and word of mouth, as well as printed and painted mes-sages-and just let that produc depend on the natural onstim lated demand.
And it is equally obvious that a demand for any worthy product can
be created and stimulated by means of Advertising.
This fact puts within the hands of the business man the means of creating his own market. Tha: have-an assured market for all he could produce.

Publithed the the Fast oremontan, in co-mperation wit



Individually Charming Flower Trimmed Hats These summer hats-fifty in all-to sell at $\$ 10$ and $\$ 12.50$. They are distinctly summery in materials and trimmings. No two
hats quite alike-each somehow different hats quite alike-each .somenow different
from all the others-and all as smart and cleverly styled as you would wish them to

## Tmare wor: ialins



USE OUR REST ROOM AND IN FORMATION DEPT.

