

A MIGHTY MERCHANDISING EVENT WHERE PRICES REACH HERETOFORE UNKNOWN LOW LEVELS

42x36
PILLOW CASES
19c81x90
BLEACHED SHEETS
\$1.29**A Statement of Facts**

This new store, whose fame for selling quality merchandise at lower price levels has spread far and wide, now comes forth with this mighty merchandising event, that thrusts upon you an opportunity to supply your summer needs at even lower prices than ever before quoted.

No. 100
BERKELEY CAMBRIC
Yd. **29c**36-inch Bleached Soft Finish
INDIAN HEAD
Yd. **29c****Now as Never Before is Your Opportunity To Buy****Prices Have Tumbled Headlong in This Movement to Stimulate Summer Buying****I Say This to You**

You will find every Peoples Cash Store quality upheld to the utmost in these great offerings of new summer goods. You'll find prices here that will astonish you for their lowness. Thousands of prudent buyers will speedily realize this sensational money-saving event. Our stocks have never been more complete, and bear in mind that every purchase you make here is backed by our money-back guarantee.

Sale Begins Friday at 9 A. M.**Jersey Sport Jacket \$3.98**

Were \$6. In sizes from 34 to 44, in black, brown, navy blue and red. We advise an early choice.

Fibre Sport Scarfs \$2.95

Regular \$5 values. This season's most gorgeous combinations and Roman stripe effects.

Lovely Organdie Dresses \$4.85

Values to \$7.50. Of permanent finish fine quality organdie, very prettily trimmed. Very special.

Ladies' Hiking Breeches \$1.85

Regularly \$2.75 values. Of very heavy grade khaki material; buttons on both sides; finely tailored.

Children's Summer Hats 95c

Values to \$2. Some are flower trimmed and others are not. But every one is of the high grade straw.

Gingham Trimmed Blouses \$1.19

Were \$2.50. Just arrived from New York, these lovely blouses. You should include one of these for summer.

May Sale Extraordinary on Silk Summer Dresses

When you consider that the materials are of Canton Crepe, Charmeuse, Georgette Crepe and that some are beaded and others embroidered, then you will fully realize that you are getting \$30 values for

\$13.90**Canton Crepe, yd. \$2.95**

We are almost 50c a yard lower than Eugene's lowest price. Good range of colors.

Black Silk Taffeta, yd. \$1.25

Regular \$1.75 yard. We have a limited number of this fine grade silk taffeta. You'll do wise by buying quickly.

36-in. Silk Messaline, yd. \$1.29

Were \$1.75 yard. More than a dozen different shades to choose from. A very heavy grade silk.

Satin Back Crepe, yd. \$2.19

Regular \$3.95 yard. Fine quality, heavy grade. A good selection of colors to pick from.

Genuine Krepe Knit, yd. \$3.35

Were \$4 yard. The season's very popular dress material. A large variety of shades to choose from.

36-in. Sport Silks, yd. \$1.45

Were \$1.85 yard. Beautiful sport silks in many lustrous shades. Priced very low.

Pure Silk Pongee, yd. 89c

Regular \$1.50 yard. Imported from Japan; 12 mommie grade, and all pure silk. Very special.

36-in. Homespun Ratine, yd. \$1.19

Regular \$1.50 yard. Just the thing for your summer skirt, in very pretty checked combinations.

40-in. Organdie, yd. 45c

Was 75c yard. In numerous of the season's most wanted shades. Fine grade and permanent finish.

Pretty Carnation Voiles, yd. 35c

Regular 65c yard. Comes 36 inches wide. Patterns most desirable for your summer waist or dress.

Checked Organdies, yd. 65c

Were \$1 yard. Something new in organdies. Lovely new checks that captivate the eyes of good dressers.

MAY SALES
Of the Wanted SUMMER GOODS

Sweeping All Former Low Prices Into the Discard in This Great May Sale of

New Summer Hats

Now is the time—here is your opportunity. Buy yourself that summer hat—don't delay—it's not necessary, if the price was a factor with you, for prices here are so low now that in many instances the shape is worth more than we are asking for the whole trimmed hat. Notice these enormous price reductions.

Values to \$6.75

now
\$3.75

Values to \$9.00

now
\$5.75

Values to \$15.00

now
\$7.75**JAP CREPES, yd. 27c**

Standard quality, 25 different shades to choose from.

GINGHAMS, yd. 10c

All fast colors, checks and plaids, 27 inches wide.

CALICOES, yd. 7c

Fine indigo grade. Hundreds of yards to pick from.

CRETONNES, yd. 16c

Some in 36-inch and more at 27-inch. Pretty flower designs.

TOWELS 9c

Good grade Huck Towel, size 34x15; no limit.

TOWELS 17c

Large size heavy weight Turkish Towel, regular 35c value.

APRONS 39c

Dolly Prim Aprons, as many as want to buy. Good value.

STOCKINGS 8c

Children's black, brown and white, heavy ribbed.

VESTS 17c

Ladies' good grade ribbed Vests, all styles you desire.

UNDERSKIRTS 59c

Underskirts of fine Gingham checks, 75c value.

TOWELING, yd. 5c

Good grade Crash Toweling, 20 inches wide.

OIL CLOTH, yd. 27c

Sanitas and Certainteed quality. Regular 45c grade.

Every Pair of Shoes is Included**May Selling of Shoes****MEN'S SHOES \$2.39**

Scout Work Shoes in all sizes. Good quality leather.

MEN'S OXFORDS \$4.45

Fine quality leather, snappy style. A big value.

BOYS' SHOES \$2.98

A \$3.50 Boys' Dress Shoe. Yet heavy enough for hard wear.

LADIES' SHOES \$2.98

Of patent leather strap pump or oxford. A \$4.50 value.

CANVAS OXFORDS \$2.49

Ladies' white canvas with tan and black leather trimming.

CANVAS PUMPS \$1.98

Ladies' white canvas two-button strap pumps. Big value.

AMAZING — STUPENDOUS — IS THIS MAY SALE OF

MEN'S SUITS

At last—the sale of Men's Suits—a real sale—real lowering of prices are in effect—not one suit, but every suit in the house is reduced. Good woolen materials, well tailored suits, snappy summer models as well as the conservatives for men. You'll save at least \$5 to \$15 on every suit in the store during this May sale of Men's Suits. Note the lowered prices.

\$14.65**\$18.65****\$22.65****The Money-Back Store****PEOPLES CASH STORES**

EUGENE-SALEM

30 East Ninth Avenue

A. L. SOLOF, Mgr.

Don't Miss a Word

of this spread of the most stupendous of all seasonal price reductions. The broadness of this event can only be fully realized when you know that every article of summer wanted goods is greatly reduced, disregarding the fact that this is the merchant's most profitable season of the year and that our regular prices are already much lower than others.

PEOPLES CASH STORE.

Sale Begins Friday at 9 A. M.**Ladies' Mercerized Hose 35c**

Were 50c. The famous Lady Broadway Hose. In black, brown and white and cordovan. Big value.

Ladies' Fibre Silk Hose 59c

Were 95c pair. Evergreen quality. With mock seam, well fashioned hose, in black and cordovan only.

Pure Thread Silk Hose \$1.39

Were \$1.75 pair. The well-known Arrowhead Hose. In cordovan, black, white, fawn, steel gray, etc.

Ladies' Union Suits 45c

Were 75c suit. Exceptionally good value in ribbed and knit. Five styles to choose from.

Fine Union Suits 79c

Values \$1. In a fine grade knit garment. Tailored to fit. A value that will surprise you.

Flowered Underskirts 98c

Regularly \$1.50. Of fine quality flowered saaten material. Just another of our big values for May sales.

Sensational May Sale of**Boys' 2-Pant Suits**

sensational because of the woolen material, because this price is less than others ask for one-pant suits, and because the models are belted and pleated backs. During May these \$12 boys' two-pant suits go for only

\$7.45**Men's Athletic Unions 59c**

Regular 85c suits. Of a very fine grade material, full cut and a run of sizes.

Men's Blue Work Shirts 57c

Were 75c. Good grade blue chambray, double stitched throughout, full cut, and all sizes.

Men's Heavy Cotton Sox 11c

Were 20c pair. Heavy cotton sox, fast color, in black and brown; all sizes.

Men's Summer Wool Caps 98c

Regular \$1.75. Of good woolen material. Snappy models in mixtures so popular today.

Men's Four-in-Hand Ties 49c

To 75c values. Just 468 ties in this lot. The new summer designs stand up conspicuously.

Khaki Riding Breeches \$1.59

Regularly sold for \$2.25. Heavy khaki material, tailor fashioned, and full cut.

Men's Corduroy Trousers \$2.89

Were \$3.50. Full cut, well made, of excellent grade in corduroy. Good for hard wear.

Men's Fine Dress Shirts 89c

Were \$1.50. Of fine madras and fast color percale. With collars attached.

Men's Silk Stripe Shirts \$1.29

Values to \$2.50. A special buy places these at your disposal at this low price.

Men's Khaki Outeralls \$1.89

Regular \$2.50 grade. The heavy khaki goods is in this garment, and is full cut.

Egyptian Ribbed Unions 98c

\$1.50 value. Very fine Egyptian ribbed Men's Union Suits. Just the thing for summer wear.

Men's Fine Felt Hats \$2.45

Values to \$3.50. A very fine grade of Felt hat for men, in all the season's newest shades.