

**Beyond a Doubt This is the Most Stupendous Value Giving Event of the Year**

WHEN OPPORTUNITY OPENS ITS DOORS TO THIS COLOSSAL

# MID-SUMMER SALE

**Sale Begins  
SATURDAY  
July 1st at 9 a. m.**

With such radical reductions as this store has never before seen. Reliable, seasonable merchandise cut in many instances below today's costs to stimulate summer buying.

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### Editorial--

Storekeepers consider July a dull month. To progressive merchants July is a month "to go and get 'em." But there are two ways to go and get 'em; one is to slash off a lot of ruff raff—cheap merchandise especially bought for such purposes and the like; the other method is to give the public real and true reductions on the very choicest of your stock. We are taking the second course. By doing so we intend to still further fortify ourselves in the good graces of Lane county's people.

—PEOPLES CASH STORE

### 27-Inch Gingham, yd. 11c

Were 19c. In a wide assortment of plaids, checks and stripes.

### 40-Inch Voiles, yd. 19c

Worth 32c. Special offering in light and dark designs, excellent quality.

### 40-Inch Organdy, yd. 19c

Regular 39c grade. An unlimited variety of shades. Extra good value. Buy all you want.

### 18-Inch Toweling, yd. 19c

Real 29c value. All pure linen. An excellent quality for this event.

### Pure Silk Pongee, yd. 89c

Sold in many stores for \$1.50 the yard. This is absolutely all pure Japan silk pongee.

### 36-Inch Muslin, yd. 13c

Regular 22c quality. Golden West, fine grade, soft finish, bleached Muslin. Big value.

### Huck Towels 9c

Were 15c. Size 24x14 Huck Towel of high grade cotton. No limit to the quantity.

\$4 Jersey

### SPORT JACKET

in sizes to 42. All wanted colors. Tuxedo models. Special at **\$2.98**

### Canton Crepe, yd. \$2.55

Was \$2.95 yard. High grade silk and wool in a large variety of shades.

### Sport Silks, yd. \$1.35

\$1.85 quality. A wonderful selection of lustrous shades in new sport silks.

### Silk Taffetas, yd. \$1.39

Regular \$1.75 value. Extra fine quality Silk Taffeta. Almost every color in the rainbow.

### Silk Messalines, yd. \$1.29

36 inches wide. Fine grade of silk. Numerous shades to choose from.

### Silk Tricolettes, yd. \$1.35

Really worth \$2 yard. Special in a 36-inch Silk Tricolette; 10 shades.

### Sport Silks, yd. \$1.97

Our regular price was to \$2.75 the yard. In washable corded silks and satin designed.

### Jap Crepes, yd. 27c

Standard imported quality. Regular 42c seller.

### Checked Crepe, yd. 37c

Regular 49c. In large and small checks.

### Drastic Mark Downs

on

## GINGHAM DRESSES

Lovely Gingham Street Dresses, very becomingly trimmed with organdy to match, and such a variety of stunning designs. You'll be proud to own one—now, especially when the prices have been so greatly reduced. Come in, give these pretty dresses the once-over. We know you will like them.

\$6.95 Values, now ..... **\$5.15**  
 \$5.95 Values, now ..... **\$4.20**  
 \$4.95 Values, now ..... **\$3.65**  
 \$3.95 Values, now ..... **\$2.65**

## Amazing Reductions on Summer Blouses

Made of fine quality materials—so tremendously slashed in price that profits are no longer visible. The lowness of these prices will amaze you the moment your eyes feast upon these lovely blouses. Mind—these are all of regular stock.

### \$2 Pretty Voile Waists Now 83c

Daintily trimmed on collar, cuffs and front with checked gingham ruffles.

### \$4 Jap Silk Blouses Will Go for \$2.95

Of fine washable Jap silk. Come with ruffled collar, cuff and front.

### Crepe de Chine Waists Now \$2.65

Were \$3.95. Come in a wide array of shades all trimmed with lace front.

### Silk Tricolette Over Blouses Now \$3.15

Regular \$4.75. Very prettily embroidered. Many shades to choose from.

### Pongee Blouses \$2.15

Were \$3.75. Of pure silk Pongee trimmed with many colors in gingham checks.

### Marjory Waists \$2.20

Were \$3. Fine washable quality Voile Waists with organdy collars and cuffs.

### Straw Hats 7c

Values to 25c in good quality field straw hats.

### Bungalow Aprons 89c

Of fine count Percale, fast color, well made.

### Children's Hose, pr. 9c

In black and white; also half sox.

### Ladies' Breeches \$1.39

Heavy quality Khaki Breeches, finely tailored.

### Ladies' Hose 12c

Fast colors in black and brown; 25c quality.

### Ladies' Overalls 89c

Blue chambray Overall Work Suit, \$1.50 value.

### Childs' Dresses \$1.15

25 Gingham and Voile Dresses, values to \$3.50.

### Lisle Hose 33c

Ladies' Lisle Hosiery, black, brown and white.

### Silk Hose 89c

First quality Pure Silk Ladies' Hose. Were \$1.25.

### Laces, yd. 1c

Values to 25c in all widths and patterns.

### Brassieres 19c

Good quality Brassieres, especially priced low.

### Prices Slashed for Mid-Summer Sale

## Millinery

No especially bought hats, but our own good styles. Popular sellers all season. Here you can easily afford a new glittering hat to finish out the season.

LOT 1—Consists of sailors, felts and trimmed hats selling regular to as high as \$3.50. Buy them now for **95c**

LOT 2—Consists of high grade straws and fancy models in Sport Hats, that only \$5.00 could buy formerly. Now **\$1.75**

LOT 3—Consists of Crepe and Organdy Hats of exclusive design, very daintily trimmed. Values to \$10.00 now **\$4.45**

### 36-Inch Percales 18c

In light and dark; also fancy patterns.

### Striped Shirting, yd. 16c

In many colored and striped designs.

### Tissue Gingham, yd. 59c

Values to 75c in a large assortment of checks.

### Checked Organdy, yd. 43c

A large choice in large and small checks.

### Dotted Swisses, yd. 49c

In imported hand tied Dotted Swisses of fine quality.

### Fine Cretonnes, yd. 19c

Comes 27 and 36 inches wide. Many pretty designs.

### Windsor Crepes, yd. 32c

Plain and flowered designs, all colors desired.

### 36-Inch Challies, yd. 21c

Pretty flower designs in fancy challies.

### Ladies' Unions 23c

Full range of sizes. Many styles to choose from.

### Ladies' Vests 11c

Fine summer Vests of good quality, all styles.

10-qt. Galvanized

**WATER PAILS**

**19c**

50c Value

**KITCHEN BROOMS**

**17c**

Large Cake Crystal White SOAP

**3c**

Every Piece ALUMINUM Cooking Ware in Stock

**89c**

20c Value Men's Leather SOLES

**5c**

## Mid-Summer Sale of MEN'S WOOL SUITS

MEN—At 9 a. m. today we start a sensational selling of high grade men's Suits such as you have never dreamed of. Real, honest woolen materials, true and fine tailored garments such as you would expect in suits twice the price. That's the kind you will be surprised with here. But—the second and greatest surprise will be our prices. **MEN'S PURE WOOLEN WORSTEDS** in many choice colors. Values to \$35.00 can be bought during our great Midsummer Sale at—

**\$21.95**

OUR GUARANTEE GOES WITH EVERY PURCHASE DURING SALE

# PEOPLES CASH STORE

EUGENE-SALEM

30 E. 9th

A. L. SOLOF, Manager

### The Why--

This is midsummer. Surely you will find some one thing you will need before summer is over; then rest assured you cannot buy it for less elsewhere. Please note that these comparative prices are not haphazardly quoted to mislead you, to falsify your impressions—quite the contrary, the utmost care has been taken by the management whenever a comparative price is mentioned, so that it will convey the true savings offered you during this most stupendous value-giving event of the year.

—PEOPLES CASH STORE

### Men's Work Shirts 55c

Heavy blue chambray, double stitched throughout, full cut, well made.

### Heavy Cotton Sox 11c

Were 20c pair. In fast colors or black and brown. Good grade cotton.

### Khaki Outeralls \$1.89

Regular \$2.50 suits. Of heavy khaki goods, full cut, well made.

### Men's Work Pants \$1.97

Values to \$2.75. Made of heavy material, dressy in appearance.

### Men's Dress Shirts \$1.85

Regular \$2.50 silk stripe woven Madras Dress Shirts, many patterns.

### Fibre Silk Shirts \$3.45

Real \$5 values in a pure fibre silk Men's Dress Shirt. Big shirt value.

### Fine Tweed Caps \$1.95

Values to \$4. In fine tweed, also in gabardine—Men's Caps, Silk linings.

Men's Athletic

### UNION SUITS

Royal Court brand, of fine barred Dunity. Regular \$1.00 suit, special **67c**

### Men's B. V. D.'s \$1.10

Regular \$1.50. The genuine B. V. D. garment in full range of sizes.

### Meshed Union Suits 75c

Were \$1.00. Fine grade of Meshed Union Suits for men. Big value.

### Two-Piece Underwear 43c

Sold for 75c the garment. Fine ribbed, summer weight garment.

### Ribbed Union Suits 69c

Were \$1.00 the suit. Egyptian fine Ribbed Men's Unions, full cut.

### Men's "Ironsox," pr. 19c

Were 25c. A real dressy Sox for men in a good many colors.

### Mosquito Netting, yd. 9c

Excellent grade and in all the wanted shades.

### Fine Sheeting, yd. 14c

36 inches wide, heavy weight unbleached sheeting.

### Astonishing Low Prices on

## Shoes

### Men's English Dress Shoes \$3.98

Fine leather. Regular \$5 value.

### Men's Cushion Sole \$4.50

Soft kid, broad toe; \$6.50 values.

### Men's Brown Brogue Oxfords \$4.89

Fancy Brogue design, \$7.50 value.

### Men's Scout Shoes \$2.39

Men's Heavy Work Shoes \$2.98

### Ladies' One-Strap Pumps \$1.98

In black and tan.

### Ladies' Mary Janes and Oxfords \$2.98

In patent leather.

### Radical Price Reductions

## Coats

\$21.50 Values Now Go for **\$16.35**  
 \$18.00 Values Now Go for **\$13.85**  
 \$14.50 Values Now Go for **\$7.65**

## Silk Dresses

\$16.50 Values Reduced to **\$10.45**  
 \$18.50 Values Reduced to **\$11.65**  
 \$22.50 Values Reduced to **\$16.95**

### Fibre Silk SPORT SWEATERS

in many stunning shades. Values to \$6.50—

**\$4.29**

### Men's and Boys' BATHING SUITS \$1.00

Ladies' Bathing Suits 1/2 PRICE (Samples) All Others Reduced 25%