

# A Gigantic Effort to Multiply the Purchasing Power of Your Dollars

## DOLLAR DAY FACTS

Buying today is a science—a study not only of price, but of quality also. Till a short while ago it was generally a conception that price and quality could not go hand in hand—but not so today. Today the merchant is undergoing a struggle of the survival of the fittest—in other words, the merchant who can sell his highest grade quality merchandise at as low a price as he would his cheaper goods is the one merchant who will prosper.

The People Cash Stores are operating a number of unusually prosperous stores in this valley—successful because we operate on a basis founded on this new principle—where quality plus price plus service plus an absolute guarantee of satisfaction or money refunded is our law.

On this basis we hope to prosper here and build a foundation for your good-will. PEOPLES CASH STORE.

Standard Imported  
**Jap Crepe**  
Choice of Colors  
**4 Yds.**  
**\$1**  
Dollar Day Special

Heavy Unbleached  
**Sheeting**  
36 inches wide  
I.L. quality  
**8 Yds.**  
**\$1**  
Dollar Day Special

Men's Athletic  
**Union Suits**  
full cut  
**2 for \$1**  
Dollar Day Special

Blue Chambray  
**Work Shirts**  
**2 for \$1**  
Dollar Day Special

# A Stupendous Display of Bigger Buying Power of Your Dollar as You Have Ever Seen on SATURDAY—ONE DAY ONLY

Please Shop Early

Store Opens 9 A. M.

# DOLLAR DAY

## Here It Does Double Duty

**3 1/2 Yds. 32-in. Gingham \$1**  
Were to 39c the yard. In fine plaids, checks and solid colors, and they are fast. Big choice of patterns.

**5 Yds. 36-in. Challies \$1**  
25c regular price. The first showing of the new fall designs in Challies and at a greatly reduced price—colors are fast.

**\$-SPECIAL-\$ Summer Wash Goods 3 Yards \$1**  
checked organdies, flaxons and other wash dress goods whose former values were as high as 59c. For this Saturday they will all go for 25c. In a big clean-up at 3 yards for \$1.

**2 1/2 Yards Gingham \$1**  
Were 75c yard. In 32-inch widths. Pretty assortment of fine checks.

**3 Yds. Checked Crepes \$1**  
45c values. Standard quality, new checks, in pretty Jap Crepes. Special for Dollar Day.

**3 Yds. Madras Shirting \$1**  
Were to 65c. Some heavy corded shirtings, others have silk stripes, but all are beautiful patterns.

**3 yds. 8-4 Unb. Sheeting \$1**  
Were 70c. The famous Moclips quality of excellent weight. Come early to get this.

**2 Yds. Table Damask \$1**  
Regular 75c values; 58-inch width, in a very pretty flower design. Very good grade.

**5 Yds. Pretty Cretonnes \$1**  
Were 25c to 35c. Comes in a varied array of beautiful colors and in 27 and 36 inch widths.

**Brocaded Corduroy \$1**  
Was \$1.69 the yard; 33 inches wide. For kimonos, robes, etc. The lowest price in years.

**3 1/2 Yds. Windsor Crepe \$1**  
Were 39c. In pretty flowered and bird designs; also in the solid colors. Windsor crepe.

**6 Yds. Romper Cloth \$1**  
25c values, in 32-inch width. Excellent for play suits, aprons and dresses.

**6 Yds. Percales \$1**  
25c values; 36 inches wide. Large assortment of patterns to pick from.

**5 Yds. Linen Toweling \$1**  
Was 32c yard. Extra good quality, 18 inches wide. Pure linen toweling.

**9-4 Pegout Sheeting 2 Yards \$1**

**Big Huck Towels 11 for \$1**

**8 Pair Childs' Hose \$1**  
Regular 19c values. In fine ribbed cotton hose, black, brown, white; also colored half hose.

**6 Pair Ladies' Hose \$1**  
Were 25c. In fine black and brown, fast dye thread; assortment of all sizes.

**3 Pair Arrowhead Hose \$1**  
Were 49c the pair. In white, black and cordovan. Fine ladies' dress hose.

**2 Silk and Fibre Hose \$1**  
Were 75c. A pure silk and fibre hose for ladies, in black only, with a lace clock; big value.

Values to \$2.50 in Girls'  
**Dresses**  
Made of good corded and French Gingham, others of ordandie—in sizes to 16. A big choice of patterns  
**\$1.00**

**5 Ladies' Unions \$1**  
Were 39c. Fine knit Ladies' Union Suits with can't-slip straps.

**2 Ladies' Unions \$1**  
Were 75c. In three different styles to choose from, and a very fine grade for summer.

**5 Ladies' Vests \$1**  
Were 35c. A light summer weight garment of good quality. Many styles in the lot.

**Flowered Underskirts \$1**  
\$1.50 regular values. Of very fine quality flowered sateen material, with ruffles.

**36-Inch Scrims 8 yds. \$1**  
In cream and white. Big \$ value.

**Gingham 8 yds. \$1**  
In many checks of different sizes.

**Brown Crash Toweling 12 yds. \$1**  
18 inches wide

**Cretonnes 8 yds. \$1**  
Fine grade and good pattern.

**BY FAR THE MIGHTIEST OF ALL DOLLAR DAYS You Can't Help But Agree with Us--for We Have Gone the Limit This Time in Giving You Dollar Values Never Before Approached by Any Other Merchant in This Valley.**

Here Are Many Special Items Over \$1.00

**Gingham Dresses at Lowest Prices**  
Lovely Gingham Street Dresses Drastically Reduced—  
\$6.95 Values now ..... \$5.15  
\$5.95 Values now ..... \$4.20  
\$4.95 Values now ..... \$3.65  
\$3.95 Values now ..... \$2.65

**Pure Silk Pongee Yard 89c**  
12 mommie pongee  
**Pretty Bungalow Aprons 77c**  
A great selection of styles \$1.25 values

**Silk Dresses Just Received**  
are also included in this great Dollar Day selling event. Real \$25.00 values. For Saturday they go at—  
**\$15.85**

**Canton Crepe, Yard \$2.45**  
Were \$2.95 yard. High grade silk and wool, in a large variety of shades.

**Sport Silks, Yard \$1.29**  
\$1.85 quality. A wonderful selection of lustrous shades, in many different silks.

**Silk Taffetas, Yard \$1.39**  
Regular \$1.75 value, extra fine quality Silk Taffeta—almost every color in the rainbow.

**Silk Messalines, Yard \$1.25**  
36 inches wide, fine grade of silk, numerous shades to choose from.

**Silk Tricolettes, Yard \$1.35**  
Really worth \$2.00 yard. Special, in 36-inch Silk Tricolette, in many different shades.

**Sport Silks, Yard \$1.97**  
Our regular price was to \$2.75 the yard. In washable corded silks and satin designs.

**PHENOMENAL Sale of Men's Suits**  
Men's \$35.00 All Worsted Wool Suits go for  
**\$21.95**

**Ladies' Pure Silk Hose 89c**  
The famous Paramount pure silk hose in cordovan, black and white.

**Pure Thread Silk Hose \$1.39**  
Were \$1.75. Of heavy grade thread silk, semi and full fashioned.

**Cotton Charmeuse, Yard 75c**  
Regular \$1.25 values, with satin stripe. Others with bluebirds on a variety of backgrounds.

**Pure Silk Umbrellas \$4.35**  
Regular \$7.00 value. Good grade silk, well constructed, novel handles and a silk cover.

**DESIGNER PATTERNS ARE NOW ON SALE**

**P. Q. A. Men's Unions \$1**  
Were \$1.39. A nationally known Men's Fine Ribbed Union Suit—finely tailored, all sizes.

**2 Men's Belts \$1**  
Were 75c. High grade leather and composition rubber belts with silver plated buckles, adjustable.

**Men's Leather Gloves \$1**  
Were \$1.49. Staunchly constructed for hard labor. Of genuine horsehide in an assortment of sizes.

**2 Boys' Bathing Suits \$1**  
Were 79c. A good grade Cotton Bathing Suit for boys, in sizes to 34. Selection of colors.

**Men's Fine Dress Shirts \$1**  
Values to \$1.69. A choice second to none. Of fine count percale, fast colors and full cut.

**5 Pair Dress Sox \$1**  
Were 25c. The famous guaranteed "Ironsox." In all the desired colors. A wonder value.

**2 Pair Silk Sox \$1**  
Some were to 75c. In a good many colors, all sizes. Fibre silk and mercerized quality.

**Men's B. V. D.'s \$1**  
Were \$1.50. The genuine quality, the muchly touted athletic Union Suit for men.

**6 Arrow Collars \$1**  
20c values. In the soft and stiff modes. The season's popular styles.

**3 Boys' Shirts \$1**  
Were 59c. All sizes, in khaki, blue chambray and fancy stripe percale. Sport models included.

**9 Pair Men's Sox \$1**  
Were 20c. Of extra good fast color, in a full range of sizes, in black and brown only.

**3 Pretty Neckties \$1**  
Actual 50c values. Direct from New York comes these popular new four-in-hand ties.

**Boys' Wool Pants \$1**  
To \$2.00 values. In a varied range of colors, but all of heavy material to stand up under hard wear.

**3 Boys' Unions \$1**  
Were 55c. In athletic waist style and also in the balbriggan summer weight. All sizes.

**2 Pair Suspenders \$1**  
Were 75c. The famous Shirley President Dress Suspender. Fine quality elastic.

**Fireman and Engineer Sox 6 for \$1**

**15c Handkerchiefs 12 for \$1**

—AND WE REFUND YOUR MONEY IF NOT ENTIRELY SATISFIED—

**PEOPLES CASH STORE**  
Eugene-Salem 30 E. 9th A. L. SOLOF, Mgr.