

The Reason
WHY
Cherro Flour

Sells without much advertising is
Because
Every user is an advertiser

The manufacturers of CHERRO flour absolutely guarantee old wheat flour for the next ninety days.

Use the word "CHERRO" in ordering flour and your bread baking will be easy.

Cherry City Milling Company
Salem, Oregon

TRY A WANT AD. IT WILL PAY YOU
THE AURORA OBSERVER

HOP TICKETS

Order Now Mail or Phone, or call at Office. If undecided, Send for Samples

THE AURORA OBSERVER is the Hop Ticket House of the Northwest. We have stock and forms ready for 300,000 tickets and books. Order Now; don't wait till the last week.

The Observer, Aurora, Ore.

Farmers Attention-

Progressive Farmers over the country are naming their farms. Nearly all farmers now get their mail by free delivery.

The government is desirous that you have your return card printed on the left hand corner of your envelopes.

Aurora has 5 routes, adjacent towns several, making it easy to confuse your address.

Let us furnish the envelopes and print something like this in the corner:-

"SHADY BROOK FARM"

John James Doe

R. F. D. No. 6

AURORA, - - - OREGON

The cost complete is

500 for \$3.35

250 for \$2.50

100 for \$1.75

The Observer, Aurora.

Phone, Call or Write

A large gang of extra men are doing good work on the S. P. Ry. at Aurora.

Most thoroughly read and most widely quoted weekly paper in the great Willamette valley, between Salem and Portland. Subscribe for the Observer.

PEOPLE OF OUR TOWN



The Hen Herder is Peeved, for Old Stupid, the Prize Boob of the Universe, was over in the neighbor's New Garden and well nigh Et Up everything in Sight and the Neighbor vows that Stupid will yet Grace a Platter at his Sunday Dinner. Raising chickens, like Raising Children, is Easy—in the Books.

MID-SUMMER SEASON-CLEAN- SWEEP CLEARANCE SALE

THE GREAT SALE IS ON

The Happy Moments of Bargain Saving are Here. Prices are No Object in This Clearance Sale

We are now preparing to make Saturday an immense giving of

\$ DOLLAR DAY OPPORTUNITIES \$

And it will be a wonderful day--of wonderful savings

It will pay you well to make a special effort to attend this record-breaking clean sweep clearance sale

A One Dollar Bill
will do the work of
two or three
SATURDAY
Look These Opportunities Over

Beach Cloth and Cotton Crepes ...
Ideal for the Making of Smocks and
Middies or Dresses
Dollar Day Opportunity Price
3 YARDS \$1.00

32 inch PERCALES
At the Lowest Price ever Attempted
Buy them without reserve or limit
Dollar Day Opportunity Price
11 Yards \$1.00

32 inch IMPORTED PONGEE
Heavy and firm weave, regular \$1.50
quality
Dollar Day Opportunity Price
1 YARD \$1.00

PRETTY KOBE SILKS
In the New Bright and Conservative
Colors, \$1.00 value
Dollar Day Opportunity Price
2 YARDS \$1.00

36 inch BLACK SATEEN
An Exceptional Heavy and Fine
Quality
Dollar Day Opportunity Price
2 YARDS \$1.00

FINE PLAID GINGHAMS
Fast Colors, 32 inch, in Big Assort
ment of Pretty Patterns
Dollar Day Opportunity Price
9 YARDS \$1.00

50¢ BLUE or GRAY DINEM
Extra Heavy Weight, Finest Qual-
ity 36 inch Width
Dollar Day Opportunity Price
3 YARDS \$1.00

39¢ HAIR RIBBONS
Fine Assortment of Pretty Girlish
Patterns
Dollar Day Opportunity Price
5 YARDS \$1.00

15¢ FINE CALICOES
In Light and Dark colors, also figures
Dollar Day Opportunity Price
14 1/2 YARDS \$1.00

35¢ NEW CRETONNES
27 and 36 inch New and Desirable
Patterns
Dollar Day Opportunity Price
5 YDS. \$1.00

Peoples Cash Store

Shop Where The Crowds Buy

BIG SHOE CLEARANCE SALE Dollar Day Opportunities

144 Pairs Tennis Shoes
Mostly Oxfords, for Men, Women and
Children, on sale Saturday at
2 Pairs for \$1.00

BIG LOTS LADIES' SHOES
Including Shoes, Oxfords and Pumps
Low, High and Medium Heels
1 Pair \$1.00

\$1.00 off of CLEARING SALE
PRICE ON ANY PAIR OF SHOES
AMOUNTING TO \$3.00 or Over

35¢ FRENCH PERCALES
36 inch Width, prettiest colors of the
Season
Dollar Day Opportunity Price
5 1/2 YARDS \$1.00

MEN'S WOOL SUITS
Sure! All Men Like to be well dress-
ed and why shouldn't they when
They can buy a wool suit of
Clothes at nearly
HALF PRICE HERE
MEN' \$25.00 Value
\$14.95

\$30.00 & \$35.00 VALUES
\$19.85

With any purchase of a Suit of
Clothes at the above price or More
\$1.00 Additional
Will buy Any Silk Shirt Value to
\$5.90

or any Pair of Shoes value to \$6.00
This is Dollar Opportunity Day

LADIES' COTTON STOCKINGS
Black and White only, made of fine
Cotton Thread
Dollar Day Opportunity Price
8 PAIRS for \$1.00

LADIES' RIBBED VESTS
Regular 50¢ value, very fine mercer-
ized finish, all sizes
Dollar Opportunity Price
3 FOR \$1.00

LADIES' \$2.00 HOUSE DRESSES
Dollar Day Opportunity Price
1 FOR \$1.00

CHILDREN'S 25¢ STOCKINGS
In Black, Brown and White, heavy
and Medium ribbed, sizes to 9 1/2
Dollar Day Opportunity Price
7 PAIRS \$1.00

LADIES' 50¢ BUNSON
STOCKINGS
One Big Lot Brown, Black and White
including out sizes
Dollar Day Opportunity Price
3 PAIRS \$1.00

35¢ Heavy Turkish Bath Towels
Dollar Day Opportunity Price
6 FOR \$1.00

64 x 76 WOOL Knap Blankets
Dollar Day Opportunity Price
1 FOR \$1.00

45¢ QUALITY OIL CLOTH
Dollar Day Opportunity Price
3 YARDS \$1.00

\$1.75 CHILDREN'S GINGHAM
DRESSES
Dollar Day Opportunity Price
2 FOR \$1.00

MEN'S 75¢ SUSPENDERS
Firm and Heavy Elastic Thread, buy
YOUR NEEDS NOW
Dollar Day Opportunity Price
3 PAIRS \$1.00

MEN'S 25¢ DRESS SOX
Fireman and Engineer Guaranteed
Quality in Assorted Colors
Dollar Day Opportunity Price
5 PAIRS \$1.00

\$1.85 ENAMEL CONTAINER
Combination Set for Sugar & Coffee
Also Tea
Dollar Day Opportunity Price
SET FOR \$1.00

\$2.00 ALARM CLOCKS
Dollar Day Opportunity Price
EACH \$1.00

79¢ GRANITE SOUP KETTLES
& 59¢ STEW PAN
Both Go At
Dollar Day Opportunity Price
FOR \$1.00

89¢ GRANITE WATER PAILS
& 50¢ WATER PANS
Both Go At
Dollar Day Opportunity Price
\$1.00

75¢ BEST BROOMS
Dollar Day Opportunity Price
3 FOR \$1.00

25¢ 18 x 36 HUCK TOWELS
Dollar Day Opportunity Price
10 FOR \$1.00

\$2.25 CHAMBRAY COMBINATION
WORK SUITS
Dollar Day Opportunity Price
EACH \$1.00

1.25 CHILDREN'S VOILE &
ORGANDIE DRESSES
Dollar Day Opportunity Price
2 FOR \$1.00

Dollar Day Opportunitites GROCERY Bargains

15 lb Sugar \$1.00
6 1/2 lb Coffee \$1.00
10 lb Cocoa \$1.00
28 Bars White Laundry Soap... \$1.00
22 Cans American Oil Sardines \$1.00
4 Large pkgs Albers Rolled Oats \$1.00
5 Cans Instant Postum \$1.00
5 1/2 lbs English Breakfast Tea .. \$1.00
3 doz. Good Size Oranges..... \$1.00
6 1/2 lbs Soda Crackers \$1.00
3 lbs Fancy Breakfast Bacon... \$1.00
6 Cans No. 2 1/2 Pork & Beans
With Tomato Sauce... \$1.00
5 Cans No. 2 1/2 Yellow Freestone
Peaches \$1.00

LADIES' RIBBED UNION SUITS
A Regular 75¢ Quality, 3 Styles to
Select from
Dollar Day Opportunity Price
2 FOR \$1.00

REG. \$1.00 WHITE SERVING
APRONS
Made with Fancy Ruffles, Trimmed
and Novelty Effects
Dollar Day Opportunity Price
2 FOR \$1.00

15¢ ETCHED GLASSES
On Sale Dollar Day Opportunity
PRICE 12 FOR \$1.00

\$2.00 SUGAR BOWL & CREAM
PITCHER, GOLD RIMMED
Dollar Day Opportunity Price
BOTH \$1.00

\$1.50 GREYSTONE ENAMEL
TEA KETTLE
Dollar Day Opportunity Price
EACH \$1.00

Peoples Cash Store-Salem, Oregon