

SERVICE TO OUR FELLOW MEN!!

THE J. C. PENNEY COMPANY OPERATING

197 Stores in 25 States

UNDERSELL ALL COMPETITION

Buying in Quantities at a Ratio of 197 to 1

Think of it. Over 197 times the amount of Merchandise used by the ordinary store. Buying direct from Factory, no traveling salesmen commission, paying cash, taking our cash discounts, as well as Quantity discounts, we save thousands of dollars together with our modern way of selling honest goods for cash is responsible for the very low prices you will always find here. You pay no one else's bill, no deliveries, you get the difference in reduced prices. These methods and these alone, are responsible for phenomenal growth, and have made us the greatest chain of retail department stores in the world. We have always given the best goods for the least money. Any merchant can make the claim of "Greater Values," but can he deliver the goods?—The power of selling lies in the power of buying—Take advantage of these prices, and save the difference.

Children's Hats

Of the very latest Fall styles, and neat ones they are, for either the

Boys or the Girls

We have a big stock for you to select from, so you will find something to please you, and at the same time save yourself money

Girls Hats, 89c, 98c \$1.25, \$1.46, \$1.69, \$1.98 and \$2.98
Boys Hats 69c and 98c

Don't Overlook us for Ladies Coats, Suits and Dresses

As we have the best of quality at the **LOWEST PRICES** giving the seasons latest styles.

Coats . . . \$16.50 to \$47.50
Suits . . . \$22.50 to \$45.00
Dresses . . . \$9.90 to \$42.50
Skirts . . . \$3.98 to \$9.90

LADIES OUTING FLANNEL NIGHT GOWNS

89c, 98c, \$1.25 and \$1.49
Children's Gowns 79c and 89c
NOTIONS

We will make your money go farther in this important line. For example here is a few every day prices:

Colgates Talcum Powder 12c
Colgates Shaving Cream 19c
Colgates Bath Soap 5c
Palmolive Soap 10c
Long Round Shoe Laces 8c

Our low prices in shoes continue to Surprise, and the **HIGH QUALITY** of of them continue to please. We have the goods in Every Way for the **ENTIRE FAMILY.**

BUYING FOR 197 STORES ENABLES US TO UNDERSELL

We are well Stocked to Supply YOUR WANTS IN

SILKS

We have just received another big shipment of select patterns of striped and plaid silks of the best quality.

We have just what you have been wanting, and when you see them you will appreciate the low prices.

Messaline (35 inch, plain colors) \$1.49

Messaline (35 in. plaids and stripes) \$1.79

Taffeta * (35 in plain colors) \$1.49

\$1.79 and \$1.98

Taffeta (35 in. plaids and stripes) \$1.79

Georgetta Crepe (40^{IN}) \$1.49 and \$1.79

Crepe de Chine (40 inch, in big range colors) \$1.25 and \$1.49

Operating 197 Busy
Stores in 25 States

J. C. PENNEY CO.,
INCORPORATED

160 North Liberty St.
PHONE 814

SALEM

OREGON

BETTER ORDER YOUR

CHEVROLET CARS

Now. I have a number in stock and more coming. Can't tell how long they will last as the Factory may shut us off any time.

E. C. TITUS, Stayton, Oregon

OLD BUGGY NOT SO BAD

One Man at Least Thinks Automobile Is Not Such a Very Great Improvement.

Speaking of old-fashioned things, a newspaper writer wants to know what has become of the gallant youth who, when he had stopped the horse, would let down the top of the buggy in order to permit his sweetheart to alight without difficulty?

Well, we do not know what has become of him, but we remember him. Perhaps he is slumbering somewhere in oblivion, whatever that is, with the gaudy lap robe wound about him—that lap robe with the big red rose crudely worked in the center. It was a thing of art, even as was the linen duster, and the gallant youth probably hangs on to it in his obscurity.

But speaking of buggy riding, the automobile is no improvement over it in the matter of real enjoyment. Not until the automobile is perfected so it can be driven with one hand, or until it will wander along the road without driving at all, will it come in the class of bliss which the buggy occupied in the days gone by.

The girls are as sweet as they used to be—and the roads much better. The moonlight is just as mellow. Love flows in the same uncharted channel. Youth is as hopeful—and as boastful. Mothers are as anxious, fathers as impatient, when daughter fails to return when she was expected. Gossip is as busy. But the wise old horse that knew when there was a loving couple in the buggy, and the narrow buggy itself, have all but taken their departure along with the gallant fellow who hopped from the rig and gracefully and graciously lowered the top of the vehicle so his companion could alight without so much as touching a wheel or the body.—Columbus (O.) Dispatch.

France Welcomes Babies.

Babies are welcome in certain apartment houses in Paris. Reversing the policy prevalent in apartment houses, the owner of one of the newest houses in the French capital will not take in a family which has no children, and the size of the suite obtainable depends entirely on the number of children rather than the number of dollars a family has. A list of qualifications has been prepared by the owners of these houses and tenants must meet them. A family with one child will not be permitted to have the largest apartments in the house. It will have to take one of the smallest suites. A family with two children will be rented the next largest apartment, three children the next largest, and four children any of the larger suites in the house. A family must contain at least four children to lease the largest suite. There is reason to believe that the government is interested or will be interested in these houses, as France has encouraged in every possible manner a higher birth rate.

Set Limit to Luxuries.

"Don't try to sell luxuries to New Zealand." This is the advice United States Consul General Winslow gives American merchants in a commerce report.

No; New Zealand is not pinched for money. Its wallet is well filled. "There is no particular necessity for retrenchment," as the consul puts it, but the public is opposed to the purchase of luxuries, especially luxuries that have to be imported, thereby using tonnage needed to head off the U-boats.

Trinidad, too, and the whole of the British West Indies, is abstaining from use of imported goods. This has caused the population to change its whole menu, for many foodstuffs were formerly imported. Now the people eat home-grown plants that only the animals ate before. They like the new diet so well they say they will never again import any staple food except cornmeal.

Win-the-War Wig.

A wig to help to win the war has been "invented" by an American cotton manufacturer. It is made of a fibrous material in two colors—green and reddish brown.

It fits down tight over the helmet and, while the soldiers are sneaking through the woodlands, blends into the forest so splendidly and naturally that 300 feet away nobody can tell that a company or a regiment of soldiers is on the move.

Then when out of the woods and back in the trenches all the soldier must needs do is to take off his wig and reverse it and he is topped with a reddish-brown top piece, invisible against the earthwork of the trenches.

Must Take Time to Submerge.

It requires at least five minutes for submarines of the latest type to submerge. A submarine cannot dive quickly under the sea, because the water which must be let into her ballast tanks to make her heavy enough to sink must be let in comparatively slowly. If it were let in with a rush the boat might not go down on an even keel, but would heel over and be in great danger of disaster. Then, too, if water were let in too quickly there would be danger of too much entering, and in that case the submarine would sink like lead to the bottom of the sea.

Wearied, as It Were.

Stanley had learned to dress himself and was quite proud of it, but after several days' practice he seemed to have lost his nerve. One morning he asked his mother to dress him. "I thought you could dress yourself, Stanley—you must be getting lazy." "No, I ain't; but I's losed my 'tustum."