

Greatest Acreage Ever Ad vertised by Government Located in Alaska

CUBIC MEASURE BASIS Spruce and Hemlock Prod uct Declared Ideal Fo
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## ITWILL PAY

Every Women in Salem to

## Look At Our Windows!

Eighteen Years of Successful Retailing

## WITHOUT A "SALE"

Lowest Prices Every Day Instead of "Special Sale" Prices Now and Then Have Built for the J. C. Penney Co. a Chain of 312 De partment Stores With Annual Sales of Nearly Fifty Million Dollars.

Compare Our Reconstruction Prices With the So-Called "Sale" Prices Offered by Other Stores.

Do you want to trade with a store in which you can have confidence that the merchandise and prices are right every day in the year? Of
course you do. That's just why it will pay you to become a steady cuscourse you do. That's just why it will pay you to become a steady cus

Eighteen years ago this organization started out with one small store doing an annual business of twenty-nine thousand dollars. From this modFIFTY MILLION DOLLARS. During eighteen years we have never held "special sale" of any kind in any of our stores. Our prices are marked ignt in the flace. This does away with the necessity for "sales. Our enormous purchasing power enables us to buy our mérchandise for pass money than our competitors. We eliminate middlemen's profits and

Thes has been revised downward to will remain in force until the goods are sold or market conditions necessiate a further revision. Compare our prices with those offered by othe sto

We have real bargains in Ladies' Ready-to-Wear that will appeal to all. If you want the latest and best, we have it, and will give


## Our New York Buyers

Have selected an exceptionally fine line of Ready-to-Wear for Spring and as only a few days remain until Easter, you should hasten to

Take Advantage of Our Great Values

