



By BETTI KESSI. Phone 106.

"THE COLLEGE and a Liberal Education" has been announced as the subject of the address which will be given by Dr. Richard Scholz, president of Reed college, as he speaks at the Marlon hotel tomorrow, Saturday, following a luncheon in his honor. This is the first of a number of public addresses by prominent educators which the AAUW has planned for the year. It is to be understood that the public, men and women alike, are invited to attend these lectures as they come. Many who are not members of the organization have made reservations for the luncheon, but those not able to attend during the luncheon hour are invited to come later for the program and lecture.

The Woman's club rummage sale will open its doors tomorrow in the old Busiek store building on the corner of Chemeketa and Commercial streets. Many and useful are the articles donated to the sale—everything from cooking utensils to cooked foods and bric a brac.

The rummage sale will be continued until the articles have all been disposed of and the proceeds will go into the fund used to make the payments on the new club building.

With Mrs. Paul Hendricks, Mrs. Karl Becke, Mrs. Gus Hixon and Mrs. T. A. Roberts as special guests, the members of the Bridge Luncheon club were delightfully entertained by Mrs. Clifton Irwin yesterday afternoon with a one o'clock luncheon followed by three tables of bridge. Mrs. Paul Hendricks won high score for cards.

As representatives of Chemeketa chapter, Daughters of the American Revolution Mrs. Seymour Jones and Mrs. Russell Catlin attended the state board meeting held in Portland Tuesday.

After spending the past five months in Los Angeles as guest of Mrs. Elmer Starr and Mrs. O. P. Dabney, both former Salem residents, Mrs. A. V. Davidson arrived in Salem Monday. She is now at the home of her daughter, Mrs. Mason Bishop.

Mr. and Mrs. Lewis Griffith were hosts last evening with a delightful Mah Jong party at their home on Court street. The oriental served as a unique motif of the evening's entertainment, with Chinese screens and accessories, and with a suggestion of Chinese in the costumes. During the refreshment hour guests were served chop suey with chopsticks. Those invited were Mr. and Mrs. G. F. Chambers, Mr. and Mrs. Claude Steusloff, Mr. and Mrs. Carl Pope, Mr. and Mrs. Breyman Boise, Dorothy Patterson, Dorothy Steusloff and Frank Durbin.

Complimenting Mrs. Harry Wenderoth, Mrs. George Riches entertained Wednesday afternoon with a bridge party at her home on North Winter street. A few ad-

ditional guests with the members of a bridge club to which Mrs. Wenderoth belongs were invited for the afternoon. Prizes for the games went to Mrs. Sam Adolph and Mrs. C. M. Laughridge.

Those who enjoyed the games were Mrs. A. S. Hussey, Mrs. C. M. Laughridge, Mrs. Edwin Rosstein, Mrs. Sam Adolph, Mrs. Harry Wiedmer, Mrs. Harry Wenderoth, Mrs. Ray Hartman, Mrs. George Riches, Mrs. Claire Vibbert and Mrs. John Brophy.

With a seven-cover dinner Sunday evening Mr. and Mrs. A. E. Huckestein entertained very informally with Mr. and Mrs. Wenderoth as guests of honor. Covers were laid for Mr. and Mrs. Wenderoth, Henry Wenderoth, Margaret Huckestein, Mrs. Robert Dillard of Marshfield, and the hosts.

Dr. and Mrs. Roy Burton entertained with a dinner party on Wednesday evening for Mr. and Mrs. Wenderoth.

Hal Hibbard auxiliary of Spanish War Veterans will meet at the home of Mrs. C. W. Brant, 494 South Winter street, this afternoon.

Mrs. A. N. Moores, who has been visiting for the past week with her daughter, Mrs. Robert Kinney of Astoria, is expected to return home the latter part of next week.

Mr. and Mrs. S. B. Gillette were hosts for the regular evening of five-hundred which the Merry Thymers enjoy every other Wednesday throughout the winter months. After the cards were finished the remainder of the evening was spent in a social way, and later the hostess served lunch. For the next meeting Mr. and Mrs. Frank Haberman will be hosts for the club.

Members of the Merry Thymers include Mr. and Mrs. Mason Bishop, Mr. and Mrs. King Bartlett, Mr. and Mrs. Allen Cleveland, Mr. and Mrs. Clifford Elgin, Mr. and Mrs. S. B. Gillette and Mr. and Mrs. Frank Haberman.

Mr. and Mrs. Louis Fraer (Margaret Hudelson) who have been guests during the week of Mr. and Mrs. A. B. Hudelson, returned to their home in Marshfield yesterday. Mr. and Mrs. S. B. Gillette entertained Mr. and Mrs. Fraer with an informal dinner party Tuesday evening.

The woman's alliance of the Unitarian church will meet at the home of Mrs. Milton Meyers, 1055 Court street, this afternoon.

The Salem Heights Women's club will meet this afternoon in the community hall for the January meeting. Mrs. Willis Caldwell is in charge of the program for the afternoon.

A group of matrons, including Mrs. C. B. McCullough, Mrs. A. F. Marcus, Mrs. James Nicholson, Mrs. J. W. Harrison and Mrs. L. M. Purvine motored to Portland yesterday to spend the day as guests of Mrs. C. C. Kelley, a former Salem woman.

The Central Circle of the Ladies Aid Society of the Jason Lee church will hold an all-day meeting today at the church. The husbands are invited for the covered dish luncheon at the noon hour. Mrs. Gordon Black and Mrs. C. M. Roberts are hostesses for the day.

Mrs. Frank Davey of Portland arrived yesterday in Salem to spend the next week as house guest of Mr. and Mrs. R. E. Davey. Mrs. Davey is a former Salem resident and has many friends here who will welcome her visit.

Mrs. E. Cooke Patton will be hostess for the woman's missionary meeting of the First Congregational church this afternoon. Mrs. C. E. Powell, a missionary returned from field work in India, will appear in the native Indian costume to speak upon the work of the missionaries in that country. As Mrs. Powell is speaking at another meeting later in the afternoon it will be necessary to open the program promptly at 2:30 o'clock.

The woman's missionary society of the First Christian church will meet in the church parlors this afternoon at 2:30 for the regular monthly program and social hour. Mrs. A. L. Beckendorf, formerly a missionary in the Philippine islands will speak of her work in the islands, and will dress in the native garb of the people among whom she worked. A very interesting meeting is anticipated and every woman of the church is urged to attend.

With Mrs. J. J. Evans as chairman, a committee of younger women of the church will act as hostesses for the afternoon.

The West South circle of the Jason Lee ladies aid society will meet at the home of Mrs. Josephine Lane, 1440 North Liberty street this afternoon at 2:30 o'clock.

The women's auxiliary of the Y.M.C.A. will meet this afternoon at 2:30 in the Y.M.C.A. rooms for the regular monthly meeting.

All the world loves a lover. And all the world hates a hater.

Building Permits Show Jump During January

Twenty-nine building permits, representing a total property valuation of \$112,050, were issued during the month of January from the office of the city recorder. This is an average of one a day, exclusive of Sunday, and is more than the annual total for the two years of the war, when less than \$100,000 of new build-

ings were erected. Two of the permits were for \$40,000 brick building at High and Ferry, and the T. G. Birch store on South High, to cost \$5,000. Other large scale build-

ing represented by the permits were the four dwellings to be built on Market, with a total cost of \$12,850 by LeRoy Hewlett, and the three \$3500 dwellings to be erected by the Albert Estate, Inc. Building permits were issued

Thursday to E. A. Rhoton for a \$1500 dwelling at 1180 Jefferson, and to J. A. Bernardi for a dwelling at 458 South High, to cost \$700.

Read the Classified Ads.

World's Largest Chain Department Store Organization

J.C. Penney Co. A NATION-WIDE INSTITUTION Incorporated 475 DEPARTMENT STORES

Reliable Quality Goods Always at Low Prices

160 North Liberty, Salem, Oregon

The Other Day a Salem Lady Asked Us—

“Why Don't You Hold Sales Like the Other Stores”

With all the jazzy sale noise about town, we thought the question to be a fair one. We were glad to answer the lady

This is What We Told Her—

We buy and sell only standard, first-hand goods. We do not handle bankrupt stocks, imperfect goods, seconds, nor other least desirable merchandise.

New goods of thoroughly reliable quality are almost continuously arriving at our store. Nothing remains here long enough to grow old, shop-worn, out of style, extravagant at any price.

We sell for cash. Thus we have the cash to pay for our goods. The large savings thus made are passed on to you.

Our prices are fixed on the goods when they arrive. These prices afford only a moderate profit.

There is no "mark up" here in the beginning to provide room for a "mark down" later.

We unflinchingly and positively practice at all times exactly the business policy we advertise. That is, the same fair, just and upright treatment alike to all always.

Our selling price is marked in plain figures on every article in our store. That price is the same for all. It maintains until the last of the same is sold.

Even if we were inclined to carry a jazzy, hip-hurrah sales, which we are not, we could not do so, for our prices at all times are as low as are asked at the so-called sales for goods of the same quality.

The tremendous purchasing power provided by the combined requirements of our 475 Department Stores enables us to quote prices in the beginning, and at all times, that are the lowest consistent with new, fresh and thoroughly reliable and dependable goods.

And it is these ideals of business practice that have made possible the unparalleled success and growth of the J. C. Penney Company since its first store was opened in Wyoming in 1902.

WHEN THERE IS A BETTER POLICY WE WILL ADOPT IT

When a customer has once become acquainted with J. C. Penney Company value, she realizes how needless it is for us to hold a sale. It is then that she appreciates the every-day opportunity which is her's to enjoy here.

The J. C. Penney Company

aims to merit your confidence and good will at all times.

WE PAY CASH FOR YOUR FURNITURE AND TOOLS Capital Hardware & Furniture Co. Best Prices Paid 285 N. Com'l St. Phone 947

TO DARKEN HAIR APPLY SAGE TEA

Look Young! Bring Back Its Natural Color, Gloss and Attractiveness

Common garden sage brewed into a heavy tea with sulphur added, will turn gray, streaked and faded hair beautifully dark and luxuriant. Just a few applications will prove a revelation if your hair is fading, streaked or gray. Mixing the Sage Tea and Sulphur recipe at home, though, is troublesome. An easier way is to get a bottle of Wyeth's Sage and Sulphur Compound at any drug store all ready for use. This is the old-time recipe improved by the addition of other ingredients.

While wispy, gray, faded hair is not sinful, we all desire to retain our youthful appearance and attractiveness. By darkening your hair with Wyeth's Sage and Sulphur Compound, no one can tell, because it does it so naturally, so evenly. You just dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time; by morning all gray hairs have disappeared, and, after another application or two your hair becomes beautifully dark, glossy, soft and luxuriant.—Adv.