

THE VISITORS

IN STATE FAIR

September 28 to October 3



"Making Old Timers Out of New Comers"

That is what invariably happens when a man makes his first purchase in this institution. When that transaction is closed a permanent friendship is opened and there isn't any magic about it either. It is simply the natural result of a satisfactory experience. The new-comer finds that our standards of quality are high, that

our ideas of price are reasonable and that our method of business is fair. And he comes back again because he recognizes that Salem's Leading Army Goods is an institution where he can spend his money with CONFIDENCE, and where he doesn't have to spend it with caution.

Men's Shoes Values to \$9. Special \$3.95	Army Wool Shirts Has Double Elbows. Lined Bosom Special \$2.85	Mole Skin Pants Regular \$4.00 value. Special \$2.69	Sheepskin Vests Regular \$7.00 value. Special \$3.95
Leather Coats Regular \$8.50 Value Buy now Special \$4.95	Nashua Woolnap Blankets, spec \$2.95 Medium Weight Cotton Union Suits Special \$1.35	Loggers' Shirts double back double shoulders. Special \$4.95	Men's 10-in. High Top Shoes Special white they last \$3.45

SALEM'S LEADING ARMY GOODS STORE

279 North Commercial Street

Opposite Dan J. Fry Drug Store

Look for the Electric Sign



Director's FALL SELLING CAMPAIGN

IS STILL GOING STRONG

We are continuing this sale for the benefit of Thousands of Visitors and people of Salem so they can partake of the Wonderful Values throughout the store. Come in and see for yourself.

40 inch satin Back Crepe, Regular \$2.98 to \$3.49, special during this sale, yd. \$2.49	Gossard Corsets—While they last 1/2 Price	Grocery Specials
40 inch Crepe Metcor, regular \$3.49, Special \$2.49 yard	Ladies' Dress Coats, Fur trimmed, Special at \$24.95	Pure Cane Sugar, 100-lb. sack \$5.89
36 inch Sport Satin, regular \$1.85, Special sale \$1.39 price, yard	Ladies' Hats \$3.95 to \$5.95	10-lb. sack 58c
27 inch Fancy Outing Flannel—Special 17c price, yard	Basement Specials—36 inch Suiting, Special 25c (Basement) yard	Blue Ribbon Flour, 49-lb. sack \$1.89
36 inch Outing Flannel in light and dark patterns, Special, yard 22c	Ladies' Hose in Black and Brown 3 pair for 70c (Basement)	Reaberry Coffee, bulk, per lb. 35c
4 ounce Fleishers' Knitting Worst-ed, regular 85c now 69c	Ladies' Rubbers pair 69c (Basement)	3-lb. bag \$1.00
Women's medium weight Union Suits, elbow, ankle lengths, regular \$1.49 now .98c	36 inch Percales, light and dark colors, Special 14c (Basement) yard	Sinclair's Milk, per dozen \$1.10
Ladies' Silk Dresses \$14.95 at	White Wonder Soap, 13 bars 49c	Shopping Bag Free
Misses Union Suits fleeced lined, Beverly Forem and other Brands Special 98c	Commercial Sts., Salem	



Corner Court and

Commercial Sts., Salem

GET IT AT

Mike's Auto Wrecking House

245 Center St., Salem, Ore. Phone 398

New and used parts for all makes of cars, at prices that will save you money

If It's For a Car—We Have It

Capital City Cooperative Creamery

Manufacturers of

BUTTERCUP BUTTER

Made from selected Pasteurized Cream

Dealers in Eggs and Cheese

Our Ideal The Best Only

Our Method Cooperation

Call at our booth in the Dairy Building

See PAIGE and JEWETT

TRUMM MOTOR CO.



OUR PERSONAL SERVICE

--Why Women Prefer It



Because they know they can come to a quiet, refined Specialty Store and see merchandise which is fresh and new, personally selected in the great style centers of America.

They know that each customer is a personal asset to the Smart Shop and that the personnel can help them a lot because they understand their needs and can give kindly help and intelligent assistance in making the selection.

A visit to the Smart Shop is a refreshing incident in the day's busy hours.

Coats, Suits, Dresses and Millinery

Moderately Priced

ALEMITE HIGH PRESSURE GREASING

Your car greased in 30 minutes or less by the Only Alemite Pneumatic Chassis Lubricating Machine Outside of Portland

JONES & KIRKPATRICK

Service Station opposite State House on North

TRY OUR /

Merchants' Lunch

45c

Choice of 4 Entrees

Valley Grill

Open Day and Night Under New Management 156 1/2 S. Commercial St.

At the Fair

You Will See



The Easy Electric Washer

With a Surprise Awaiting You

Electric Service Co.

231 South High, Salem, Ore. Phone 208

ZOSEL TIRE SHOP

Seiberling All Treads Vulcanizing and Retreading Satisfied Service

Opposite Marion Hotel Phone 471

