

FALL OPENING

Wednesday Night

Scintillating Window Effects, Music, Dancing and Prizes to be Features of the Evening

Salem's Window Display event promises to be of greater magnitude than ever before. There will be window after window dressed in its gayest for Autumn. Attractive enough to bring people from many miles distant. Then there will be in addition to beautiful window displays, valuable prizes given away. Music and street dancing. Industrial displays. All this and more too—Free!

—Wednesday evening's entertainment is made possible by the cooperation of the following leading merchants:

- Geo. E. Allen Hardware
- Army & Outing Store
- W. E. Anderson
- Adams, Florist
- C. F. Breithaupt
- Bishop's Clothing & Woolen Mills Store
- Buster Brown Shoe Co.
- C. J. Breier Co.
- M. O. Buren
- Bonnett Shop
- Bake-Rite Bakery
- Black Cat Restaurant
- Bow Optical Co.
- Cosmopolitan Stores
- Commercial Book Store
- Capital Drug Store
- Chambers & Chambers
- Dixie Bakery
- G. W. Day
- Eleanor's Hat Shop
- R. L. Farmer Hardware Co.
- Fleener Electric Co.
- Wm. Gahlsdorf
- Giese-Powers Furniture Co.
- French Shop
- First National Bank
- Gray Belle Restaurant
- Hartman Bros.
- Margaret Haniger
- C. S. Hamilton
- Halik & Eoff
- Kafoury Bros.
- Kafeteria Shoe Store
- Al Krause
- Dorothy Larsen
- I. W. "Doc" Lewis
- Ladd & Bush Bank
- Miller Mercantile Co.
- Moore's Music House
- C. C. Moon
- Margaret's Baby Shop
- Midget Market
- Malcom Tire Co.
- Man's Shop
- Wm. Neimeyer
- Nelson & Hunt
- Price Shoe Co.
- Pomeroy & Keene
- Pickens & Haynes
- Piggly Wiggly
- J. C. Penney Co.
- Portland Electric Power Co.
- Portland Music Co.
- Mrs. L. E. Ramsden
- J. J. Rottle
- U. G. Shipley Co.
- H. L. Stiff Furniture Co.
- Smart Shop
- Spa Restaurant
- F. E. Shaefer
- Mrs. Stith
- Specialty Shop
- Salem Bank of Commerce
- Smith's Cigar Store
- Salem Wicker Furniture Mfg. Co.
- United States National Bank
- Western Auto Supply Co.
- Willamette University
- Worth's Dept. Store

Our Windows
Mirror
The
Newest Modes

WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

A NATION-WIDE
INSTITUTION-
J.C. Penney Co.
INC.
DEPARTMENT STORES
160 NORTH LIBERTY STREET, SALEM

RELIABLE
QUALITY
GOODS
ALWAYS
AT LOWER
PRICES

Complete
Outfits
for ALL
The Family



New Apparel Styles and Qualities Which Attain Our High Standards

All hail! Fall, the regal season for style, approaches!
Fall—when vitality returns to the crisp, cool air—and new enthusiasm is manifest in the Style creations!
Fall—when our every effort is directed to presenting to you the most satisfactory styles from the fashion centers of the world!

Exhilarating New Modes For The Woman, Miss and Girl

"She walks in beauty!" the poet would say of the miss or woman clad in the predominating modes of the Fall of 1926.

From her trim little shoes, distinctive with comfort, to her snug-fitting hat, each article of dress is the result of the dreams of men and women who mould the fashions for the world.

Perhaps it's her irresistible frock of satin—her dashing new Coat trimmed with flattering fur—or probably her toute ensemble effect, with hose, purse, gloves and handkerchief harmonizing, which holds you spellbound!

Such apparel awaits the girl, the miss, and the woman in our offering of Fall and Winter modes!

In announcing our formal Fall Opening, we include, of course, a hearty welcome to you and a hope that you will soon acquaint yourselves with all that's new in our array of Styles!

Dresses, Coats, Millinery, Shoes,
Lingerie, Hose, Purses, Gloves

