FFQR EVERY PUTFSE ANTD PURPTSE
No matter what you want to pay-no matter for whas purpose you need the car-
we can show you one that
will adequately fill the bill.
Look at these Headliners

| 1922 | Dodge Roadster |
| :--- | :--- |
| 1924 | $\$ 185$ |
| 1923 |  |
| Dodge Coige Coure | $\$ 425$ |
| 1924 | Ford Coure |
|  | $\$ 245$ |

Bonesteele Motor Co.

USED CAR IS ONLY AS DEPENDABLE
AS THE DEALER WHO SELLS IT
$\qquad$

# HAD TO GO TO THREE TOWNS BEFORE SHE COULD BUY! 

The Country's Foremost Product ${ }_{\text {aremost Stom's }}$ at Sal

KICKERNICK HOLEPROOF GOSSARD KIRSCHBAUM PRINTZ
VANTA
KAYSER
EVERFAST
PERRIN GORDON PEQUOT BUTTERICK VOGUE COZY TOES COMFY NEMO FLEX BRIGHTON
CONDE BUCILLA BRADLEY JANTZEN BEACON BEACON
HOOD HOOD FERRIS ASCHERS REDFERN PEGGY O DARE BON TON KOTEX FORMFIT
KIRSCH
ARROW
KAYNEE
BACMO
CANT BUSTEM
SAMPSON
MULTNOMAH
OREGON CITY.
MAIIISON
MALIISONS
BELDING
BELDIN
MELBA

- MELBA

HULL
CANNON

FOR YEARS I HAVE STUDIED MAGATINES HAVE FOUND IT ECONOMICAL TO BUY BRAND ED MERCHANDISE-HAD TO GO TO THREE TOWNS BEFORE I FOUND MUNSINGWEAR UN DERWEAR.

Not so with Salem women, for, right here under one-roof is to be found the greatest collection of nationally famous lines. Merchandise which enoys nation-wide and even world-wide reputation for quality, style, comfort, It is the quality you demand and have a right to expect.

Year after year we have attracted to our store, famous names, one after the other, until today we can prove that no other store in Salem (and prob-
ably not in the entire Willamette Valley) can approach us along this line.

Brands that our parents and grandparents knew . . . and that stanc or quality ideals. Many of these lines are controlled exclusively by this store. . . Compare these brands with unknown merchandise made up . will find inc. and you will find no comparison as to qualit ou will find, however, a few cents difference in price. This holds true o meet a low price. A fair example of catch penny that is standardize o long ago when an actual comparison between a well known brand of hos iery priced at $\$ 1.65$ a pair was compared with so-called "just as good" pair at $\$ 1.49$ which was made down to a price. The $\$ 1.65$ quality was clear, lus trous and perfectly seamed, while the $\$ 1.49$ had a crooked seam, dull, cloudy silk. We draw this comparison to show the advantage of buying real cuality for the small difference in price.

THERE IS NO SUBSTITUTE FOR QUALITY-and that applies to all purchases, whether of necessities or lux uries or things to wear or articles for the home. "EVER FAST" cottons, HOLEPROOF hosiety, "MUNSING WEAR" underwear, "PRINTZ" coats, etc., have stood the test of time and the ever growing demand for these brands prove that people will not consistently buy un branded merchandise.

Manufacturers, who solicit business from the merchant who is continu ally featuring cheap merchandise at would be low prices, are classed with
the itinerants. Here today and gone tomorrow. Thus, we find that merthe itinerants. Here today and gone tomorrow. Thus, we find that me

STORE KEEPING IS A MATTER OF SERVICE giving the public what it wants, quickly, and at the lowest possible prices consistent with quality. When planning find-THE COUNTRY'S FOREMOST PRODUCTS AT SALEM'S FOREMOST STORE.

MHIERS

