

BARGAINS

— FOR —

Friday - Saturday and Monday

Make Our Store Your Headquarters

<p>Ladies' Outdoor 10-inch Top Shoes Suitable for Berry or Hop Training Values to \$5.00 Special \$1.98</p>	<p>Men's and Boys' Dress Caps Light and Dark Colors Special 79¢</p>	<p>Men's and Women's Outdoor Sweaters Extra Special \$1.98</p>	<p>Men's Strong Work Shoes Moc Toes — Wide Last Guaranteed Good Satisfaction All Sizes Extra Special \$2.98</p>
<p>Ladies' Rayon HOSE All Colors Regular 79c Special 39¢</p>	<p>DIRECTOR'S DOWN STAIRS STORE Three days of Bargains. People in this district know that they can always save money buying at Directors. Here we are quoting special prices for three days. You will find that your money will go further here. You will also find our merchandise of very good quality and as we represent it to be.</p>		<p>Ladies' HOUSE DRESSES Reg. \$1.95 Special \$1.00</p>
<p>Children's Fancy Sox Reg. 49c Special 23¢</p>	<p>Men's Dress and Work SOX Reg. 15c 10¢</p>	<p>Men's Dress and Work Suspenders Reg. 50c 39¢</p>	<p>Boys' Fancy Wool Caps Light and Dark Colors Regular \$1.00 Special 49¢</p>
<p>Men's White Handkerchiefs Reg. 10c 5¢</p>	<p>Men's Athletic UNION SUITS A Good Brand Values to 79c Special 49¢</p>	<p>Men's Good Weight Union Suits Long Sleeves and Ankle Length Values to \$1.50 Special \$1.00</p>	<p>Men's Fancy Bow TIES Regular 39c 19¢</p>
<p>OVERALLS 69c Boys' Blue Denim Med. Weight Overalls Sizes 3 to 8 Special 69¢</p>	<p>Men's Good Strong Khaki Pants All Sizes — Reg. \$2.25 Special \$1.59</p>	<p>Men's Blue Chambray Work Shirts Good Weight — Full Cut Special 59¢</p>	<p>Sweaters \$1.00 Boys and Children's Sweaters, Pretty Collars Some Fleece-Lined A Real Saving \$1.00</p>
<p>Men's Soft COLLARS Values to 35c 3 for 25¢</p>	<p>Boys' Fancy BELTS Values to 50c 19¢</p>	<p>Men's Fancy Dress SOX Good Colors Special 25¢</p>	<p>Men's Neck Ties Values to 50c Special 10¢</p>

Where You Can Save Money

Director's DEPARTMENT STORE

Come in Let's Get Acquainted

Conveniently Located on the Corner of Commercial and Court Street in the Center of Salem's Business District

A NATION-WIDE CHAIN OF DEPARTMENT STORES
J.C. PENNEY CO.
A NATION-WIDE INSTITUTION
"where savings are greatest"
160 North Liberty

NO FRILLS! QUALITY GOODS AT LOW PRICES.

All Ready for Easter

The New—the Stylish—the Modish for Easter and Springtime wear. Our Buyers have gone the limit in assembling these values, that will uphold—to the limit—our reputation of giving "quality—always at a saving!"

We Really Ought To Save More!

But how are we going to do it, query Worried Husbands and Anxious Wives? Rent is a pretty fixed charge, and heat, laundry, clothes and food cost just so much. There really is only one way—save FIRST and then buy what you must have for as little as possible.

While we can't offer you a "quick cure" for all your money troubles, may we suggest that when you pay cash you can't spend more than you have. Cash also means a substantial saving on the things you must buy.

"Quality—always at a saving" will mean more than our store slogan if you'll try our plan. It will mean a bank balance at the end of the year, and a fewer wrinkles right away.

J.C. Penney Co.

Youthful Shoe For Springtime



Tired of the ordinary and commonplace in shoes? Try this model in Honey Beige Kid with Brown Kid trim. It will youthful your Spring wardrobe.

\$4.98

Springtime Apparel Has All the Freshness and Charm of the Season Itself

The smart feminine of every age finds a becoming coat or frock—there are jaunty styles in the manner of youth, more sophisticated lines for those of mature years. A selection of authentic garments awaits the late Easter shopper.

Clever Frocks

\$9.90 \$14.75

\$19.75



Flat crepe, georgette and brilliant prints—in one, two and three-piece models—never a more charming assortment!

Modish Coats

\$14.75 \$24.75

So many attractive coats! Scarf collars, large fur cuffs, cape effects, tucks and inserts of a contrasting fabric. The novelty silks are especially modish and attractive for all summer wear.

The Smart Suit for Spring Mannish Mixtures—Twills



On the street and at the office, many suits will take a smart place for early Spring days. Those of twill are often modishly bound with braid.

9.90 and 14.75

Carefully Tailored

Neatly fitting, with single or double-breasted jackets and plenty of good-looking pockets. Our prices are temptingly low, too.

Youth Wears Small Hats In Jaunty Shapes and Novelty Fabrics

The college and high school miss who wants a bit of "dash" in her Spring hat will find these to her liking!

\$4.98



Very New!

Two shades of straw or fancy straw braid, felt and satin—in colors to harmonize with Spring clothes.

A Modish Bag May Be Envelope Or Pouch Shape

Whichever you select, it must blend with your Spring costume—that is the most important thing about your handbag. Fascinating new ones are here.

\$1.98

Spring Blossoms in Boutonnieres Of Distinct Difference And Charm

The very note of contrast that is necessary to the modish costume is often achieved in a boutonniere—with just enough of gay color. Many, many fascinating new ones for

49c-98c



Imported Kid For Dress Gloves Soft, fine French kid with fancy cuffs. Pair \$2.98

Fabric Slippers The Smart Glove Stitching makes these gloves particularly desirable. 98c

The Key to a Youthful Complexion "Jaciell" Toiletries

Every woman wants a lovely, glowing complexion—but few have much time to spend acquiring it. JACIELL exquisite toilet preparations are prepared for your help and convenience—dainty, fragrant and effective!

- Jaciell Cold Cream, 29c and 49c
- Jaciell Vanishing Cream, 29c and 49c
- Jaciell Face Powder, 49c and 98c
- Jaciell Talcum, 19c
- Jaciell Rouge, 49c
- Jaciell Solid Perfume, 49c



Two Good Hosiery Numbers That Look Well and Will Serve You Well

Here is an economical way to solve your hosiery problem.

No. 445—silk and rayon, full-fashioned. A selection of good colors. 98c
No. 447—pure silk to the top, full-fashioned, medium weight. \$1.49

