



Court St. at Commercial

## SATISFIED CUSTOMERS

That is the answer! Everything you buy here is exactly as represented, and must please you or we will cheerfully refund your money — The two fastest growing stores in the northwest.

### FRUITS and MELONS

FANCY TURLOCK CANTALOUPES  
KLONDYKE WATER-MELONS  
RIPE, JUICY PEACHES  
LEMONS  
GREEN APPLES  
PLUMS  
APRICOTS  
GRAPES  
ICE CREAM MELONS  
HONEY DEW MELONS  
BLACKBERRIES  
RIPE BANANAS  
CASABAS

Libby's  
**Lunch Meat**  
1/4 size  
**5c**

Libby's  
**VEAL LOAF**  
**25c**

Libby's  
**VIENNA SAUSAGE**  
**15c**

Libby's  
**LUNCH TONGUE**  
**29c**

Libby's  
**MEATWICH SPREAD**  
**15c**

Large glass mixed  
**SWEET PICKLES**  
**33c**

### OLIVES

Ripe or Green  
in bulk  
Full pint  
**30c**

### CHEESE

Package  
1/4-lb. pkg. American Cheese  
**25c**

1/2-lb. Brick Cheese  
**25c**

1/2-lb. Swiss Cheese  
**30c**

1/2 LB. PIMENTO CHEESE  
**25c**

BLUE HILL CHEESE  
**15c**

FULL CREAM CHEESE, LB.  
**30c**

### SALAD DRESSING

MAYONNAISE AND THOUSAND ISLAND DRESSING

### MARGARINE

UMECO  
**3 lbs. 50c**

**Oregon Milk**  
**3 tall cans 25c**

### WESSON OIL

Quart tins **49c**

### Corn Flakes

KELLOGG'S  
**7 Pkgs. 50c**

### Post Toasties

**7 Pkgs. 50c**

### BREAD

SALEM'S FINEST LOAF  
**2 for 25c**

### COOKIES

**2 dozen 25c**

### TOMATO SOUP

CAMPBELL'S  
**3 for 25c**

### PORK and BEANS

LARGE SIZE CANS  
**3 for 29c**

### PORK and BEANS

VAN CAMP'S  
**3 small cans 25c**

### Green Stuff

Gathered from here, there and everywhere—they're nice—and you'll find loads of them at these two stores

### Hot House Cucumbers

Hot House Tomatoes

### Tender Green Beans

Squash, Carrots and Beets

### Celery Hearts

Young Green Onions

### Iceberg Lettuce

Egg Plant

### Green Corn

Summer Squash

Turnips, Cauliflower  
Spinach



Busick's at The Market  
OPEN EVERY EVENING

A NATION-WIDE CHAIN OF DEPARTMENT STORES

# J.C. PENNEY CO.

A NATION-WIDE INSTITUTION-

"where savings are greatest"  
160 N. Liberty

NO FRILLS! QUALITY GOODS AT LOW PRICES.

## Our Notion Week

Hundreds of The Necessary Little Things Are Priced At Important Savings

### Hundreds of "Little Things" Are Displayed Conveniently and Thriftily During this Mid-Summer Event

Summer Vacation Needs

Curling Irons ..... 89c Penimaid Bobbed Hair  
Water Wavers ..... 4c Fastener ..... 4c  
Hind's Honey and Almond Cream ..... 8c-39c Cutex Manicure Sets ..... 79c  
Icy Hot Vacuum Bottles 79c-\$1.98

#### Shaving Needs for Men

Mennen's Shaving Cream ..... 39c Mennen's Skin Balm ..... 39c  
Williams Shaving Cream ..... 29c William's Aqua Velva ..... 39c  
Molle Shaving Cream ..... 39c Gillette Blades, 5 in pack ..... 33c  
Enders Blades 5 in pack ..... 29c Moredge Blades, 5 in pack ..... 25c

#### "Penimaid" Sanitary Goods

Dress Shields ..... 23c-29c Sanitary Step-ins ..... 49c  
Sanitary Belts ..... 23c-49c Penimaid Sanitary  
Sanitary Aprons ..... 23c-49c Bloomers ..... 49c

#### Fall Sewing Helps

Needles and pins ..... 4c-8c Elastic, yard ..... 4c and 6c  
Lingerie Tape ..... 8c Buttons ..... 4c and 8c  
Bias Tape and Novelty Thimbles and Tape  
Trimnings ..... 8c Measures ..... 8c  
Penknives ..... 4c Embroidery Hoops ..... 19c  
Hook and Eye tape yard ..... 15c Tape Measures,  
Sewing Machine Needles, Metal Case ..... 8c  
4 for ..... 8c Mending Cotton, 2 for ..... 5c

### "Penimaid"

A Splendid Silver Polish

You will always be proud of your table if your silver is clean — Penimaid cream polish makes it like new!



25c

### Fancy Aprons To Slip on Over Your Frock

Rubberized and gum rubber aprons in gay plain colors and bright cretonne patterns—they are attractive and so saving on your frock!

23c and 49c

### Powder Puffs Our Own "Jaciel" Brand



The gay color will match your bedroom furnishings. It is wise to have a few on hand.

8c

### Healthy Teeth Need Constant Care



Penimaid Tooth Brush, 8c  
Pen-A-Tox Tooth Brush, 23c and 39c  
Squibb's Tooth Paste, 39c  
Ipana Tooth Paste, 39c  
Pepsodent Tooth Paste, 39c  
Pebecco Tooth Paste, 39c  
Kolykos Tooth Paste 25c

### Men's Garters Majestic Brand



Single-grip Majestic garters. Double web, strong elastic, at

23c and 49c

### "This Is My Kind Of Store."

A typical J. C. Penney Company customer is speaking, with a home and three active youngsters to shop for.

She is very particular about Quality, because sad experience has taught her that "cheap goods" are dear in the end, but paying cash and carrying her packages home she considers a sensible way to economize.

"My kind of store!" That's what several million thrifty housewives said about us last year.

J.C. Penney Co.

### "Little Things" to Help The Home Dressmaker—Prepare for Fall Sewing This Week

Hooks and Eyes, white, per card ..... 4c  
Snap Fasteners, black and white, 4c and 8c  
Thimbles, big values at 4c and 8c  
Needles and Darning Needles ..... 4c  
Hook and Eye Tape, white and flesh, 19c  
Stocking Darning, our price ..... 4c  
Tape Measure, metal case ..... 8c  
Collar Bands, assorted sizes ..... 8c  
Twill Tape, black and white ..... 8c  
Bloomer Elastic, white, yard ..... 8c  
Elastic, 1/4 inch, black and white ..... 4c  
Elastic, 1/4 inch, black and white ..... 6c  
Elastic, 1/2 inch, black and white ..... 6c  
Pearl Buttons, per card, 4c and 8c

### Needles 'n Pins To Prepare for Fall Sewing



Brass Pins ..... 4c  
Pins, household, pkg. . . . 8c  
Penguin Safety Pins, 4c  
Penimaid Safety Pins, 8c  
Needles ..... 4c  
Penknives ..... 4c  
Thimbles ..... 4c and 8c

### Buy Soap Now! Well-Known Brands For Your Selection



Pure Olive Castile Soap 8c  
Packer's Tar Soap . . . 19c  
Woodbury's Facial Soap 19c  
Cuticura Soap . . . 19c  
Cremlon Soap, 4 for 25c

### A Vacation Box And Combination Set of "Jaciel"



The fastidious woman prefers the same powder in her vanity as she uses from her dressing table—this new set includes a large box of Jaciel powder, a velvet puff and a clever loose powder compact. Set for

98c

### "Penimaid" Luncheon Sets for Informal Parties



A charming stamped luncheon set for afternoon bridge and tea.

49c

### A Mirror Shows For Your Skin What "Jaciel" Does



Smooth, clear and naturally lovely—Jaciel creams cleanse refresh the skin.

49c

### Buy Needles Of All Kinds and Sizes Here



Needles for sewing, for embroidery, for darning—all kinds and sizes.

4c

### The Moredge For Dull Blades



Made exclusively for our stores. Will sharpen Moredge or Gillette blades. This little machine will lengthen the life of your blades. Sharpens both sides of both edges at the same time. Easy to operate. Full instructions with each strop. And the price is right.

98c

### New Handbags Inexpensive

Various colors, shapes and materials

\$1.98

### Plain and Fancy Tapes and Bindings

The stock for Notion Week is fresh and complete. Bias tape, lingerie tape, fancy trimmings of all kinds, each—

8c

### Vacation Needs of Many Kinds Can Be Selected Economically This Week

Hind' Honey and Almond Cream, for sunburn . . . 8c-39c  
Frostilla Hand Lotion . . . 39c  
Electric Curling Irons . . . 89c  
Jaciel Single Compacts . . . 49c  
Jaciel Double Compacts . . . 98c  
Cutex Manicure Sets . . . 79c  
Odo-Ro-No . . . 29c  
Penimaid Stamped Goods to embroider in your leisure . . . 19c and 98c  
Icy Hot Vacuum Bottles . . . 79c and \$1.98  
Pocket Combs . . . 8c  
Stationery . . . 49c

NOTION WEEK