

70th Oregon State Fair Opens With Parade Today

DRESS UP for the FAIR
WEAR A

**Monroe
SUIT**

All Wool—Hand Tailored
Only

\$22⁵⁰

You can't buy a good suit for less—its extravagance to pay more—

FREE! \$6 Hat
With Each Suit

**G. W. Johnson
& Company**
469 State

Drive a New

**Chevrolet
SIX**

The Great
American Value

WE ALSO HAVE SOME
EXCEPTIONAL BUYS
IN GOOD USED CARS

Douglas McKay Chev. Co.
430 North Commercial Street

The 70th Oregon State Fair OPENS TODAY!

A Record-Breaking Display Ready for You
See the Rodeo Buckeroo -- Starts TODAY

9 Days
Sept. 26 to Oct. 4
New Features Every
Day

Rodeo-Buckeroo
First three days

\$60,000 in premiums and
prizes. Complete classes in live-
stock and poultry

4-H Club exhibits and
liveslock

Six night horse shows
beginning Monday
8 p. m.

Five full horse racing
programs, running
and harness horses,
starting Tuesday,
daily at 1:30 p. m.

Four musical programs
daily 12 to 1, 2 to 4,
5 to 6 and 7 to 8

Art lectures each morn-
ing and afternoon

Wild cow milking and
pig-calling contests
on Farmers' Day

Many Bands
Special days for special
features:

Saturday, Boys' and
Girls'

Sunday, 4-H Club rally

Monday, Rodeo-Buck-
eroo finals

Tuesday, Horse racing
starts

Wednesday, Salem day

Thursday, Governor's
day, G. A. R. day

Friday, Portland day,
Farmers' day, Gresh-
am day

Saturday, Editors' day,
Elks' day, horse-
shoe pitching finals

Sunday, Portland Coun-
cil of churches mu-
sical concert



Parade
10:30 a. m.
Rodeo-Buckeroo
1:30 p. m.
Circus acts on Monkey Island
Fireworks at 7 p. m.
All free, high school age and under.
SATURDAY-GRAND OPENING

at Oregon's 70th FAIR



TUESDAY 29
HORSE RACING
1:30 p. m. daily
Harness races
Running races



at Oregon's 70th FAIR



FRIDAY 2nd
PORTLAND



at Oregon's 70th FAIR



1:30 p. m. rally—Governor Meier
and other noted men will speak.
2:30 p. m. Special features.
7:00 p. m. Fireworks.

at Oregon's 70th FAIR



WEDNESDAY 30
AWARDS and
PREMIUMS
SALEM DAY



at Oregon's 70th FAIR



FRIDAY 2nd
FARMERS DAY



at Oregon's 70th FAIR



MONDAY 28
BIG FINAL
RODEO-BUCKEROO
\$1000 State Fair purse finals, 14 world champions
among many famous contestants. 12 bucking
horses, calf roping, bulldogging, buck-
aroo derby, bareback broncho,
cowboy race, cowboy race,
potato race, wild cow
milking contest.

at Oregon's 70th FAIR



THURSDAY 1st
GARNER'S DAY



at Oregon's 70th FAIR



SATURDAY 3rd
EDITORS



at Oregon's 70th FAIR

Serve Yourself and Save
SHOES
CLOTHING HOSIERY
FOR THE FAMILY

Salem 370 STATE ST. Ore.

BETWEEN THE FIRST NATIONAL AND
LADD & BUSH BANKS

Look for This Large Neon Sign
Over Our Store Front

Genuine "Keds"
Gymnasium Footwear
"The Shoe of the Champions"

DELPHI KEDS—
The new all white. Women's, a pair.....97c

MERCURY KEDS—
Women's sizes, a pair.....97c

SPEEDER KEDS—
Boys and Youths sizes, pr.....77c

MERCURY KEDS—
Men's a pair.....\$1.09

Boys, a pair.....97c

Youth, a pair.....93c

ATTABOY KEDS—
Men's, a pair.....\$1.19

Boys, a pair.....\$1.09

Youths, a pair.....98c

GLADIATOR KEDS—
Men's, a pair.....\$1.57

Boys, a pair.....\$1.47

Youths, a pair.....\$1.37

BIG LEAGUER KEDS—
Men's, a pair.....\$1.98

Boys, a pair.....\$1.78

And other numbers. The most complete Keds
stock in Marion County

The United States Rubber Company representative
for the Northwest branch told us the other day that
our Williams Self Service store in Salem has shown
the greatest increase in Keds sales for the year of
any store in the branch territory.

HERE IS SOMETHING TO
THINK ABOUT

Last week a YEAR AGO was the biggest week
for the year in our Salem store outside of the
week before Christmas. Last week THIS YEAR
we made better than a 70% gain for the en-
tire week over the same week last year. Bear
in mind that with merchandise 20% or more
cheaper than it was a year ago this means that
we almost doubled the actual amount of goods
sold and this in a year when business the
country over is running at lower figures than
last year. You as well as ourselves know that
these days no one is spending money haphaz-
ardly. There can be only one reason for this
avalanche of business toward us—WE ARE
ABLE TO OFFER VALUES THAT CANNOT
BE HAD ELSEWHERE IN SALEM.

"THERE IS A REASON"

SOME NEW ITEMS JUST RECEIVED

Reindeer Suede Coats, sizes 14 to 20.....\$4.78
Larger sizes.....5.78
Men's 14-lb. part wool Unions, 36 to 46.....97c
Boys' good quality Ecru Unions, suit.....47c
Men's winter weight 2-piece underwear, shirts
or drawers.....57c
Some exceptional values in Men's, Women's,
Boys and Kiddies handkerchiefs, dozen.....47c
A Ladies' new black velvet tie pump, calf skin
trimmed Cuban heel.....\$2.78
Boys' fancy dress hose, rayon plaited, pair....14c
More Men's 12 and 14 oz. Canvas Gloves,
red wrist.....2 pairs 15c
Boys' high grade Chambray Shirts, sizes
6 to 14.....48c
Men's Dress Shirts, guaranteed fast color
broadcloth, fancy or solid colors.....77c
Men's Part Wool Dress Hose, clocked sides—
a new value.....pair 28c
Genuine Rockford Sox, men's and boys. More
in again at.....4 pairs 25c
New, Child's White Pin-on Garters, all
sizes.....pair 18c
Men's 100% Wool, Sleeveless Slip-on Sweaters,
with popular knit-in breast pocket.....\$1.07
The New, College Tan Duck Pants, "Etowah
Chief"—The new "craze".....\$2.27
New sizes in our "Kampus Cut" College
Coats—either elephant tan or cream—the
greatest cord value we have ever seen.....\$2.78

You'll like the friendly spirit and fair dealing
always associated with an A. M. Williams &
Company Self Service Store

LARGEST STOCK OF SHOES
IN MARION COUNTY

WE GUARANTEE EVERYTHING WE SELL

A FRIENDLY PLACE TO TRADE

WILLIAMS
SELF SERVICE STORES

What Is.....

**REAL 1 STOP
Service?**

OUR STATION IS OPEN DAY AND NIGHT
OUR SERVICE CAR GOES ANY PLACE, ANY TIME!

Brake and Battery
Dept.

In charge of the
well known mech-
anic, Chet Starr,
and now entirely
under our manage-
ment... Grant bat-
teries with a posi-
tive guarantee...
Raybestos brake
lining and the best
equipment money
could buy.

Washing and
Lubricating Dept.

We can wash your
car to please you.
Then if you will
stand by and watch
our boys give it a
greasing you will
be favorably im-
pressed. All lead-
ing brands of lubri-
cating oils.

Tire
Dept.

Real tire mechanics
in this tire depart-
ment. Vulcanizing,
retreading, or just
tire repairing, done
well and in a hurry.

**United
States
Tires**

Day and Niles Inc.
Day and Night Service

Chemeketa at High

Phone 6192

Park Your Car at Our Annex—240 N. Liberty

Johnson's
for
Gloves



Johnson's
for
Hosiery

You'll Be Happy Too - if You Purchase
Your New Fall

**COAT-
HAT-
DRESS**

OR WHAT YOU NEED IN APPAREL

at

JOHNSON'S

464 STATE

The Popular Priced Store The Store for Ladies