

Letters are Part of Kiwanis Campaign To Advertise Salem

The first of a series of letters being sent east by Salem Kiwanians to their friends and acquaintances was read before the local club at its luncheon Tuesday noon. The letters are to be part of the "campaign of confidence" staged by the local Kiwanians to advertise the city both here and elsewhere. The first letter was written by Rev. H. F. Clinks and read as follows:

"Mr. Terrence Daugherty, Buffalo, New York.

"My Dear Terry:—Three long months have passed since I wrote you last. During that time I have been living in Salem, Oregon, in the part of the state known as the Willamette valley. You will not want to believe me, Terry, when I tell you that this is truly the Garden of Eden, if there ever was such a place in the world. The last three months have been the experience of my life and I've not been falling in love either.

"Never in all my born days have I seen such a winter. They tell me that it is the usual thing for this valley. It has been like sunny Italy since the first of January. From the reports of the weatherman, the summers here are like the summers you remember when we were boys together in the glens of Killarney in county Kerry, back in the old land.

"It rains a good deal here, but the rain comes down in gentle showers like is used to come in the springtime along MacGillivray's Reeks and in the Gap of Dunloe. The annual rainfall is less than it is in Buffalo, where you now live. Storms are unknown in

the Willamette valley. Salem lies between the Cascade mountains, 50 miles to the east, and the Coast Range, 50 miles to the west, and is so sheltered that there are never strong winds, enough gentle breezes sweep over the Coast Range during the afternoon and evening through the long summer months.

"Salem is a city of 25,000 happy and contented people. Her beautiful homes, wide paved streets, great business houses give an atmosphere of prosperity which is backed up by bank clearings.

Housewife Becomes New Woman

"All of our best doctors had given me up. I was unable to leave my bed for 16 weeks and was yellow as a pumpkin, besides the terrible stomach pains I suffered. Our druggist advised my husband to try Mayr's Wonderful Remedy and it has saved my life. I am a new woman now." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded. J. C. Perry, D. J. Fry and druggists everywhere.—Adv.

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The city is 50 miles south of Portland and on the Willamette river. River steamers connect Salem with Portland giving water transportation to all parts of the world. There are also the main line of the Southern Pacific railway and the Oregon Electric railway. Salem is on the great Pacific highway, a paved highway from Vancouver, B. C. to San Diego, Cal. Thousands of automobile parties

pass through the city every month. "The civic centre includes county, federal and state capitol buildings. It is a great and beautiful park, extending for six city blocks east and west, and located in the very heart of the city. From the capitol building dome a marvelous view is given of the valley in every direction. The large and beautiful campus of Willamette university with its group of fine

buildings adjoins the capitol grounds on the south. There are the usual clubs, lodges and business organizations. The chamber of commerce has almost 700 members and is a going concern. The Kiwanis club is the finest organization of its kind I have ever known. There are also Rotarians, Lions and Gyro clubs. Schools and churches are in the first rank. Salem is a city of

homes, of progressive and happy people. "I'd like to tell you, Terry, about the forests, streams, fish and game; the fruit and flowers, the great dairy herds, but not this time. My letter is to long already. Terry, it's Oregon for me. With kindest regards, I am, "Yours truly, "KAY WAHNEE."

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160 North Liberty Street, Salem, Oregon

Folks Sometimes Ask Us, "Why Don't You Hold Sales Like the Other Stores?"

With all the constant sales noise about town we think the question is a fair one. We are always glad to answer it.

This is what we tell them—

We buy and sell only standard, first-hand goods. We do not handle bankrupt stocks, imperfect goods, seconds, nor other least desirable merchandise.

New goods of thoroughly reliable quality are almost continuously arriving at our store. Nothing remains here long enough to grow old, shop-worn, out of style, extravagant at any price.

We sell for cash. Thus we have the cash to pay for our goods. The large savings thus made are passed on to you.

Our prices are fixed on the goods when they arrive. These prices afford only a moderate profit.

There is no "mark up" here in the beginning to provide room for a "mark down" later.

We unfailingly and positively practice at all times exactly the business policy we advertise. That is, the same fair, just and upright treatment alike to all always.

Our selling price is marked in plain figures on every article in our store. That price is the same for all. It maintains until the last of the goods is sold.

Even if we were inclined to carry on jazzy, hip-hurrah sales which we are not, we could not do so for our prices at all times are as low as is asked at the so-called sales for goods of the same quality.

The tremendous purchasing power provided by the combined requirements of our 571 Department Stores, enables us to quote prices in the beginning and at all times, that are the lowest consistent with new, fresh and thoroughly reliable and dependable goods.

And it is these ideals of business practice that have made possible the unparalleled success and growth of the J. C. Penney Company since its first store was opened in Wyoming in 1902.

When there is a better policy, we will adopt it

When a customer has once become acquainted with J. C. Penney Company Value, she realizes how needless it is for us to hold a sale. It is then that she appreciates the every-day opportunity which is her's to enjoy here.

The J. C. Penney Co. Aims

to merit your confidence and good will at all times

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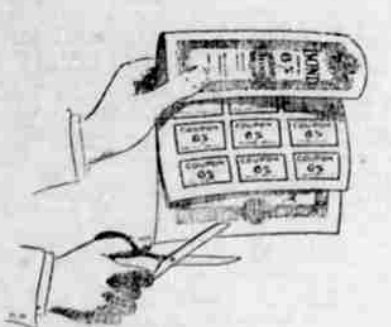
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Just because you start the day worried and tired, stiff legs and arms and muscles, an aching head, burning and bearing down pains in the back—worn out before the day begins—do not think you have to stay in that condition.

Be strong, well, with no stiff joints, sore muscles, rheumatic pains, aching back or kidney trouble caused by body made acids.

If you suffer from bladder weak ness, with burning, scalding pains, or if you are in and out of bed half a dozen times a night, you will appreciate the rest, comfort and strength this treatment should give.

To prove The Williams Treatment conquers kidney and bladder diseases, rheumatism and all other ailments when due to excessive uric acid, no matter how chronic or stubborn, if you have never tried The Williams Treatment, we will give one 25c bottle (32 doses) free if you will cut out this notice and send it with your name and address. Please send 10 cents to help pay postage, packing, etc., to The Dr. D. A. Williams Company, Dept. KA-1220 P. O. building, East Hampton, Conn. Send at once and you will receive by parcel post a regular 25c bottle, without charge and without incurring any obligation. Only one bottle to the same address or family.—Adv.



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