

# Attend Opener Tonight... Willamette vs San Jose State

**Best Of Luck To You!**  
in your  
**First Big Game Tonight!**

AND REMEMBER  
**SALEM**  
**COLUMBIA MARKET**  
IS OPEN UNTIL 9 O'CLOCK SATURDAY  
EVENINGS  
GROCERIES — MEATS — DELICATESSEN

Plenty of Parking Space Phone 3032

*Wear Penney's Clothes*  
and score in style

**Topcoats - \$14.75**

NEW MIXTURE HATS \$2.98

**PENNEY'S**  
J.C. PENNEY COMPANY, Inc.

*Boost for Willamette U.*

Dr. Henry E. Morris  
Dr. Kenneth Morris  
OPTOMETRISTS

**Morris Optical Co.**

444 State Salem Phone 5528



**The First Big Game**  
**8 P.M. TONIGHT!**

*Sure.... We're All Going*  
*To Be There....*

AND THE COOL WEATHER SAYS ...

Columbia Knit or Jantzen **SWEATERS**  
**\$5.95 up**

and a

Genuine Pendleton All-Wool Indian **ROBE** Just what you need for Fall!

BUY YOUR FOOTBALL NEEDS AT

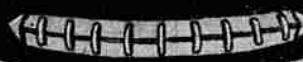
**BISHOP'S**

Store For College Men

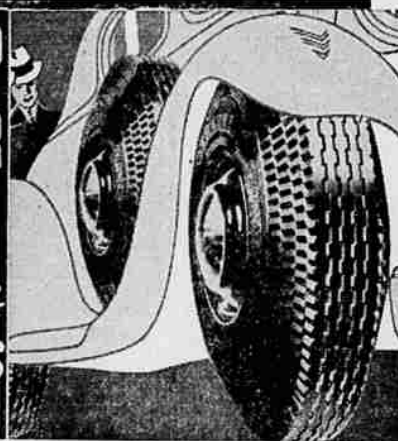


**SALEM**  
**MERCHANTS**

JOIN  
IN USHERING IN THE NEW  
**FOOTBALL**  
**SEASON**  
WITH A ROUSING CHEER  
FOR THE  
SPORT OF SPORTS!



**DRESS UP**  
**YOUR CAR**  
with  
*streamline*  
**JUMBOS**



*Our special change-over plan*  
*makes it easy to do*

General Jumbos—America's only Streamline Tires—will set your car apart as the smartest of its kind on the road. These huge, handsome tires actually make a car look heavier, with longer wheel base. But not a luxury in cost. Jumbos actually pay for themselves by protecting the car from vibration and repairs. In hardest service—taxis, delivery fleets, etc., they are giving amazing mileage. Let us tell you about our plan that lets you enjoy Jumbos' unequalled comfort, safety and economy—and pay while you save!

The Jumbo is the ONLY tire that can run with only 12 to 15 lbs. of air—so safe you can forget about blowouts—luxuriously easy riding.

**"Bill" Watkins** TIRE SERVICE  
Liberty at Chemeketa Phone 3412



**GENERAL streamline JUMBO**

TIMELY CLOTHES • ROCHESTER TAILORED

*The*  
**CLIMATEER**  
*Topcoat*

*"talks behind your back"*

**\$29.50**

*is a product of*  
**TIMELY CLOTHES**

Carefully tailored in Rochester by TIMELY, this year 'round weight topcoat makes a constant companion you will enjoy more often than you can count. • The fabric sheds water, keeps you warm and well dressed. Woven by the famous Kenwood Mills exclusively for TIMELY CLOTHES. • See this lustrous looking, long wearing CLIMATEER and you will find the kind of topcoat you have always hoped to discover.



**The Valley Motor Co.**  
*and the*  
**FORD**  
*SAY*

Let's All Attend Tonight's Big  
Football Game

**Willamette vs San Jose State**  
**Willamette Field, 8 P.M.**

*and*  
*"Let's Get Associated" with 1935 Football*  
*in the West*

Stop in and get your 1935 Associated Schedule, including Referee's Signals, New Rules, Penalties, Etc. Published by the Associated Oil Co.

**8 P.M.**  
**Tonight**  
**Willamette**  
**Field**



**8 P.M.**  
**Tonight At**  
**Willamette**  
**Field**