## ARE YOU A THINKER?

By this we mean; do you ever stop to consider WHY save more money by trading at the J. C. Penney Store. WHY---with all these wild and extravagant claims to the effect that all merchandise has advanced beyond reason we still sell far below the prices quoted you at other stores before these war prices came into effect?

## THIS IS WHY

1---Because we buy for (175) stores selling millions of dollars worth every year.
2---We buy for spot cash direct from the mills and manufacturers; this eliminates the middle man's expense forced upon every one-store merchant, who is obliged to depend on the wholesale house and traveling salesman for his goods.
The wholesale houses get their profit; the traveling salesman his salary, railroad expense and hotel bills. Did you ever stop to think who pays all these bills? Is it the merchant or the customer who uses the merchandise?

Compare These Prices With Those of Others

| TABLE OILCLOTH White and Colors 18c | childrens straw 10 c to 98 c | MEN'S WORK SOX <br> 2 pr . for $15 \mathrm{c}, 3$ for 25 c 10c, 2 for 250 |
| :---: | :---: | :---: |
| $\begin{aligned} & \text { MENSTWOPRECE } \\ & \text { Lightweight Underwear } \end{aligned}$ | $\begin{gathered} \text { LADIES' BUNGALOW } \\ \text { APRONS } \end{gathered}$ | $\begin{aligned} & \text { BOYS' UNION SUITS } \\ & \text { MESH } \end{aligned}$ |
| 25c gar. | 49 c 59c 69 c | 25c ea. |
| PALM OLIVE SOAP <br> 4 Bars for 25c | 25 c and 49 c | 98c |
| coates crohchet cotton $8 \mathrm{c}$ | The Store With the Yellow Front | $\begin{gathered} \substack{\text { Bors. overalls } \\ \text { Bis } \\ 49 \mathrm{c} \mathrm{pr} .} \end{gathered}$ |
|  |  |  |
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## All Shoes in Stock

 for less than wholesale factory pricesQuality in most cases better than the new stock.

## NICHOL \& COMPANY

| Are You Pleased <br> with the glasses your are wearing? If not come to my office with your eye troubles and headaches. <br> I fit glasses, that one thing I do, and fit them right. Over 30 years' practice has placed me where it is no experiment. Many of the leading physicians and surgeons not only send their patients with eye trouble and headache to me, but come themselves, which means I have gained their confidence. Personal attention in all cases. <br> FREE CONSULTATION <br> Dr. Geo. A. Cutting $\qquad$ <br> 307 E . 2nd St., The Dalles, Ore. |
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DERBY \& STEARNS HOOD RIVER. OREGON J. W. ALLEN Attorney-at-Law


Soft Drinks

ARTHUR PHARMACY

PATRIOTIC TALKS AT MOSIER SUBSCRIBES RED CROSS RALLY $\$ 5000$ LUBERTY BONDS

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Don't Neglect the Children's Eyes
More-You Prevent Permanent Defect
W. F. Laraway, Jeweler and Optician HOOD RIVER OREGON

RED CROSS CARNIVAL
PROMISES SUCCESS

| Spring Suits... |
| :---: |
|  |
| MEYER, The Tailor |
| Homenum |

FOREST SERVICE BUYS
NEW LOOKOUT HOUSES

## KODAKS AND SUPPLIES

DEVELOPING AND PRINTING

## The Arthur Pharmacy

## Automobile Repairing

Supplies for all Gas Engines.
First Class Work Guaranteed.
Gașoline, Oils and Accessories
L. Q N. GARAGE

## RED CROSS FUNDS

We must all realize that this country is engaged in a
serious war. Those who are not called to the colors must nevertheless do all they can to help win the war. To give
money is far easior than to risk life. This week let us all
mive genergsly to help the Red
MOSIER VALLEY BANK Mosier, Oregon

Stewart Hornless Phonograph, $\mathbf{\$ 7 . 0 0}$.
Seven Inch Double Records, 35 c .
MOSIER BOOK STORE


## STEAMER TAHOMA

