TRADE BASED ON QUALITY
IS THE ONLY SURE TRADE

We never buy an article unless we feel sure that it will give satisfactory
wear.. This careful atention to quality has been the foundation of our succens. Our great volume of business enablos us to buy at the lowest quantity
prices. Our "spor CASH" plan enables us to undernell "regular stores." our assortment of Novelty Fall Dress. Goods is very complete.. Salem's best
dressers know we have what they wint in

## DRY GOODS

## NEW YORK RACKET

That our customers want to come again. We carry a larger stock and sell
more shoes than most shoe stores. Every pair gives satisfaction.. That's why.
Salem's Cheapest One Price Cash Store E. t. barnes, proprittor


## Substantial

 Meals.
## White House

 Restaurant George Bros. Props.$\mid$


University of Oregon

The mee
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