## A Distinctive Reason

What is the chief reason for the superiority of Royal Baking Powder?

There are several good reasons, but there is one which distinguishes Royal from other baking powders.

This reason, which every woman should know, is that Royal Baking Powder is made from cream of tartar, which comes from grapes. This means a healthful fruit origin. It means natural food as distinguished from mineral substitutes used in other baking powders.
There is no alum nor phosphate in Royal Baking Powder.

ROYAL BAKING POWDER CO.

## SOCIETY



Every Home can have a Musical Instrument



## Your Victrola

## The instrument you want for your home

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Nowhere in all the world are offered better shopping facilities, more courteous and satisfactory service than at our store.

Every Victrola from the Style IV at $\$ 15$ to the finest electrically operated Style XVIII at $\$ 350$ may be purchased at this store and terms on easy pay-
ments if desired

See our line of Pianos and Organs, A few used instruments at great reductions.

Visit our store during your stay in Salem. We want to get acquainted.

## Wiley B. Allen Co. <br> R. f. peters, Mgr. <br> 521 Court Street. <br> Salem, Oregon




SHIPLEY'S Suits, Coats and Dresses
Create Enthusiasm
Because they embody Style!
Quality and Value!
at a price within reach of all Suits, Coats, and Dresses are a feature of Our Garment Display this season, and the showing Cannot fail to add prestige to the store.
In them you will find QUALITIES and superiorities usually found only in the most expensive Custom-made Clothes. They meet all of the exacting requirements of our store standard, and they are meeting with the heartiest approval of our best customers.
SUIS are smart advanced models that will be good style, and with ordinary care will look just as well the second season you wear them. That is because the goo
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COATS are smart in style and fit, and wear as coats have never worn before-
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## U. G. SHIPLEY CO.

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New Styles will go on sale Tomorrow The cost of these Waists is so very small-that even a person of the most moderate means can well afford to have several of them. In fact it's real economy to have a goodly number-for aside
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"Wirthmore" is more than a coined word. It is the symbol of a higher standard of Waist values.
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