

"Salem's Best Shopping Place"



A TRUE STORY

Last Wednesday two ladies (both new comers) were in our store, they priced our Devonshire Cloth (THE GENUINE) at 25c per yard. It developed they had purchased some so called Devonshire Cloth at one of the would be under priced stores at 20c per yard. BUT SAID ONE—

The cloth looks different, let's compare them, when lo the Cheap Store's cloth sold for genuine Devonshire at 20c a yard was not Devonshire at all, though the same pattern, but ROMPER CLOTH, which we sell at 15c a yard 5c a yard less than they would have you believe lower priced store.

I WAS TOLD TO TRADE AT MEYERS said the other lady, and shall hereafter, I know different now. You have exposed the questionable methods of this self styled under priced store, and I want 7 yards of Your Genuine Devonshire Cloth. This is a true incident, and is only one of many.

TRUTHFUL ADVERTISING AND SQUARE DEALING explains why Our Store is known far and wide as Salem's Best Store, and continues to grow, notwithstanding the impression given by others, that our prices are high.

WE INVITE COMPARISON

and meet all prices for the same merchandise, or sell you a better article for less.

A Rich Showing of Newest Novelty Silks

We invite all women of this section to see these beautiful new silk fabrics that have just come in KAHKI KOOL DESIGNS--CHINESE AND ORIENTAL PATTERNS--Foulards, Tussah's, Crepes and Pongees in rich, high colorings. Our New York representative picked these from scores of patterns. They're well worth seeing and are reasonably priced.

SALE OF NEW SPRING DRESSES CONTINUED FOR A FEW DAYS

NEW DRESSES UP TO \$30.00--SALE PRICE \$19.85

Owing to inclement weather many have been unable to take advantage of this big DRESS SALE. Dandy new styles in Chiffons, Crepes, Taffetas, Georgettes, etc. Priced at \$19.85

Wednesday Surprise Sale

No. 841--April 4th

Sale of

White Crepe Goods at 15c a Yard

A 28-inch Crepe--just the thing for summer gowns and other garments--needs no ironing--in plain white--a 25c seller. Next Wednesday only, at .15c a Yard.

Sale starts at 8:30.

See Window Display

Attractive Specials for Monday, Tuesday, Wed. at Meyers

WOMEN'S \$2.00 GAUNTLET AUTO GLOVES

Tan or grey dogskin - Monday, Tuesday, Wednesday \$1.69 a pair Men's \$3.00 and \$3.50 Felt Hats, at \$1.50

A clean-up of broken lines, all sizes from 6 3/4 to 7 3/8, Blues, Greys, Browns, Black in a number of styles--Monday, Tuesday and Wednesday \$1.50 each

25c 1-pound cans of Good Talcum Powder 14c American Rose, Caryopsis or Carnation odors - Monday, Tuesday and Wednesday only.

\$1.25 Sport Pongee Silks, at 98c a yard Here are new Pongees in sport designs, 34 inches wide and offered at this low price for Monday, Tuesday and Wednesday only.

A big sale of fine new Taffeta Ribbons in plain, Moire and self patterns--just the Ribbon for hair bows, etc. Pinks, Blues, Red, Yellow, Old Rose, etc. 25c a yard

10 DOZEN MUSLIN AND CAMBRIC GOWNS AND PETTICOATS, MONDAY, TUESDAY AND WEDNESDAY 98c A beautiful lot of new Muslin Garments, dainty lace and embroidery trimming in a number of pretty styles. These are Spring 1917 Undermuslins.

Kayer Silk Vests--Lisle Body Union Suits, at sale price Monday, Tuesday, Wednesday 98c a suit

An excellent Spring and Summer garment, fine silk vest with lisle woven body. If you're interested in a big Summer Underwear value, attend this sale.

A SPECIAL EVENT--WOMEN'S FLORENTINE SILK PETTICOATS AT \$2.95 Monday, Tuesday, Wednesday. Fine new style Petticoats in taupe, grey, green, navy, Belgian blue, purple, gold, red, old rose, black or white. Sale price for three days, commencing Monday \$2.95

YOU CAN ALWAYS DO BETTER AT Meyers GOOD GOODS

The children's morning special at 10:30 at the Oregon was voted a success by the house full of children who witnessed the first showing of "The Poor Little Rich Girl" in which Miss Mary Pickford is featured. Manager Laflair announces that the picture will not be shown to the general public until Sunday afternoon.

All Around Town

Guy Fitch, Phelps, pastor of the Englewood U. B. church, now engaged in revival meetings in his own church, will deliver the address at the W. C. T. U. at 4 o'clock p. m., April 1. All are invited.

Dr. D. K. Beecher, dentist, located 3-4 mile north of the fair grounds, Portland road. Owing to no office expense prices reasonable. 3-21

During dull season suits pressed 50c. Cleaned and pressed \$1.00. Modern Cleaners, Phone 360, 466 Court street.

Six-inch trout may be caught Sunday. That is, nothing smaller than six inches may be caught. This information is not especially for fishermen as they all know it. It is for the friends of the fishermen who have been invited to trout dinners.

"Promptness and neatness in watch repairing." Pomeroy and Wallace, 125 Commercial. 1f

Call Patton Plumbing Co., 355 Chemeketa. Phone 1906. Try us on repair work. 4-22

A surprise to their many friends was the marriage of Miss Hazel Hastings and Otis Adams on Saturday, March 24.

three delegates from the Salem lodge are Horace Sykes, Dr. M. E. Pomeroy and Mr. Gerth, of West Salem. The alternates are Mr. and Mrs. Frank S. Ward and W. H. Prank.

What is the true spirit of religion --doing something or believing something? Sunday at 11 a. m. at the Unitarian church--Life Insurance as a religious obligation. A special invitation to all interested in insurance. 3-31

Walter Johnson, guard at the Oregon penitentiary, who went to Ventura, Cal., a few days ago to bring back Frank Smith, a convict who went over the wall last September, returned last evening with his prisoner.

La Corona Cigar--made in Salem. On sale everywhere. Costs a dime--worth a lot more.

Many an hour's comfort in a good pair of glasses if fitted by Gardner & Keene.

About 30 more recruits are needed at once for Company M. Miss Marcella Bynon is assistant recruiting officer. The office will be open at 10 o'clock Sunday morning and those enlisting will leave for Vancouver Sunday afternoon. Those enlisting this morning are Henry B. Lamb, Ferris W. Abbott and James H. Ewing.

Give your eyes the attention they deserve. Consult us first. No time like the present. No place as reasonable as ours, Gardner & Keene.

Storage Battery Testers, 75c. One week only. At Belmont Service Station, Y. M. C. A. building.

The state convention of the Yeoman will meet next Monday in Portland. The

COMING EVENTS

April 2--Lecture at University Chapel by Dr. C. L. Sherman. April 3 and 4--Elks' play, "Get Rich Quick Wallingford," at opera house. April 5-8--Twenty-third annual conference United Evangelical church. April 7--Annual meeting Marion County Potato Growers' association. April 14--Marion County Odd Fellows' convention.

"Our Banner" First Christian church Sunday night. Cement Drain Tile--We have a large stock of cement drain tile for sale, sizes from 4 to 12 inch. Prices same as clay tile. Salem Sewer Pipe Co. Phone 14, Salem.

At the navy recruiting office in the postoffice building the application of Orval Hagedorn was received for that of hospital apprentice. Henry Hartman and Leo F. Beach, both of Dallas, were applicants for enlistment in the engineers corps. Ernest Bush, of Salem, enlisted as baker, but technically he will go in as landsman and later be assigned to his special work.

S. H. Snyder, rentals, successor to L. Bechtel & Co., 341 State St. Phone 452

"Our Banner" First Christian church Sunday night.

The Women of Woodcraft gave a surprise birthday party last evening at the lodge rooms in the Derby building to Guardian Neighbor Mrs. Mary Davis. Mr. Davis and divers other Woodmen were also invited to the party as it just so happened that her birthday was yesterday and his today and the date of the party was compromised by having the surprise on her birthday. There were no set speeches or congratulations--just a good all around social time.

Dr. Stone makes no charge for consultation, examination or prescription.

"Our Banner" First Christian church Sunday night.

The Willamette Valley Osteopathic association held its regular monthly meeting at Corvallis this afternoon in the office of Dr. L. E. Hewitt. The program was as follows: "Flat Foot--Its Cause and Treatment," by Dr. D. D. Young, of McMinnville; "Diabetes," by Dr. H. P. Howell, of Albany; "Wounds and Infection of the Hands and Treatment," by Dr. E. M. Roberts, of Salem. Discussion was led by Dr. A. O. Waller, of Eugene. Dr. Roberts presided.

"Our Banner" First Christian church Sunday night.

The weather report for March, according to the official records at the C. T. dock is as follows: There has been a rainfall on 18 days of the month, but the total has been only 3.61 inches, compared to 10.6 inches for March of one year ago. The highest temperature was 57 degrees and the lowest 27 degrees above. The range of temperature yesterday was from 47 to 36. The river is at the 11.5 foot gauge today and falling. It was 12.5 yesterday, the highest of the year.

Dr. Stone's Drug Store for trusses.

Dance tonight Turner.

Willamette university has given about 25 per cent of its young men for the liberal arts to Company M. About 35 in all have enlisted. James Ewing, a sophomore, whose home is Cecil, Oregon, enlisted yesterday. Ferris Abbott also is going today. W. R. Putnam of Salem is also another late recruit, and to the names already given must be added Victor Collins, a freshman, whose home is Hagerman, Idaho. Almost all the university students enlisting are about 20 years old. A few are 19, one man is 25, and another 23 years old, but the average age will run about 20.

Terwilliger Funeral Home (Cottage Undertaking Parlors), residence parlors, home-like, Lady Embalmer, Phone 724.

Salem orchestra tonight Turner.

Word of Thanks--Wishing to thank the public for the kind and liberal patronage they have given us, the last two years we have been in business in the city of Salem. At all times we have endeavored to give you the worth of your money and will continue to do so. Commencing April 1st prices of our regular meals will be 35 cents. Breakfasts 10 to 35 cents. Yours most sincerely, Home Restaurant, 223 N. Commercial street, John Loyer, proprietor. 4-2

Now that April 1 is about to be with us, let's talk about the weather. The idea is, if there had been normal condition during the month, there would be no weather to discuss. But the old timers who have been here a quarter of a century or more say this is the most backward spring they can remember. The consolation comes from the fact that after the garden is once planted, winter will be no longer lingering in the lap of spring, and only one planting will be necessary.

Dr. B. Meuric Roberts, osteopathic physician, 309 Masonic bldg. Phone 409

The Rev. Guy Fitch Phelps will speak at 4 o'clock Sunday afternoon at the W. C. T. U. hall, Commercial and Ferry streets. Music will be furnished from the Willamette university.

Mrs. A. W. Cox, of Salem Heights, who has been ill for some time in St. Luke's hospital, Chicago, has recovered sufficiently to reach friends in Iowa. She expects to be home within two weeks.

Dr. L. G. Altman, homeopathist, 296 N. Liberty.

Captain Stanley and his cohorts of biff and volley ball players are just one point ahead of the team captained by Anthony Bayne. The game played last evening at the Y. M. C. A. brought the Bayne team within one trench of that occupied by the Stanley players. The fight to a finish will take place next Monday evening at the Y. M. C. A. gym beginning at 6 o'clock and the public is invited to occupy reserved seats. At the beginning of the week the Stanley team was eight points ahead. At the close of the week this lead had been reduced to one point.

Mr. and Mrs. G. E. Terwilliger, graduate morticians and funeral directors, 770 Chemeketa, phone 724.

Bad news for the good housekeeper. That good old standby, Van Camps beans, Heinz beans and all popular brands of beans are soon to be promoted from the shelf for 10 cent canned goods to the 15 cent shelf. Of course while the present stocks last a few stores will continue to sell at the old 10 cent price. And the same sad story is true of 10 cent cans of soup. They will soon be promoted to the 15 cent shelf and at the same time those of the 15 cent kind will be found along with the 20 cent goods and the 25 cent cans will go up one peg and be found with a 30 cent tag. The economists say the only way to beat the high cost of living is to eat down on the rations.

The Salem Rifle club continues to rank first in the international target shooting contest, now being held with official scorers appointed by the war department. Saginaw, Michigan, was giving the Salem club a close run for first place, but at the seventh shoot, the team from Niskayuna, N. Y., run in some crack marksmen and brought its score close to that of Salem. This club was shooting at an average of 840 and suddenly jumped to 940. Salem has been shooting with an average of 900. Thirteen record shoots are to be held and at the close of the seventh the score stood: Salem, 6,196; Niskayuna, N. Y., 6,189; Saginaw, Mich., 6,168; Rochester, N. Y., 6,055; Grand Forks, N. D., 6,042; Lansing, Mich., 6,009; Santa Fe, 5,740.

The Salem Rifle club and the Salem Reserve Corps were drilling on the streets last evening to the number of 54. The old timers no more hear the command of fours right and fours left, as things are done little different nowadays. Next Monday evening there will be a drill for the second class, ordinarily known as "rookies," in the school of the squad and for the experienced men in guard mount. A guard detail will be selected from three platoons and will be officered by Arthur Wilson, W. G. Morehouse and Frank Davies. Eugene Moore will be officer of the day and W. L. McDougal, sergeant major. Monday night there will also be instructions in theoretical work for both classes on army regulations and every man will be given the opportunity to command the company. The public is invited to come to the old armory over the city hall Monday evening and note the military spirit shown by the members of the reserve corps and Salem Rifle club.

"Optometry Means Eye Service"



When to Consult an Optometrist

When your eyes tire and when print blurs or becomes dim after reading; when you involuntarily frown or partly close the eyes when looking at an object; when the eyes smart, ache or water; when they get inflamed frequently, or when there are pains in the eyeball or orbit; pains in the temple, forehead or at the base of the brain, that cannot otherwise be accounted for.

We would be pleased to have you call and let us explain how such conditions can be relieved with properly fitted glasses.

MISS A. McCULLOCH, Optometrist 205-P Hubbard Building. Phone 100.

Twelve pastors of the Church of God, coming from Eugene, Portland, Lebanon, Hubbard and other valley points, attended yesterday the services now being held at 247 North Commercial street by Evangelist Master, of Portland.

A vesper service of Easter music will be given Sunday afternoon at 4 o'clock at the First Presbyterian church, in charge of Miss Lucille Barton. Besides the organ solos, the program will include a solo by F. S. Barton entitled, "Jerusalem," quartet singing by John W. Todd, Grace Smith, Miss Lucille Barton and F. S. Barton; a solo, "Be Comforted Ye That Mourn," by Miss Lucille Barton. Miss Gertrude Eakin is organist and accompanist.

At the army recruiting office in Salem Elmer D. Cook and John E. Scofield were accepted for service in the aviation corps and left for Vancouver this afternoon. Later they will be assigned to the San Diego aviation field. Lewis C. Martin, who enlisted in the infantry, is now in Vancouver. Claud E. Stanton was accepted for service in the signal corps. He also left this afternoon for Vancouver.

WANTED Household Furniture, Woodry & Greer, the auctioneers, will pay highest cash prices for same. Phones 511 and 234.

Used Furniture Wanted Highest cash prices paid for used furniture. E. L. STIFF & SON, Phone 911 or 508.



HUBBARD BUILDING KINGSTON STAGE HEADQUARTERS Marion Hotel, Phone 2010 5 and 7 Passenger Enclosed Cars.

DR. C. H. SCHENK Drugless Physician Superintendent Hydro-Electro-Therapeutic Institute 202 to 206 Masonic Temple Phone 1182. Hours 9 to 5--7 to 9

Clean, Fresh, Airy Rooms HOTEL LOUVRE (Formerly Hotel Keith) 459 State St. Phone 1109 Rooms 50c to \$1.00 a Day Special Rates by the Week MRS. M. M. LAY, Proprietor

SALEM TAXI CO. PHONE 700 DAY AND NIGHT TAXI ANY PLACE ANY TIME. Special rates on country trips and to State Institutions. Office Bligh Hotel.

NEW HOUSTON HOTEL Sixth and Everett streets, Portland, Ore., 4 blocks from Union Station. Under new management. All rooms newly decorated. SPECIAL RATES BY WEEK OR MONTH Rates: 50c, 75c, \$1, \$1.50 per day

GASOLINE LAMPS 600 Candle Power \$6.50 Greatest Lamp value now offered and as standard of lighting lamp YOU WANT THIS LIGHT Complete with pump, shade, mantle, torch. SEE MY LAMPS FIRST. C. M. LOCKWOOD 216 S. Commercial Street

THE CAST Chas. V. Galloway, Mrs. W. Carleton Smith, Ernest E. Riago, Mrs. B. M. Hofer, Walter E. Keyes, Miss Verna Goodell, James Mott, Miss Helene Schuber, George C. L. Snyder, Mrs. A. J. Rahn, Robin D. Day, Oliver Myers, Wilson Howard, Paul Stege, William Parlich, Bud Welch, Bunny Meiring, L.S. Geer, Dan Langenburg, E. Cooke Patton F.H. Devore.

THE ELKS PRESENT MRS. R. M. HOFER IN "GET-RICH-QUICK WALLINGFORD" GRAND THEATRE TUESDAY and WEDNESDAY APRIL 3-4 SEAT SALE OPENS MONDAY, APRIL 2nd PRICES 50c, 75c, \$1

NOTE: The forthcoming Elks Production will be the first amateur presentation in America of this world-famous comedy by GEORGE M. COHAN and GEORGE RANDOLPH CHESTER. The production is made by special permission of the authors, and will be staged under the direction of JAMES MOTT, producer of "The Dictator" and "The Fortune Hunter."