

Each Penny Counts at J. C. Penney Co.

IT'S THE LITTLE THINGS THAT COUNT. WATCH YOUR PENNIES, NICKLES AND DIMES AND THE DOLLARS WILL TAKE CARE OF THEMSELVES. SEE WHAT WE SAVE YOU ON THESE ITEMS:

Milwards Needles..... 4c	Celluloid Hair Pins..... 5c to 25c	Peroxide..... 10c
"Coats" Cotton thread..... 4c	"Hamp" Hair Pins..... 5c	Ink..... 4c
"Coats" silk finish Crochet Thread..... 4c	Stolen Braid, all colors..... 8c	Combs..... 8c to 49c
"Coats" darning cotton, 2 for 5c	Rick Rack, all colors..... 10c	Shinola Shoe Polish..... 8c
"Coats" Crochet Thread..... 10c	Bias Tape, white, all sizes..... 8c	Gilt Edge Shoe Polish..... 19c
"Corticelli" silk Thread..... 8c	Notion Tape..... 2 for 5c	Toilet Soap..... 5c to 19c
Dexter's Knitting Cotton..... 4c	Snap Fasteners, dozen..... 10c	Falmolive Soap..... 3 for 21c
Pearl buttons, all sizes 5c & 10c	Snap Fasteners on tape, yd..... 15c	Cuticura Soap..... 19c
Fancy pearl buttons..... 5c to 25c	Pins..... 2c and 5c	Colgate's Talcum Powder..... 12c
Backache buttons..... 8c	Pencils..... 1c, 2c and 5c	Colgate's Cold Cream..... 39c
Wire Hair Pins, package..... 1c	Indelible Pencils..... 8c	Hind's Cream of Almonds..... 39c
Wire Hair Pins, assorted, box..... 5c and 8c	Safety Pins..... 5c to 7c	Colgate's Tooth Paste 8c and 19c
	Hooks and Eyes..... 4c	"La Blanche" face Powder 39c

THE ABOVE ARE ONLY A FEW OF OUR SMALL ITEMS

J. C. Penney Co.
THE GOLDEN RULE
175 BUSY STORES

DR. C. H. SCHENK

Drugless Physician
Superintendent Hydro-Electric
Therapeutic Institute
202 to 206 Masonic Temple
Phone 1182
Hours 9 to 5-7 to 9

SALEM TAXI CO.
PHONE 700
TAXI
CARS OF ANY KIND
ANY PLACE
ANY TIME

BERRY AND CHERRY PICKERS ATTENTION

Make out the list of Groceries that you will need. Bring it to our store. Here you will get 100 cents worth of groceries for a dollar. With \$5.00 orders we give you absolutely free without cost a fine straw hat to wear in the fields. Some prices follow which make our store an interesting place to trade:

Lemons, dozen..... 20c
New Potatoes, pound..... 5c
Creamery Butter, pound..... 42c
Onions..... 11 lbs. 25c
Green Peas..... 5 lbs. 25c
Special Toilet Paper, 5 rolls for..... 25c
6 Bars of White Laundry Soap for..... 25c
Bacon Chunks, lb..... 27c
Picnic Ham, special, lb..... 22c
Sugar..... 12 lbs. \$1.00
Corn Meal, sack..... 55c
2 Cakes of Honey for..... 25c
Speckled Beans, lb..... 10c
Best Blend Flour, sack..... \$2.70
3 lbs. Best Head Rice..... 25c

EXTRA SPECIAL for FRIDAY and SATURDAY ONLY

Full Cream Cheese, lb..... 25c
60c Tea, English Breakfast.....
Gumpowder or Spiderleg, pound..... 40c

If you don't order your groceries from us we both lose money.

DAMON

Everybody's Grocer
225 NORTH COMMERCIAL ST.
PHONE 53 WE DELIVER
TODAY WE PAY 25c CASH
AND 50c TRADE FOR EGGS.

PERSONALS

Carl Williams, editor of the Northwest Poultry Journal, returned this morning from a vacation at Newport. Dr. J. C. Griffith and family and Jos. H. Albert and family will motor to Silver Creek Falls Saturday evening to spend the week-end.

R. F. Shields, prominent attorney, is a business visitor in Portland. Mrs. Elva Armitage, sister of Miss Juanita Christinger, of the Gray-Belle, leaves soon for Portland, where she will make her home.

Superintendent T. S. Billingsley, of the Salem Street R. R. company, is in Lewiston, Idaho, where he will spend a few days.

A party of employees of the Spa motored to the home of Miss Winifred Woelk, in Polk county, last evening. The party was composed of Miss Velma West, Miss Pauline Remington, Miss Woelk and Messrs. John Krebs and Elmer Giles.

Pauline Liska, popular band concert singer, is spending a couple of days at her parents' home in Seio.

ENGINEERS BEGIN WORK MARKING ROAD GRADES

A party of state highway surveyors have been working out of Aurora in Clackamas county this week establishing grades for the hard surfacing of the Pacific Highway, five miles of which will be built on each side of Aurora in both Marion and Clackamas counties.

There are six men in the party. They make their headquarters at the Aurora hotel. Looking over the route locally, a change from route on third street is suggested to a wide double curve on Fourth street, in order to eliminate the dangerous turns at the H. L. Bent's corner.

Bids for the 10 miles of pavement mentioned above will be opened July 20, and work will probably begin at once.—Aurora Observer.

CORONA

The personal writing machine
Price \$50
Call or write for descriptive matter.
O. M. LOCKWOOD, Distributor
216 N. Com'l St. - Salem Or.

The Capital Junk Co.
Pays the Highest Price for all kinds of junk.
PHONE 308
271 CHEMOKETA ST.

OREGON TAXI CO.
PHONE 13
SAFETY FIRST

Office Hubbard Building
Night phone, Marion Hotel, 2010
5 and 7 passenger enclosed and open cars. Special rates for commercial and country trips.

Used Furniture Wanted
Highest cash prices paid for used furniture.
E. K. WHITE & SON,
Phone 941, or 524.

DIED

COTY—At the Salem Hospital, July 13, 1917, L. L. Coty, aged 65 years. He has a wife in California, and pending word from her, funeral arrangements have been delayed. The body is at Webb & Clough's.

BORN

JOHNSON—To Mr. and Mrs. F. O. Johnson, at the family home on Route 8, July 13, 1917, a boy, to be named Elmer Andrew.

MIDGET MARKET

This Saturday and every other Saturday until our new building is completed, the Midget Market will sell you meat at prices so that everyone can afford to enjoy eating a liberal amount.

Everybody knows what the Midget has done for the people of Salem, and we are now in a position to do it again. Don't fail to take advantage of this opportunity tomorrow.

MIDGET MARKET
260 STATE ST.
Opposite
D. A. White Feed Store

All Around Town

COMING EVENTS

July 13.—Band concert, Willson Park, 8 p. m.
July 15-21.—Salem Chautauqua.
July 18.—Willamette Valley tennis association meet in Salem.
July 24.—Douglas Musicale, First Methodist church.
August 17.—Iowa picnic, state fair grounds.

Dr. D. X. Beecher, dentist, 302 U. S. Bank bldg. Fifteen years experience. Most modern office equipment in the valley. Sundays by appointment.

The prison band will play at the Pioneer picnic Saturday, which will be held at the J. T. Hunt farm in the Waldo Hills.

Free—A nice dish with each \$1.00 purchase. Salem Market Place, grocery department. 121 S. Com'l.

Raymond Barton, former high school student, has taken over the Penton distributing agency in the city. Mr. Barton has recently been engaged in farming.

Miss Lucile Barton announces change of address to 598 N. 17th St. (1/2 block N. of Center). Classes are now being formed for summer work in singing and correct placing of the voice. Phone 1588.

Fire Marshal Stevens will deliver an illustrated lecture on fire protection at the Woodmen of the World hall in the Derby Friday evening at 9 o'clock. No admission charge. Public invited. 7-13

Special meeting of Multnomah chapter No. 1, R. A. M., this evening. Business of importance. A full attendance is requested by order of the high priest. Visiting companions welcome.

C. E. Matteson, associate manager of the seven day circuit of the Ellison-White Chautauqua system, spoke briefly on the subject of ticket selling at a luncheon held at the Cafeteria today noon by the Chautauqua boosters. About twenty were present and a large bunch of tickets was reported sold.

During the absence of Arthur Lafar, manager of the Oregon theater, who has gone to Los Angeles for a month's business trip, H. B. Fogarty, a lawyer of Portland, will act as manager. Mr. Fogarty had charge of last night's show.

Special meeting of Pacific lodge No. 50, A. F. & A. M., Saturday at 4:30 sharp. Work in the E. A. F. C. and M. M. degrees. Visiting brethren welcome.

A petition is being circulated by property owners on North Sixteenth street to have that street paved from D street to Frickley avenue.

Davies Place 147 S. Commercial, candies, soft drinks, Davies pure ice cream. Open from 7:30 a. m. to 11 p. m. 8-10

Wednesday morning was a record breaker at the Desoones hospital. Nine operations were performed there, several being upon patients from out of town. This is believed to be the most ever performed in Salem in any one half day.

Economize by buying your canning needs now. Complete line of jars, caps, rubbers and jelly glasses. Phone 67. Wm. Gahlsdorf.

Dr. B. L. Steeves and family returned from an auto trip through eastern Oregon and Idaho last night. They stopped for some time in Weiser, Idaho.

Two of Salem's business men, Arthur Wallace and Harry Wiedmer, went to Butte creek on a fishing expedition yesterday, catching 64 of the finny beauties. They said the most were brook trout, although a few were rainbows.

A carload of Coos Bay coal is being unloaded at the Salem Bank of Commerce today. It is one of the two cars of Beaver Hill coal recently ordered. The furnace in the building has recently been changed from wood to coal furnace.

O. A. C. alumni here have received the college bulletin which tells of the recommendation from the western department of the army for a place in the distinguished class of universities for the year 1917-18. It will be allowed in the future to name 10 graduates for the commission of second lieutenant, without them having to take other than a physical examination. The school has been listed among the first 15 institutions in the United States in military efficiency. There will be a reserve of officers' training corps at the college this year. All men students of O. A. C. will receive their uniform free from the government and if they are juniors or seniors they will be paid 30 cents per day by the government.

Although there is a rumor floating about the city that District Attorney Gehlar has tendered his resignation on account of inability to be called into active service with the national guard, Attorney Gehlar said this afternoon there was nothing to it. He said he was under the impression recently that national guard reserve officers would be called into service with the rest of the guard on July 23, but he has been informed that the reserve officers are not to be called at this time. Accordingly, he is going about his business as usual.

There will be a life-saving and first aid demonstration and lecture by Wm. Marcus Simpson, at the Salem Y. M. C. A. next Monday evening at 8 o'clock. Admission free. Everybody welcome.

W. C. Dyer, local insurance man, has received a notice, which states that he has sold enough business to give him a membership in the Missouri State Life Insurance club, and a trip to Yellowstone park this August with all expenses paid.

Daniel W. Tarpley, aged 39, joined the engineer corps of the United States Army this morning and left for Vancouver where he will be assigned to a company. Corporal Toy, who enlisted him, states that this shows where the true American's heart is, and that the older men are realizing the danger of remaining inactive during the great crisis of the war. Everybody knows Dan.

WOMEN ARE ASKED TO DO AWAY WITH STYLES

Uncle Sam at Last Finds
Limit of Sacrifice and
Will Not Get It

By George Martin.
(United Press Staff Correspondent.)
Washington, July 13.—Uncle Sam today asked women to abandon "styles" during the war.

The defense council woman's committee launched the appeal: "Wear the clothes you have, so man-power now engaged upon feminine fads and fripperies may be released for real war service at home or abroad."

"Buy at reasonable prices regardless of style. Don't refuse to buy a gown because there's too much or too little material in it. Let us make use of what we have. Allow the unenlightened men to find fault with you. Do not draw on the labor market to create useless things; it is poor political economy and poor patriotism."

Insistence of women on "something exclusive" to tickle her vanity and arouse envy in the next door neighbor's house was strongly advised against in the committee's statement.

Women rushing into khaki also was decried because "it puts the women in competition with the government for millions of yards needed for troops."

The wisdom of using up present styles and having fewer styles during the remainder of the war to conserve man power will be seen by American women, the committee believes. Mrs. Joseph Lamar, who issued the statement, said:

"America's women are wholeheartedly devoted to the nation's interests."

and will make real feminine sacrifices of style to help Uncle Sam win the war.

HER BODY IS FOUND

Allany, Or., July 13.—The body of Mrs. Christ Widmer, missing Silverton, Or., woman, was found today in the Willamette river. Authorities say it is a plain case of suicide. She had been under the care of a physician for some time.

Maybe it's a small matter, but we might as well get right the name of the man who is to administer this grand Red Cross fund that we, the people of the United States, have just rolled together. Ladies and gentlemen, Mr. Henry P. Davison (not Davidson).

Watch the Window in SALEM HARDWARE STORE for Zimmermann's New Garden Weeder

Post Toasties, 3 packages for..... 25c
Kellogg Corn Flakes, package..... 10c
Puffed Wheat, Puffed Rice, 2 for..... 25c
Royal Baking Powder, per pound..... 40c
Best Creamery Butter, per pound..... 42c
All 35c package Cereals..... 27c
7 Bars Savon Soap..... 25c
Gharidellis Ground Chocolate..... 30c lb.
Lemon and Vanilla, regular 35c bottles..... 22c
All Spices, Saturday only, per package..... 5c
Jell 'O, all flavors, 3 packages..... 25c
Reduced prices on Jars and Jar Caps for Saturday.

"BY THIS SIGN
12 1/2%
WE BOTH WIN"

J. L. BUSICK & SON
The Groceries Plan Stores
Three Stores—
118 S. Commercial St. 299 N. Commercial St.
12th and Chemeketa St.

Here Again



**OUR SPECIAL
SWEATERS**
Extraordinary Value
\$4.98

We were temporarily out of these Sweaters but just received a factory shipment from New York this morning.

Gale & Co.
Commercial and Court Sts., formerly Chicago Store

Auction Sale Saturday, July 14,

AT THE PEOPLE'S QUICK EXCHANGE AUCTION MARKET, CORNER FERRY AND SOUTH COMMERCIAL STS., OPPOSITE THE MARION HOTEL AT

10:30 a. m.

One 3-inch wagon complete, 3 horses, 1 set single harness, 1 buggy, 1 heavy-lee wagon and other things which will be brought in on morning of sale.

1:30 p. m.

Household Furniture

One white enamel dresser and commode, 3 white enamel diners, 1 fir dresser, 1 large lawn mower good as new, 1 sanitary couch, 1 extension table, 1 commode, 2 bed springs and mattresses, 1 high chair, 1 baby's rocker, 1 wood basket, 2 screens, 4 window blinds and many other things.

Terms Cash
F. N. WOODRY,
The Auctioneer,
Phone 511

WANTED

Household Furniture
I pay the Highest Cash Price or will sell on commission.

F. N. WOODRY,
the Auctioneer
Phones 511 or 424

Pleasure in every
puff Hygrade Cigar

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TUBE FLAVORS**
and
TOILET ARTICLES
Get Free Catalogue
Agents wanted for unoccupied territory
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