

# Begin Now --- Today

Thousands of today's customers began years ago with a purchase of a single article--experience proved to them that the J. C. Penney Company merchandise is the best dollar for dollar value on the market. Give us a trial order today and be convinced. We hold no special sales.

"THE BUSY STORE FOR MORE"

- Men's brown and gray mixed Suits ..... \$8.90, \$9.90, \$12.50
- Men's New Fall Novelty Suits ..... \$12.50, \$14.75, \$16.50, \$18.50
- Men's Dress Shoes ..... \$2.98, \$3.98, \$4.98, \$5.50, \$6.50
- Men's Blue Serge Suits ..... \$12.50, \$14.75, \$16.50, \$18.50
- Men's Work Shoes (Weyenburg) ..... \$2.98, \$3.50, \$3.98, \$4.98
- Men's Chippewa Shoes ..... \$4.98, \$5.50, \$6.50, \$6.90, \$8.25
- Men's Overalls, fast colors, heavy weight ..... \$1.19
- Men's Jumpers, fast colors, heavy weight ..... \$1.19
- Men's Work Shirts ..... 59c, 98c
- Men's New Fall Hats ..... 98c, \$1.49, \$2.49, \$2.98

Ladies see our Suit Department--New Fall Suits, Dresses and Coats now on Display. Are Arriving Daily



FOLLOW THE CROWDS--THERE'S A REASON. THE STORE WHERE THE MASSES TRADE WE UNDERSELL BECAUSE WE UNDERBUY ALL COMPETITORS.

## All Around Town

### COMING EVENTS

September 24-30--State Fair.  
 September 28-29--Registration day Willamette University.  
 October 1--Public Schools open.  
 October 2--Opening day Willamette University.  
 October 5--Opening day for Oregon State School for the Blind.  
 October 10--Oregon State Penitentiary Minstrels.

Dr. M. P. Mendelsohn fits eyes correctly. U. S. National bank building. If already 46 housekeepers have availed themselves of the opportunity of registering their rooms to rent during the state fair at the Commercial club. The average is about three to a house.

It is a scientific fact that bowling is one of the best exercises known. The Club, 122 N. Com'l upstairs.

Miss A. McCulloch, optometrist, Hubbard building, will be out of the city until Oct. 1.

Why worry about the h. c. of I. A. boy was carrying around a placard this morning with the announcement that meals were to be had for 15 cents--Irish stew 15 cents and roast beef 15 cents.

Miss Lena Belle Tarter, 160 1/2 N. Liberty St. Instruction in the Old Italian Method of singing. Pupils enrolled at any time. Phone 330 or 2295M.

Sell it--Journal classified ad way.

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

The prune men are not feeling especially encouraged over the present conditions. The rains came too late to materially add to the size of the prunes and the indications now are that a rather large percentage will run in the 50 to 60 sizes.

Miss Lucie Barton will soon return from New York to open her voice classes.

Why spoil the vacation rest house cleaning in the old way, use a Hoover sweeper. Wm. Gahladorf.

Miss Mabel Nicolson, stenographer in the corporation commissioner's office who has been spending a two weeks vacation at Seaside, has returned and is back at work again. She says she had a very enjoyable time at the beach.

W. A. Ewing, banker of Scio, Ore., has purchased a modern residence on North Church street. Mr. Ewing bought this property as an investment. The deal was handled by H. A. Johnson & Co.

Robbin D. Day is practicing law over Ladd & Bush bank bldg., after three months spent at the Presidio.

The locks of the Willamette river at Oregon City will be closed at midnight and will remain closed until the government has completed the work of deepening one of the locks. The time is estimated at from six to eight weeks and until that time Salem will have no river transportation service. Any merchandise that happens to be left in the O. C. Y. warehouse will be stored with the Capital City Transfer company, as the Salem warehouse will be closed tomorrow evening.

Dr. Herman W. Barr, optometrist, has severed all business connections with Hartman's Jewelry store. His office is located at 125 North Liberty St. upstairs.

Heating stoves for coal and wood at Hamilton's.

The Twilight social of the First Congregational church will be held Friday evening of this week at the home of D. J. Fry. The entire membership of the church is invited as the social will be in honor of 48 new members who have been received into the church since the Rev. James Elvin became pastor.

Dr. Herman W. Barr, optometrist has severed all business connections with Hartman's Jewelry store. His office is located at 125 North Liberty St. upstairs.

A few good heaters slightly used, at Hamilton's.

Flag stations in the city are as follows: For the large flags, the recruiting station and army; for the medium sized flags, the Y. M. C. A., Stiff's second hand store at Liberty and Court and the headquarters of the Oregon Motor Car company at Ferry and High streets.

If the government decides to place a 2 per cent tax on your entire stock, besides a tax on your profits, you will need a perpetual inventory similar to the one I would be willing to install for you won't you?--Heady.

Heating stoves at \$1.50 up, at Hamilton's.

Mr. and Mrs. J. E. Hockett, with their nephew Fred Cline left this afternoon for Kokomo, Indiana. Mrs. Josephine Hockett, who is pastor of the Salem Friends church will attend as delegate the Friends five year meeting to be held at Richmond, Indiana. She will be gone about six weeks. They left over the Oregon Electric.

Your old heater taken in exchange for new at Hamilton's.

Better get your heater before cold weather. Don't wait until after frost to prepare for comfort. Do it now. See the Opal coal and wood heaters at Hamilton's.

Mistakes will happen even in the best of families and also newspapers. In yesterday's issue of the Capital Journal the registration of women last Saturday at the Highland school was given as seven, while the number should have been thirty seven. Those who did not register and still feel it their patriotic duty to do so will have until the first of the month to register at the Commercial club or Y. W. C. A.

Opal Ranges, no raise in the price--Hamilton's.

According to the report from Portland L. C. Gilman president of the Great Northern Pacific Steamship company was notified that the steamers Great Northern and Northern Pacific were wanted by the government for the transportation of troops. Mr. Gilman suggested delivery of the Great Northern at San Francisco Sept. 29, and the Northern Pacific at the same port not later than Oct. 1. No confirmation of this news has been as yet received at the local Oregon Electric office.

Coal heating stoves at Hamilton's.

CARD OF THANKS  
 We wish to thank our many friends and neighbors for the many acts of kindness and sympathy, also the many beautiful floral offerings in the time of sadness and death of our dear husband and father--Mrs. Henry Darling, O. B. Darling, Harriet J. Darling, Mrs. E. L. Hill, W. D. Darling.

The soldier boys in France and the several cantonments will have an abun-

**BORN**

SMITH--To Mr. and Mrs. Ruben A. Smith, of Seattle, Wash., at the Salem hospital, Sept. 16, 1917, a son.

dance of reading. Besides the books the books that are being collected at all the libraries in the country, there is a campaign on for the raising of a fund of \$1,000,000, which is supposed to purchase about that many books. Then the postmasters of the country have been advised to send to Hoboken, N. J. all the accumulations of uncalled for magazines. In postoffices of the first class, such as Salem, this soon amounts to a substantial number. Postmasters are requested to send the magazines in bundles of about 50 pounds.

W. B. Gilson has moved his office from 457 State street to 162 North Commercial.

Marion county agricultural exhibit is now placed at the state fair by H. S. French who has had charge of the exhibit for several years. In arranging the exhibit, he is now being assisted by Lyle Bartholomew and Clarence Byrd.

The swimming pool of the Y. M. C. A. will be open Thursday of this week and the first lessons in swimming will be given that evening to the Y. W. C. A. swimming class.

Friends of Dean and Mrs. F. S. Mendenhall, formerly of the Willamette University school of music, will be pleased to hear that they are now located at Cuthbert, Georgia, and with Andrews College. They were in New York shortly after they left Salem but more recently were in Chicago.

There will be a rousing picnic of the Salem Orange club Wednesday evening at the George Weeks farm north of Salem. The frolics will foregather at 5:30 o'clock in Wilson park to go out to the farm. Governor Withycombe will be there and Mark McCallister and Roy Rulifson, who have the program in charge, say it will be a humdinger.

The letterhead of the writing paper used by the Y. M. C. A. in France has the notation, "On Active Service with the American Expeditionary Forces." A letter from K. F. Hawley dated August 26 states that the Y. M. C. A. has its headquarters in a canvas tent and that it is doing fine work for the boys. Mr. Hawley is with the first division of engineers.

Sneak thieves entered the First Congregational church a few evenings ago and carried away the silver cup offered by John H. Albert for the church team winning the basket ball games of the church league. In addition to stealing the silver cup the thieves tried open every cabinet in the church, prying open contribution envelopes in their search for money. The general impression is that the work was that of an amateur as a thief experienced in the line of house breaking would hardly select a church for his nocturnal prowls. As yet no arrests have been made.

At the Y. M. C. A. a dinner will be served at 6 o'clock Wednesday evening in honor of the visit of two international secretaries of the Y. M. C. A. and of the acting state secretary George W. Wright. Those to attend will include the Y. M. C. A. board and committee and men who are especially interested in the work of the association. The meeting has been called to talk over

# AGAIN AND AGAIN

Every Express Brings Us More

## 50 NEW COATS

By This Morning's Express.

New Swagger Models--direct from New York.

Our buying direct saves you all the middleman's profit.

Ladies' Coats ..... \$6.95 to \$24.50  
 Children's Coats ..... \$1.98 to \$6.95

Our Prices Always the Lowest.

# GALE & CO.

COMMERCIAL AND COURT STS. FORMERLY CHICAGO STORE

The twelve year old daughter of S. D. Doremus, 1265 North Cottage street narrowly escaped drowning yesterday afternoon at the children's playgrounds during the afternoon exercises. The little girl has recently learned to swim and her mother was standing on the bank with a friend watching her. Suddenly the girl seemed to fall in the water exhausted, the screams of her mother attracting instructor Putnam and the Rev. James Elvin who both jumped into the water to rescue the girl.

The Fourth Centennial Reformation celebration will be celebrated next Sunday afternoon by the American Scandinavian Patriotic festival at the state fair grounds. Addresses will be delivered by the Rev. J. C. Roseland of Silvertown and Hon. B. G. Skulason of Portland. As part of the program there will

(Continued on page five.)

**Used Furniture Wanted**  
 Highest Cash Prices Paid for Used Furniture  
 E. L. STIFF & SON,  
 Phone 941 or 508

**CORONA**  
 The personal writing machine  
 Price \$50  
 Call or write for descriptive matter.  
 C. M. LOCKWOOD, Distributor  
 216 N. Com'l St., Salem Ore.

**6% Farm Loans 6%**  
 Five and seven year loans with privilege to repay \$100 or multiples on easy interest date.  
 J. M. and H. M. Hawkins,  
 Local Agents  
 Vermont Loan & Trust Co.  
 314 Masonic Bldg., Salem, Ore.

Say "Hygrade" and get the best 5¢ cigar

**The Capital Junk Co.**  
 Pays the Highest for all kinds of junk  
 Phone 398  
 871 CHEMUKETA ST.

## Bring Out Your Individuality In Your Clothes

Young Men who like plenty of "snap" and "go" in the style of their clothes will find exactly what they want in the new Fall models we are now showing.

And their youthful elders will find in the more conservative styles the quiet dignity that is just exactly suited to their tastes and requirements.

These made-to-measure suits at \$25 are the biggest values on the market today for the money. Smart fabrics well tailored garments--dependable service. Come in and see them today ..... \$25.00

Extra pants when ordered with suit, from the same material or fancy pattern, \$3.00.

**Ward K. Richardson**  
 2395 FRONT STREET

# YOUNG MEN!

THE FALL STYLES ARE HERE

You Young Men who have not been called to the colors will be relied upon to keep business, industrial pursuits and prosperity humming faster than ever.

Every man should appear at his best to keep the morale of the country up to the highest pitch.

**KUPPENHEIMER CLOTHES**

for Fall have been designed to help you do it. They express the aggressive, confident spirit of the times.

We invite you to come in, look over and try on the new styles. You will like the colors and weaves--strictly up to the standards The House of Kuppenheimer has maintained for years.

\$22.50 TO \$40.00  
 FRATS \$15.00 TO \$22.50

"The Kuppenheimer House in Salem."

# SCHEI'S

New Fall Crossfit Shoes Eagle Shirts New Fall Hats

## Open for Business

at the New Location  
 469 State St.

**ELK RESTAURANT**  
 PRIVATE TABLES FOR FAMILIES  
 469 STATE STREET  
 Short Orders  
 Open Until Midnight

**OREGON TAXI CO.**  
 PHONE 77  
 SAFETY FIRST

and Baggage  
 PHONE "77"  
 Formerly 13  
 or 2010--457 State