

Here They Are

Look them over, and note what low prices they are, then come down and see us. We have other equally good bargains throughout the entire store.

- CALICO 8 1/3c Yard
PERCALE 10c, 12 1/2c and 15c Yard
GINGHAMS (27-inch) 10c, 12 1/2c and 15c Yard
ZEPHYR GINGHAMS (32-inch) 17c Yard
72-INCH SHEETING 35c and 37c Yard
81-INCH SHEETING 33c, 37c, 39c, 40c, 49c Yard
42-INCH PILLOW TUBING 18c, 22c and 25c Yard
45-INCH PILLOW TUBING 19c and 29c Yard

After carefully noting our prices is there any wonder why nearly every one do their buying from the J. C. PENNEY COMPANY? You should not fail to come and see us if in need of a new Suit or Coat, and save yourself money.



PERSONALS

C. V. Kraber of Dallas was in the city Sunday.
George Andrews left this morning for Missoula, Mont.
W. H. Adrian of Springfield, Ore., was in the city yesterday.
E. Cooke Patton was in Portland Sunday registered at the Cornelia.
Mr. and Mrs. F. P. Smith of Me-

Minneapolis were Salem visitors Sunday.
Lloyd Case, of the 4th Engineers, stationed at Vancouver, was home over Sunday.
Sidney Schlaeman of Iditarod, Alaska, is in the city registered at the Capital hotel.
Mr. and Mrs. H. C. Dellinger, were in Portland yesterday registered at the Carlton.
Phillip Loveland left this morning over the Oregon Electric for Missoula, Montana.
Ira Mercer, of the ambulance corps, was in the city yesterday from American Lake.
Perry Abbott of Portland was in the city this morning on their way home from Corvallis.
Lloyd Lavin, of Company B, 4th engineers corps of Vancouver, was in the city over Sunday.
Mr. and Mrs. Clinton Chisholm of Portland were guests yesterday at the home of Mr. and Mrs. Lee Canfield.
Frank S. Ward is in Portland to attend meetings of the Oregon State Board of Pharmacy today and tomorrow.



Luxury Clothes?

Because the first cost of Kuppenheimer Clothes is sometimes a little more, we overheard a man refer to them as "luxury clothes."

If exclusive styling, the finest of wools and linings and long service are meant by the term luxury, the designation is correct.

But if the word is used to include the cost in the long run

Kuppenheimer Clothes

are not luxury clothes at all. They are true economy clothes. A Kuppenheimer suit will outwear a cheap suit two to one.

We offer these clothes at \$22.50, \$30, \$35 and up. In these days you can't get quality for less. At these prices, we offer you the maximum in style fabric and fit obtainable anywhere.

SCHEP'S

"The Kuppenheimer House in Salem." "Crosset" Shoes, "Cooper's" Underwear, "Knox" Hats

All Around Town

COMING EVENTS

TONIGHT
Bligh Theatre—Mystery show.
October 16.—Mass meeting at Armory, Liberty bond campaign.
8 o'clock p. m.
October 16.—Repeat Minstrel Show at Penitentiary, Red Cross benefit.
October 16.—Pythian Auxiliary dance, Moose hall, Red Cross benefit.
October 26.—Francis Willard Day.

Dr. M. P. Mandelshon fits eyes correctly. U. S. National bank building. 11-1

Today is the last legal day of the year for hunting deer. Those who shoot pheasants have about fifteen days more before the close of the season.

Mary C. Rowland, M. D., office over Golden Rule store, special attention to women and children and diseases of the skin. 10-27

At their sessions this week, all lodges in the city will make it a special order of business to take up the suggestions of the administration to conserve food, or rather, to substitute food.

Suits made to order for \$20 and up. Capital Tailoring Co., Felix Kordias, 372 State st., up stairs. 11-1

The patriotic meeting advertised to be held at Silverton Tuesday evening, Oct. 16, has been postponed until Friday evening October 19, at 8 o'clock.

Dr. D. K. Beecher, dentist 302 U. S. bank building. Fifteen years experience. Most modern office equipment in the valley. Sunday by appointment. 11-1

Now that the temporary bridge has been completed, Chemeketa street from Court to the river will become one of the main traveled thoroughfares of the city. Those who wish to cross on the bridge from Salem should drive down Chemeketa to the river.

Meet me at the Club Bowling and Pool Billiards, 122 N. Commercial St. upstairs. 11-1

Tom Ordemann, the well known popular singer was in the city yesterday, the guest of friends. Next Sunday he will leave for New York city to continue his studies in voice culture the coming winter.

For the next 15 days Farmer's Cider Works will sell cider in 20 gal. lots at 18c per gal.

The Scandinavian Ladies' Aid Society "Doreas" will meet in their church, corner south 15th and Mill streets tomorrow afternoon, Oct. 16, at 2 p. m. A good program will be rendered. Refreshments will be served. Free admittance. All are most cordially invited to attend.

Cider apples wanted, Gideon Stols Co., corner Mill and Summer Sts. Call for sacks and prices. 10-17

A warrant was received at Red Cross headquarters this morning for the sum of \$289.80 the amount the government pays for the serving of dinner to the last troop train that was cared for in Salem. From this of course will be deducted the expenses of the dinner and the profits will go into the Red Cross treasury.

We are now taking orders for 5 loads 16-inch mill wood at \$2.50 per load for immediate delivery. Spaulding Logging Company. 10-16

This evening at the armory, in the tableaux, "The Call to Colors," the band will play the national anthem and the audience will be asked to join in the singing. After the average man sings, "My country, 'tis of thee, sweet land of liberty" he is up against it to figure out what the next line happens to be.

I want to rent a 5 or 6 room modern house, not too far out. Address J. W. J. care of Journal or phone 81 tel night.

The paving of south Church street will begin tomorrow morning on the Mission end. After the street has been paved to the bridge, the work will be transferred to the State street end of the street. South of Mill street, the paving will be 30 feet wide and from Mill street to State, 50 feet wide. With favorable weather, the work will be completed in three or four weeks.

Cabbage wanted for sauer kraut purposes. Gideon Stols Co., near corner Summer and Mill. Phone 26. 10-20

To buy a second hand "Fitzner" or attempt to run down a street car, was the experience of H. H. Hamilton of Sheehy, Linn county. It seems that Mr. Hamilton bought his Ford in Portland and was hurrying home with his machine when he got tangled up with a street car yesterday afternoon at 3 o'clock. He was driving at such a speed that he and the two other occupants of the car were thrown to the street and the front of the car pretty badly damaged. The injured ones were attended to by Dr. W. H. Byrd. The Ford was taken to the Vick garage for repairs and Mr. Hamilton and friends proceeded to Sheehy with the car. The street car was going south on Liberty and Mr. Hamilton was driving east on Court. He hit the street car on the rear vestibule.

Supper—Leslie Methodist church Tuesday, six to eight. Twenty five cents.

During the past two weeks, C. O. Constable, county fruit inspector has been putting in his time inspecting the prune dryers in Marion county. Of the 142 in the county, almost all are in the districts included in the county adjacent to Salem, Scotts Mills, Shaw and Jefferson. Mr. Constable found the fruit this year to be free of brown rot and the dryers as a whole much cleaner than in former years. He reports a few new ones in the county and also several dryers that were not run as the owners found it more profitable to let others do the work.

Your Christmas photos should be looked after right now—if you expect to remember the soldier boys.

W. L. Fuller, accompanied by his wife and son, are home from Jamestown, N. Y. where they have been spending the past year. Mr. Fuller was formerly in the printing business in Salem, but since his return has decided to locate on a ranch near Brooks. The eastern cities he says are busy places, especially where munitions are manufactured. The average manufacturer is having a hard time holding his working forces as the munitions and steel plants are offering extra high wages. Many men have been able to make \$500 a month on piece work, Mr. Fuller says, and the average piece worker is pretty sure to draw down from \$6 to \$10 a day.

Battleship pennants wrapped with Holsum bread make beautiful sofa pillows and center pieces.

The entertainment given by the Murphy Honor Guard last Wednesday evening at the Oregon State penitentiary for the benefit of the Red Cross was so satisfactory in every way that it will be repeated tomorrow evening, with an admission of 50 cents. As there is practically no expense in giving a repeat show, and all the funds go into the local Red Cross treasury, efforts are being made to secure a large attendance. Tickets are now on sale at the Red Cross headquarters in the U. S. National bank building and at the following stores: Benjamin Brick, Crown Drug Store, Patton's book store, Meyers department store, Waters cigar store and Roth's grocery.

Thursday, Nov. 15th, last mail for France. Shipments made today will insure safe delivery of photos in time for Christmas.

When it comes to attending a jitney dance for the benefit of the mess fund of Company M, Salem responded wonderfully. In fact the dance given by the patriotic ladies of Salem Saturday evening was in every respect such a success that today a check for \$250 will be forwarded to the company. The admission of ten cents raised numbered \$40 and this with those in charge of the dance, and the boys in uniform brought the attendance to about 900.

DIED

SMITH—At the family home at Spring Valley, Oregon, Oct. 13, 1917, Mrs. Ethel Smith, at the age of 32 years. She was the wife of John Smith and besides her husband, is survived by eight children, the oldest being 12 years and the youngest seven weeks. The funeral services were held today at the home and were conducted by the Rev. G. A. McKinley. Burial was in the Spring Valley cemetery.

ELLIOTT—At the Salem hospital, October 15, 1917, George Edward Elliott, at the age of 17 years. His death was due to a gun shot wound received while hunting near Independence Sunday October 7.

He was the son of Mr. and Mrs. George P. Elliott. The funeral services will be held Wednesday afternoon at 1 o'clock from the chapel of Webb & Clough and the body sent to Zillah, Wash., for burial. The services will be conducted by the Rev. Penberton.

THORPE—At the Willamette Sanatorium, Oct. 15, 1917, Ellihu B. Thorpe at the age of 59 years. He is survived by his wife, who lives in Salem and two children, Chas. M. Thorpe of Seattle and Mrs. Enoch Peterson of Chicago.

The body will be forwarded by Rigdon company to Jonesville Michigan for burial. Mr. Thorpe came to Salem about a year ago from Chicago and was a tailor by occupation.

TUCKER—At the Deaconess hospital, Oct. 14, 1917, Marvin A. Tucker, at the age of 19 years. His death was due to tuberculosis of the brain. He was the youngest son of Mr. and Mrs. Chester Tucker of this city. The funeral services will be held Tuesday afternoon at 2 o'clock from the parlors of Webb & Clough and will be conducted by the Rev. F. T. Porter. Burial will be in the Odd Fellows cemetery.

BORN

HARDING—To Mr. and Mrs. Richard Harding, at Portland, Oct. 12, 1917, a son, Mr. Harding was formerly employed with the Postal Telegraph company in Salem.

JONES—To Mr. and Mrs. John E. Jones, Salem, rural route 3, Oct. 13, 1917, a son. He has been named Rex. The father is an employe of the Wittenberg-King company.

GREAT DRIVE STARTS FOR LIBERTY LOAN

Will Have to Subscribe \$315,000,000 Daily for Two Weeks More

Washington, Oct. 15.—The second Liberty loan campaign today entered its closing two weeks with a "Paul Revere" message from President Wilson for a full \$5,000,000,000 response that will echo throughout Germany as an index of American victory.

Tremendous efforts are necessary, officials stated, pointing to an unofficial subscription of only \$700,000,000 so far. The official total is \$399,654,000. Every one of the thousands of local committees has bent double tensely for a smashing effort in the final fortnight.

As an incentive for bond buyers, the treasury department announced that soldiers' insurance and dependents' allowance rest on the liberty loan subscriptions. With \$315,000,000 worth of bonds required to be sold daily until October 27, new measures are being introduced to entice the people. The president has just proclaimed October 24 as Liberty loan day and called on the people to hold patriotic gatherings. The boy scouts launch their drive next Saturday simultaneously with "bombing" on many cities from flyers at army training camps. New orators and additional bond sellers will be thrown into the campaign.

Salem responded wonderfully to the contribution of papers and magazines for the benefit of the Red Cross. It is estimated that at least three car loads will be shipped. There seemed to be plenty of volunteers to collect the papers and everyone worked nobly Saturday. But the trying part of the work—that of separating old papers from magazines and tying them into packages found volunteers rather scarce. Hardly half a dozen assisted Mrs. Z. J. Riggs in the separating and weighing of the packages Saturday afternoon and although there was an urgent

12 1/2% SPECIALS AT BUSICK'S

Tuesday, Wednesday and Thursday

- 12 1-2 lb. Sugar \$1.00
Creamery Butter, lb. 50c
Diamond (C) Flour, sack \$2.45
Pacific Hard Wheat Flour \$2.75
Success or Cream Flour, sk. \$2.80
Wesson's Oil, 37c, 70c and 1.35

- Mazola Salad and Cooking Oil, quarts, each 30c
Small Kreamy Krisp 30c
Medium Kreamy Krisp 55c
Crisco, small size 43c
Crisco, medium size 85c
Crisco, large size \$1.65
Cottolene, medium size \$1.00
Cottolene, large size \$2.35
Pure Lard, No. 5 pails \$1.30
Pure Lard, No. 10 pails \$2.60
Mount Vernon Milk per case of 48 cans \$6.85
Mount Vernon Milk, 2 cans 25c
E. C. Corn Flakes, 3 for 25c
Dozen 95c
Kellogg's Corn Flakes, pkg. 10c
Post Toasties, pkg. 9c
Power Coffee, pound 22c
Sun Maid Raisins, pkg. 11c
Ghirardelli's Ground Chocolate, pound 30c
Hershey's Cocoa, 1-2 lb. 20c

We pay 4c in trade for Butter and Eggs.



Disorders of Vision are Most Frequent Cause of Dullness in School Children

FACTS PROVE IT Your child may need glasses.

If he needs glasses, by all means, let him wear them.

Help YOUR child to keep even with other children.

An examination at our office will remove that doubt.

MISS A. McCULLOCH Optometrist

208-9 Hubbard Building "Optometry Means Eye Service"

appeal for help Sunday and today, in order that the papers might be under cover before a possible rain, only a dozen of the patriots responded.

When in SALEM, OREGON, Stop at BLIGH HOTEL

Strictly modern, \$1.00 a Day. 100 Rooms of solid comfort. The only hotel in the business district.

The Capital Junk Co.

Pays the Highest for all kinds of junk. Phone 398. 271 CHEMUKETA ST.

6% Farm Loans 6%

Five and seven year loans with privilege to repay \$100 or multiples on any interest date. J. M. and H. M. Hawkins, Local Agents.

Vermont Loan & Trust Co. 314 Masonic Bldg., Salem, Ore.

Sure satisfaction La Corona Cigars



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PERRINE & MARSTERS REAL ESTATE CO.

If you want to sell your farm, residence or anything in the Real Estate line, list with us. We make a specialty on exchanges; have several farms, fruit and stock ranches in Douglas County, for exchange. Also several fine sheep for sale. Come in with you. Office 402 HUBBARD BLDG. New in Salem, but not new in the game.

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