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For the greatest values in White Goods, as well as all other lines, you should always head for the J. C. Penney Co.'s Store. Then you will never be disappointed, but become another one of our satisfied customers.

BED SHEETS

- 72x90 SHEETS 69c
81x90 SHEETS 94c
81x90 SCALLOPED SHEETS \$1.19
PILLOW CASES 12 1/2c, 15c, 18c, 25c and 27c
BED SPREADS 98c, \$1.35, \$1.49, \$1.98, \$2.25, \$2.50, \$2.98, \$3.50 and \$4.98

Muslins, Cambrics, Nainsooks, Sheetings, Pillow Tubings, etc., at great Savings to you.

We have REAL Low Prices



SHOES for Entire Family

All Around Town

COMING EVENTS

- November 5—War Mass Meeting at armory. Address by Senator Chamberlain.
November 6—Annual election of officers Salem Floral Society at Commercial club.
November 8—Vice President Marshall's address.
November 10—Football—Willamette University vs University of Oregon Freshmen, Willamette field.
November 10—Football Salem High vs Albany High.

Dr. M. F. Mendelsohn fits eyes socially. U. S. National bank bldg.

Another small tax which does not hit so many people but is on the job is that of a tariff of five cents on every telephone or telegraph message for which there is a charge of 15 cents or more.

We pay \$8 per ton for cider apples. Gideon Stolz Co., near corner Mill & Summer streets.

Pennies are quite fashionable nowadays, as the possession of a few rather indicates one has been paying a government tax, such as traveling on the train.

Fully 20 school children of ages ranging from 12 to 15 years are attending the public schools either barefooted, or wearing shoes that are no protection, according to Mrs. W. J. Porter, attendance officer for the public schools.

There are still a number of good seats to be reserved for the lyceum course. Box office at the armory will be open each afternoon to make reservations and sell tickets.

On account of the change in the schedule of several Southern Pacific trains, the business man who would like his mail to reach Portland in the evening

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THIS AD IS WORTH \$1. TO YOU

To test the advertising value of this newspaper we will accept this ad as \$1.00 payment to apply on the purchase price of any Ladies' Hat in the store. Bring this ad with you. Every Hat in the Store is extra value at our regular prices.

Our Prices Always the Lowest. Gale & Co. Commercial and Court Sts., formerly Chicago Store

PERSONALS

Simon Fratis was in the city Sunday from Marshfield. Mrs. T. H. Olson left Sunday for St. Paul, Minn. F. W. Leveaux of Ellenwood, Wash. was a Salem visitor Sunday. Mr. and Mrs. H. Hettick left this morning for Butte, Montana. Frank S. Ward is taking a few days rest duck shooting at Arlington with Portland friends. Labe Maulding of Sellwood was in the city yesterday registered at the Capital hotel. Lieutenant Allen Bynon was in the city from American Lake over Sunday the guest of friends. Miss Frances Porter of Des Moines Iowa, arrived in the city a few days ago and will make her home with her father W. J. Porter. Adjutant General Williams of Portland was in the city Saturday on an inspection tour. Mrs. J. L. Clark of Salem, left Eugene for her home Friday morning after having enjoyed a visit with her mother, Mrs. Elizabeth Stewart, and with former friends and neighbors at Springfield. Eugene Guard.

MARRIED

MARRIED—At San Francisco, Nov. 1, 1917, Miss Alberta Harford and Arthur Helin. The bride is a former resident of Salem, where she has a number of friends and relatives. Since Jan. 1, she has been visiting at Napa, Calif. Mr. Helin is a conductor from Napa, but they will make their home at San Jose, Cal. A brother of Mrs. Helin is a marine sergeant at Mare Island.

DIED

LA FOLLETTE.—At the Salem hospital Saturday evening, Nov. 3, 1917, at 11:30 o'clock, Mrs. A. M. La Follette, wife of Senator La Follette of Salem. Besides the husband she is survived by seven children: Joseph La Follette, living seven miles north of Salem; Perry La Follette, of Cornelius, Or.; C. M. La Follette, Wheatland; Mrs. Ina Cole, of Salem; Chas. La Follette, of Cornelius, Or.; Mrs. Elva Aspinwall, living on the old home place 11 miles north of Salem, and Miss Grace La Follette of Salem. The funeral services were held this afternoon from the United Evangelical church and were conducted by the Rev. G. L. Lovell. Burial was in the Claggett cemetery.

Mrs. LaFollette was stricken with paralysis last Friday. She was born Feb. 28, 1847. PEMBERTON.—At his home, 1755 south High street, Salem, at eight o'clock Monday morning, Nov. 5, 1917, Clarkson Pemberton. Besides his wife he is survived by three children, Dr. Wilford Pemberton living on the Coast, Walter P. Pemberton of Rosedale, and Mrs. Mae Dillay of Salem. His death was due to heart trouble although he had been confined to his home only a few days. Funeral announcements will be made later.

Mother Hears News That Son Is "Missing"

Chicago, Nov. 5.—Mrs. William C. Oberst burst into tears today when informed that her son, Herchel Godfrey, was among the "missing" following the first German attack against American soldiers on the French front. "I can't say anything for the newspapers now," she said. "I feel too badly."

Young Godfrey, who is 20 years old, enlisted in the regular army last April and was in the first contingent of the Pershing expedition to cross the Atlantic. He has a younger sister. His stepfather is a street car motorman.

Ray Mark, a private of Troop A, Oregon cavalry, died at an eastern cantonment Sunday, according to word received in the city today. He was a graduate of the law department of Willamette University of the class of 1915 and later practiced law at Sheridan, Oregon.

This evening the principal doings in the city is the mass meeting at the armory to be addressed by Senator Chamberlain. The meeting will be called at 8 o'clock and the introduction of the Senator will be by Senator McNary. Hence Salem will have the opportunity of hearing both of the senators from Oregon. Other events are the meeting of the Salem Floral society at the Commercial club and the regular meeting of the city council.

This is a hard luck story for the good housekeeper. The naval orange crop in southern California is hardly 40 per cent of normal and in Florida, only 60 per cent of an average crop. That tells the story of higher prices for oranges. Lemons will be higher with a few days. The eastern part of the United States bought its oranges from Sicily. Now there are no ships for carrying lemons. Hence the California growers will be called on to supply the entire country. That tells the story. Cranberries will be higher. While the crop in the west is above normal, the eastern crop fell down and there is a shortage. When these three items go higher, it is conditions and not the grocer that makes the price

CARD OF THANKS

We wish to thank the Loyal Order of Moose, the B. R. T. and the many friends who extended their sympathies to us in our sorrow and bereavement.—Frances Foley, Eugene Kissel.

BLIGN THEATRE TODAY Smiling FRANKLYN FARNUM IN "ANYTHING ONCE" A Sensational Comedy-Drama—Full of Pep. Matinee 10c Evening 15c We Pay the War Tax

BLIGN THEATRE TODAY and TOMORROW VITAGRAPH Corinne Griffith AND Earl Williams IN The Stolen Treaty Matinee 10c Evening 15c We pay the War Tax LIBERTY BLUE RIBBON FEATURE WEDNESDAY "SKINNER'S BABY"

AT BUSICK'S Tuesday - Wednesday and Thursday

- 100 lbs. Cane Sugar \$7.75
12 1-2 lbs Cane Sugar \$1.00
Pacific Hard Wheat Flour, \$2.70
Diamond O Flour, sack \$2.45
No. 10 Graham Flour, sack... 57c
No. 10 Wheat Harts, sack... 57c
No. 10 Pancake Flour... 57c
No. 10 Whole Wheat Flour... 57c
Large Pkg. Albers Oats... 28c
Large pkg. Liberty Oats... 27c
Large pkg. Pearls of Wheat... 28c
Albers Flap Jack Flour... 30c
Olympia Pancake Flour... 28c
Creamery Butter, pound... 50c
2 oz. Cinnamon or Ginger... 8c
2 oz. Pepper or Allspice... 6c
Black Pepper in bulk lb... 30c
Ghirardelli's Ground Chocolate pound... 30c
Hershey's Cocos, 1-2 lb... 18c
E. C. Corn Flakes, pkg... 8c
Post Toasties, pkg... 9c
Kellogg's Corn Flakes, pkg... 10c
Grape Nuts, 2 pkgs. for... 25c
Wesson's Solid Oil, \$7-70... \$1.35
Cottolene... \$1.00 and \$2.35
White Ribbon Shortening \$1.17 and \$2.35
Graham Crackers, bulk, lb... 15c
Large pkg. Butter Crackers, package... 18c
New Crop Soft Shell Walnuts, pound... 27c
Sun Maid Raisins, pkg... 11c

Optometry means Eye Service

Don't Fuss with 2 Pairs of Glasses



The Old Way



The KRYPTOK Way

No Shifting of Glasses KRYPTOK GLASSES THE INVISIBLE BIPOCALS do away with the inconvenience of constantly changing your glasses every time you want to read or look off at the distance. Kryptoks (pronounced Crip-tocks) will give you both near and far vision in a single pair of glasses. No seams or lines are visible.

Miss A. McCulloch, Optometrist 208-9 Hubbard Bldg.

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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.

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.

FOR RENT A fine 110 acre Dairy Ranch, 85 acres in cultivation, good 7-room house, large barn and other out buildings, for cash. Rent \$550. I want to sell the following: 12 head of fine cows, 8 heifers, 20 hogs, 3 work horses and one colt and about 18 tons Hay, Grain, Ensilage tools and Farm Machinery. Income last year \$1700. Want lease on account of health. This is a real bargain. Investigate.

PURVINE & MARSTER 402 Hubbard Building

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

The Capital Junk Co. Pays the Highest for all kinds of junk Phone 898 871 CHEMISTRY ST.

NOTICE Household Furniture bought, sold, exchanged or sold on commission. Private sales daily at the Second Hand Store, corner Perry and S. Liberty streets. F. N. WOODRY, The Auctioneer and Valuator. Phone 611

OREGON TAXI CO. TAXI SAFETY FIRST and Baggage PHONE "77" Formerly 13 or 2010-457 State