

MERIT

Is in every article in our store. We handle only good Merchandise, and give it to you at absolutely the lowest prices. It matters not whether it be Hose, Underwear, Shoes, Hats, Suits, Dresses, Notions, Dry Goods or "what not", for

Men, Women or Children, they are all articles of merit. You need never fear but that all Merchandise will more than give you satisfaction. It is to the people who have not "tried us out," to whom we wish especially to call your attention to the merit of the J. C. Penney Co., because our old customers know it well.

With us it is a case of ONCE A CUSTOMER ALWAYS A CUSTOMER.

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

All Around Town

COMING EVENTS

April 5—Willamette vs. U. of O. baseball game, called at 3:30 on Willamette Field. April 13—Address on "Food Problems" by Miss Sarah Louise Arnold at Commercial club, auditorium, 5:30 p. m.

Dr. M. P. Mendelsohn fits eyes correctly. U. S. National bank bldg. tf.

The Willamette stood at 4 feet above low water this morning.

"The best" is all you can do when death comes. Call Webb & Clough Co. Phone 120.

Patton Plumbing Co., 285 Chemeketa Phone 1096. We do repair work. Soves and furnaces called. tf

Murry Hart, who has been in the employ of the Pleasant Northwest Produce company, has enlisted in the quartermaster department of the army and will leave the first of the week for assignment.

"The funeral beautiful" Webb & Clough Co.

G. E. Urub, money to loan, 222-3 Bank of Commerce. Phone 815. 4-17

The funeral of Andre Linbeck, whose death occurred Wednesday at the home of his parents near Pratum, will be held Friday morning at 10 o'clock from the church at Willard. Interment will be at Warren, Ore., under the auspices of Webb & Clough.

Hear Klotsbach tonight at the Free Methodist church. 4-6

The Rodgers Paper Co. will close at 12 o'clock noon, on Saturdays until Oct. 1st. 4-6

A Red Cross auxiliary was organized at an enthusiastic meeting held at Rosevale last evening, with nineteen charter members signing up. Officers were elected as follows: W. M. Goode, president; Miss Della Blanton, secretary, and Mrs. Elsie Trick, treasurer.

All Cherrians in full uniform will meet at Salem Commercial club 12:45 Sat. April 6th, to participate in Liberty parade. Report to W. C. Dyer command officer, by order of King Bang Wn. Galsdorf, Sec'y. 4-5

The Charles R. Archerd Implement Co. has in operation a Success Grain Grader and Cleaner. Those interested in good seed grain should see this machine. 4-5

A Bshgah rooster was sold for \$34 at public sale held yesterday at the B. Dent farm about ten miles south of Salem, the proceeds of the sale being donated to the benefit of the Red Cross. A young calf was also sold for \$12.50, which was donated to the Red Cross.

Miller tires are 99 per cent perfect, they are made to give you your money's worth. I save your rim cut tires. "Sneez Rib lenses," the lens that complies with the law. Clark, 319 N. Commercial. 4-6

Moore hall April 8th 3 p. m. Evangelist Chandler of Portland. "What is man, what is his destiny?" 4-6

Louis Lachmund and E. Cooke Patton will go to Stayton tonight to take part in a meeting held in the interests of the third liberty loan campaign. Mr. Lachmund is scheduled for a patriotic address, while Mr. Patton will come in on the entertainment end of the program.

Captain Wilson of Company D. Oregon Guards, requests all members to meet at armory tomorrow at 1 p. m. to participate in liberty parade.

Evangelist Marston Chandler of Portland. Moose hall, 3 p. m. April 7th. "What is man, what is his destiny?" 4-6

The Res Republica Romana, the Latin club of the Salem high school, will hold open house at the high school auditorium tonight at 8:1. A Roman banquet and a farce entitled, "A Rumpus on Olympus," will be presented. The program will be in English. The public is invited to attend.

"What is man, what is his destiny?" Moose hall, Sunday 3:00 p. m. April 7th. 4-6

Don't dance alone, the crowds go to the armory where there is a real dance 8 p. m.

Saturday morning and until the end of the story hours for the year, there will be only one story-hour instead of two as has been customary, which will be held at 9:30. The stories for this week are to be told from the Arabian Nights and are "The Talking Bird, The Singing Tree, The Golden Water and The Fisherman and the Genie."

Herbert W. Hatch, Pioneer, Dies Suddenly Today

Herbert W. Hatch, an old and well known resident of this city, died suddenly this morning about 10:30 o'clock at his home, 1835 Center street, at the age of 63 years. He arose this morning and performed his usual duties about the house in the best of health and spirits. Death came suddenly as he was sitting in his chair reading, heart failure being attributed as the cause.

Mr. Hatch has made his home in Salem for the past 30 years. He was a believer and one of the most sincere workers in the Christian Science faith. He is survived by his widow, one daughter, Mrs. Murah Warner, of North Bend, and one son, Harold Hatch, also of North Bend.

Funeral services will be held Sunday afternoon at 12:45 from the Rigdon chapel, under the auspices of the Christian Science faith. The remains will be taken to Portland for cremation.

Members of Co. F to Be Sworn In Tonight

All members of Company F, Salem's home guard organization of business men, are to meet tonight at 8 o'clock at the auditorium of the Commercial club, officially mustered in. The oath of allegiance will be administered by Captain A. A. Hall, who has been elected captain of the company at a meeting Wednesday night. M. L. Meyers was selected as first lieutenant and Robert B. Duncan as second lieutenant. A total of 126 business men have signified their intention to become members of the company, all of whom are urged to be present at the meeting to

Cherrians Attention

All Cherrians are commanded to appear in full uniform at Commercial club tomorrow, Sat. April 6th, at 12:45 to participate in the Liberty parade. Report to W. Connell Dyer, commanding.



Note

Change of Location MISS A. McCULLOCH, Optometrist

Now located at Rooms 204-205, Salem Bank of Commerce Building

Cancer Cured In Eleven Days

Miss Margaret Russell, 1135 N. Fifteenth St., Salem, Ore., explains wonderful cure.

To Those Afflicted With Cancer: I deem it a great privilege to be able to testify to the absolute cure of cancer from which I suffered for three years.

Only July 14, 1916, I applied to Dr. S. C. Stone for treatment. He applied a paste for four days and then a simple ointment. In just 11 days after the first treatment the cancer fell out. The place soon healed and is now sound and well.

Miss Margaret Russell. S. C. STONE, M. D. Stone's Drug Store 241 N. Com'l St. Salem Phone 35. Consultation and Advice Free.

GO WHERE THE CROWDS GO Gale & Co.

Are handling the biggest crowds in the history of Their Business.

Here's the reason:

Service-Quality Price

New Goods on special display. Silk poplin in all the latest colors--old rose, copen blue, plum, peacock, wisteria, pearl grey, etc., 36 inches wide, per yd \$1.00 36-inch Pongee Special, per yard 75c Complete showing of Ladies' Ready to Wear Coats, Suits, Dresses, Waists, etc.

Our Prices Always the Lowest

Gale & Co.

Phone 1072

Commercial and Court Sts., formerly Chicago Store

Incendiary Fire In Great Warehouse

Kansas City, Mo., April 5.—Suspected of having been of incendiary origin, the fire which last night cost one life and did more than \$2,000,000 damage to the west side wholesale district, was today believed to have been started to wipe out Kansas City's big food producing and storage center.

USED CARS

We have 5 pass. Ford, practically new, and 3 good, electrically equipped cars, all bargains. SALEM VEHICLE CO. 147 High Street

I WANT TO BUY

Your Junk and give you a square business deal. I always pay the highest cash prices.

I Want Your Sacks and Rags

I buy all kinds of used goods, 2nd hand furniture, rubber and junk. Get my prices before you sell.

The Capital Junk Co.

The Square Deal House. 271 Chemeketa St. Phone 398

BIG DANCE Armory SATURDAY NIGHT

6 Piece Orchestra 6 Salem's Very Best Are you lucky? Win a thrift stamp. You'll have 20 chances. Best time, Best music. Go where the crowds go. A Jitney a Jazz F. N. WOODRY, Mgr.

Used Furniture Wanted

Highest Cash Price Paid for Used Furniture E. L. STEFF & SON, Phone 941 or 508

W. T. RIGDON CO. UNDERTAKERS

W. T. RIGDON L. T. RIGDON Calls answered all hours day Res. Phone 111; Office Phone 183 252 N. High St. and night

WHEY For Feeding Hogs

CAN BE HAD AT THE Marion Creamery Call or Telephone 2488

Table with 2 columns: Item and Price. Toilet Soap, 5 bars .15c; Citrus and Gold Dust Washing Powders .25c; Royal Baking Powder .43c; Cod Fish .30c; Raisins, pkg. .10c; Peas .12c; Corn .12c; Pure Black Pepper 1-2 lb. .20c; Nearly everything in our Drug Department is sold for half price.

FARMERS CASH STORE

High St. Opposite Court House

USED CARS

EVERY ONE A GOOD BUY

- Studebaker, Overland, 5-Pass. Reo Roadster, Oakland, 5-Pass. Federal Truck, good shape Ford Truck, a bargain Studebaker Chassis Buick Truck

You must see these cars to appreciate them.

Oregon Motor Car Co.

Dodge Trucks and Studebaker Cars Ferry and High St., Salem, Or.

DANCE FOR DANCERS Bigger and Better Than Ever MOOSE HALL Sat. Night 8:30 W. L. Bryant, Mgr. 8:30

A Treat A Big Time Admission 10c

Best Floor Best Music Best Dance