

# J. C. PENNEY CO., Inc.

OPERATING ONE HUNDRED AND NINETY-SEVEN BUSY STORES, COVERING A TERRITORY FROM CANADA TO MEXICO, AND FROM THE PACIFIC TO THE ATLANTIC.

There are hundreds of people living in and around Salem who have traded with us at other towns. Look on the store list and see if we do not have a store in your old home town.

You will observe that we will resort to no deception. We will not advertise 10 per cent, 25 per cent nor 50 per cent discounts. The buying public are awake to the facts that this can not be done legitimately, unless it has been added on before. We shall mark our goods in plain figures, and its one price to all and the lowest prices we can make. We realize that in order to build up a business here and get your trade, we must gain your confidence. Without your confidence, we can not expect your business.

Every day is bargain at THE J. C. PENNEY CO. We absolutely do not conduct sales. Sales are simply excuses for high prices. We do not BUY ANY JOB LOTS OR BANKRUPT STOCKS IN ORDER TO MAKE THESE LOW PRICES. Our corps of buyers are constantly on the eastern markets buying direct from the manufacturer, saving the middle man's profit, which will help to reduce your high cost of living.

LIST OF STORES	LIST OF STORES	LIST OF STORES	LIST OF STORES
<b>OREGON</b> PENDLETON ATHENA DALLAS REND ALBANY ROSEBURG T.L. DALLAS BAKER CITY LA GRANDE MARSHFIELD MILION EUENE ASTORIA SALEM LAKEVIEW COVALLIS OREGON CITY ENTERPRISE HOOD RIVER	<b>IOWA</b> WEBSTER CITY OTTUMWA MARSHALSTOWN BURLINGTON FORT MADISON OLLWEIN CRESTON SHENANDOAH <b>NEVADA</b> ELY MCILL TONAPAH LAS VEGAS <b>OHIO</b> LIMA MANSFIELD POSTORIA <b>IDAHO</b> HAILEY REBETON MALAD RDMBURG MACRAY LEWISTON MUSCOV ST. ANTHONY KELLOGG DOWNEY SHOSHONE WALLACE RIGBY SHELLEY JEROME SAND POINT GRACE COEUR D'ALENE <b>MINNESOTA</b> ST. CLOUD HIBRING LITTLE FALLS MANKATO FERGUS FALLS RED WING BEMIDJI VIRGINIA CROKSTON <b>OKLAHOMA</b> OKMULGEE ARDMORE ENID MUSKOGEE BLACKWELL <b>MISSOURI</b> MOBERLY	<b>UTAH</b> MAYESVILLE MURRAY RICHMOND BURBKA PRICE MT. PLEASANT FROVO SPANISH FORK AMERICAN FORK MIDVALE BINGHAM CANYON BOUNTIFUL RICHFIELD GUNNISON HELPER SPRINGVILLE HEBER CITY TOOELE MAGNA SALT LAKE CITY NEPHI <b>MICHIGAN</b> ALMA OWOSSO IRONWOOD CALUMET ESCANABA ISHPEMING LAPEER PORT HURON <b>NEW MEXICO</b> EAST LAS VEGAS GALLUP ALBUQUERQUE ROSWELL RATON <b>COLORADO</b> TRINIDAD MONTROSE AGUILAR GRAND JUNCTION LAS ANIMAS FORT MORGAN DURANGO STERLING LOVELAND CANON CITY COLORADO SPRINGS LONGMONT <b>NEBRASKA</b> DAVID CITY GRAND ISLAND HASTINGS BEATRICE MCCOOK FALLS CITY	<b>PENNSYLVANIA</b> ORD NORTH PLATT OIL CITY BRADFORD FRANKLIN PITTSBURG <b>WYOMING</b> KEMMERER COKEVILLE LARAMIE RAWLINS <b>SOUTH DAKOTA</b> REDFIELD MITCHELL HURON <b>CALIFORNIA</b> NEEDLES CHICO NAPA PORTERVILLE BAKERSFIELD MODESTO SANTA ROSA SAN BERNARDINO MARYSVILLE <b>NORTH DAKOTA</b> WHAFFTON FARGO GRAND FORKS DEVILS LAKE MINOT WILLISTON VALLEY CITY DICKINSON CARRINGTON <b>KANSAS</b> NEWTON ATCHISON SALINA PITTSBURG ARKANSAS CITY <b>TEXAS</b> ABILENE PARIS DALHART TEMPLE WICHITA FALLS <b>WISCONSIN</b> WAUSAU WATERTOWN CHIPPEWA FALLS RICE LAKE

## Kimonas, House Dresses

You will find that we have a nice line of Kimonas and House Dresses at prices you will appreciate. Kimonas 98c, \$1.15, \$1.69, \$1.98, \$2.49, \$2.98, \$3.98 House Dresses \$1.49, \$1.98 and \$2.98 Bungalow Aprons 79c

## Ladies' Dresses, Skirts

and other ready-to-wear goods, which is bought and sold the J. C. Penny way, will save you money.

We know how to buy and where to buy, and with 197 stores can buy in such large quantities from the big manufacturers at prices the one store merchant can not secure at all.

We are the Originators of **LOW PRICES** IN THE WEST



**J. C. Penney Co.**  
Incorporated  
197 BUSY STORES

In Fashion's Mirror.



HEATHERBLOOM Petticoats reflect the latest style tendencies, and at the same time, effect a saving that is worth while in these economy times. Heatherblooms cutwale silk for wear at one third the cost. We have a remarkable display in our Petticoat Department today of the latest Heatherblooms creations. Come in and see them.



Taffeta Petticoats

\$1.69 and \$1.98

### COMING EVENTS

- TONIGHT  
May 10-11.—Patriotic May Festival, opera house.
- May 14.—Richmond P. Hobson lectures at Armory, Free.
- May 17.—Willamette Glee club concert, opera house.
- May 17.—Primary Election, City, County and State.
- June 8.—Total eclipse of the sun. World's Almanac gives hour as 1:38, but new time schedule will make the hour 2:38.
- June 12.—Commencement day Willamette University.
- June 14.—High school graduation.
- June 17.—Election of two school directors in Salem.

Dr. M. P. Mendelsohn fits eyes correctly. U. S. National Bank Bldg. 14.

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

Next Tuesday evening, in a patriotic benefit for the Eastern Star Red Cross auxiliary, Mrs. Blanche Howard will appear at the entertainment to be given at the Commercial club.

Patton Plumbing Co., 385 Chemeketa Phone 1696. We do repair work. Stoves and furnaces coiled.

"The funeral beautiful." Webb & Cough Co.

This morning at 8 o'clock the gauge of the river was 2.3 feet above the low water mark, and falling. The temperature for the past 24 hours was maximum, 63; minimum, 43.

Dance tonight, Independence, music by Hunt's orchestra. Don't forget.

Knitting bags 98c and up. Buren's Furniture Store, Commercial.

There is a rumor on the street that several stores are seriously contemplating business on the cash system and that the right time to adopt the new plan would be June 1.

Mr. J. H. Hall, formerly of the Elgin hotel barber shop, has returned to Salem and is now with Lee Canfield's barber shop in Hubbard building basement.

See Thursday's paper for the auction sale for Saturday.

A great "Dry America" rally will be held at the armory next Thursday at 8 p. m. Captain Richmond P. Hobson former congressman from Alabama, will be the speaker of the evening and will speak on "America in War." Admission free.

Removal Notice The Red Cross Pharmacy has moved from 444 State to 386 State the first door east of State.

Ha, Ha, I sure like it. What. That dance at armory every Sat. night.

Ladies who are to take part in the sale of Thrift Stamps in the booths Saturday are requested to meet at the Commercial club at 9:30 o'clock to be given their assignments and to talk over the plans for the day.

Where are you going Sat. night? To the armory of course.

Something doing at Woodry's auction Market Sat., something for everybody.

The Elks Temple is undergoing its usual spring cleaning which means that the interior is being caulked and painted and the exterior undergoing several repairs. Already the Elks have announced a special program for Ladies' night, June 2, and this extra housecleaning is just preliminary.

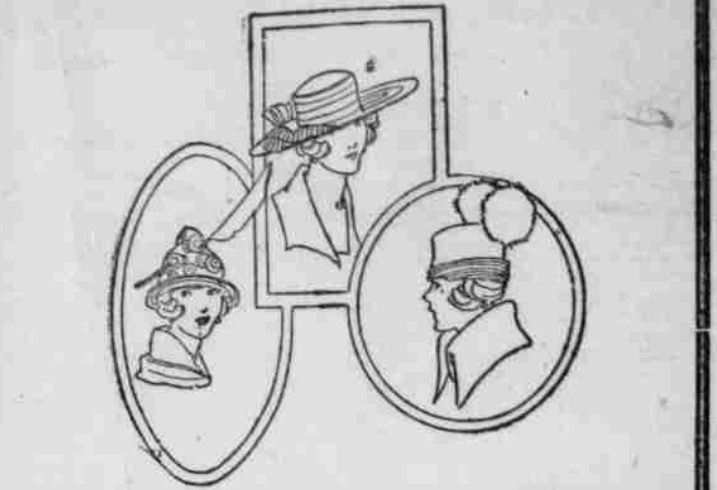
I bet you I will win the \$5 prize that Schunk, the grocer, is giving away at the armory Sat. night.

A literary and social entertainment and bazaar will be held in the Scandinavian church corner south 15th and Mill streets tomorrow evening, Saturday, May 11, at 8 o'clock. Good program. Refreshments served. Free admittance. Everybody welcome.

The Highland school wants a Victoria and in order to secure funds, an entertainment will be given next Monday night for which the older folks will be given the pleasure of paying 15 cents and school children 10 cents admission. Miss Lulu B. Walton, a graduate of the Fish school of expression will give the evening's program.

Ivan G. Martin, who is interested in the Salem Flora Society and for what it stands, announces that at the meeting to be held next Monday evening at the Commercial club, Mrs. Frank Parvise will give a talk on dahlias and that every one present will be given a dahlia bulb. There will also be a discussion of the general plans of the Society and what it hopes to accomplish this spring and summer.

## Ladies' New Hats



Every day's express brings us more. The best and biggest showing of Women's and Children's Hats at popular prices.

We invite your inspection and know our goods and prices will meet your approval.

Children's Hats 79c to \$2.45  
Ladies' Hats \$1.49 to \$4.75

Our Prices Always the Lowest  
**GALE & COMPANY**  
Commercial and Court Sts., formerly Chicago Store

Saturday morning the story-hour will be held at the public library at 9:30. The stories to be told are: "All Celia," and "Rikki-Tikki-Tavi." There will only be a few more story-hours this year so all children are especially invited to come to the remaining story-hour of the year.

Paul J. Furnas will speak to night at 8 o'clock at the South Salem Friends church on Friends' reconstruction work in France, illustrating his lecture by stereopticon views. Mr. Furnas has been in France and can speak from experience. Everybody invited.

The singers for the Cherrian minstrels will meet again for practice this evening at the Y. M. C. A. When the boys appear at the Halling next week for the soldiers' benefit, it will be the first appearance of several Salem soloists before a Portland audience.

Lee Canfield, president of the state board of barber examiners, will leave Monday for a week's tour of inspection taking in the towns on the west side on the way to Portland, returning on the east side. The inspection of barber shops will take note whether they are observing general sanitary conditions and observing the state laws.

Tomorrow is the widely advertised Red Cross picnic to be held at Mehama and a number of Salem folks are arranging to make the trip. Walter Toozie will talk but the politicians will be asked to tread softly. As Mehama is pretty close to the Linn county boundary line, it is probable that the prospective office holders from the county seat will take advantage to congratulate the farmer on the prospective fine crop.

Place cards have been posted in the business part of the city with the slogan "Buy a Sack of Wheat Savers." It also announces that the wheat situation is serious and that people should abstain from eating food made from wheat. The statement is also made that there are 500 cars of potatoes in Oregon that will spoil if not eaten before next August. Also that potatoes are the cheapest wheat substitute on the market.

Mr. Ben L. Markoe, the baritone who will sing at the sacred concert in the Catholic church next Sunday evening, has many complimentary things said of him by the press. He will sing two numbers "Ecce Deus" (Clifton) and Gloria. (Buzia-Pecia). Rev. George Thompson of the Madeleine, Portland will give an interesting address on "The Catholic Church and Democracy." Rev. J. R. Buck, invites the public to attend.

Hereafter when a ticket is bought at the Oregon Electric ticket office for points on Puget Sound, the traveler will not be obliged to select any special route, according to instructions received today at the Oregon Electric depot. Tickets are now interchangeable and after one has arrived in Portland on the way to Tacoma or Seattle, the ticket is good on the Northern Pacific, O. W. R. & N. or Great Northern, regardless as to the route noted on the ticket. The same holds good for travelers to Grays Harbor or American Lake.

The preliminary examination of Frank Goshul who is under arrest on a charge of failure to support his minor child aged three years, is being held in Justice Webster's court with District Attorney.

(Continued on page five)

Now that it is necessary for you to carry your own parcels, why not buy where you get the most for your money.

When you trade with us you are doing your bit to keep the retail price of meat on the lowest possible margin.

## The Midget

Is not owned or controlled by any other market. In anticipation of a larger volume of business we quote the following specials for tomorrow:

- NO. 5 PURE LARD \$1.40 PER PAIR
- NO. 5 SHORTENING \$1.20 PER PAIR

We have a choice supply of Veal; also some young Mutton at prices you can afford.

## Midget Market

Originators of Low Prices.  
351 STATE STREET

PRO-GERMAN SENTENCED. San Francisco, May 10. — Federal Judge Dooling today sentenced Otto Jansen, wealthy Oakland manufacturer

to five years in McNeil's Island prison for violation of the espionage act. Jansen was born in the United States. He was accused of making seditious statements.

CONTRACTOR CONVICTED. Detroit, Mich., May 10.—Ralph Windhorst, aged 25, Chicago contractor, was adjudged guilty today of defrauding the

government by juggling sales of construction materials intended for Camp Custer. He was sentenced to two years in the federal prison and fined \$10,000.

Hear Ye!  
Megaphone  
Singing  
Pep-Pep

The GREAT VIOLINIST FROM LONG BEACH, CALIFORNIA  
**MOOSE HALL-SATURDAY NIGHT**  
SALEM'S WONDERFUL NEW BANJO PLAYER

Hear Ye!  
A DANCE  
for DANCERS  
Come Early!  
W. L. Bryant, Manager