J. C. PENNEY CO., Inc.

OPERATING ONE HUNDRED AND NINTY-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

OREGON PENDLETON ATHENA DALLAS

ALBANY BOSEBURG Tail DALLES BARER CITY LA GRANDE MARSHFIELD MILION EUGENE

AFTORIA SALEM LAKEVIEW CORVALLIS OEZGON CITY ENTERPRISE HOOD RIVER

ARIZONA

JEROME WINSLOW MESA BISLEE MIAMT PRESCOTT HOUGLASS FLAGSTAFF

MONTANA GREAT FALLS ANACONDA KALISPELL MISSOULA

ILLIONIS LA SALLE

WASHINGTON

DAYTON WENATCHEE CENTRALIA CHEHALIS COLVILLE LEAVENWORTH COLFAX POMEROY SUDRO WOOLLEY RITZVILLE MONTESANO PULLMAN WALLSBURG OLYMPIA

TEROA

LIST OF STORES

IOWA WEESTER CITY CTTUMWA MARSHALTOWN BURLINGTON FURT MADISON CLLWEIN CRESTON EHENANDOAH

NEVADA MCUILL TONAPAH LAS VEGAS

MANSFIELD POSTORIA

HAILEY

IDAHO

оню

PELSTON MALAD REABURG MACKAY LEWISTON MUSCOW ST. ANTHONY DOWNEY SHOSHONE WALLACE

RIGBY **JEROME** SAND POINT GRACE COEUR D' ALENE

MINNESOTA ST. CLOUD HIBBING LITTLE FALLS MANKATO FERGUS FALLS RED WING BEMIDJI VIRGINIA CROKSTON

OKLAHOMA OKMULGEE ARDMORE ENID MUSKOGEE

MISSOURI MOBERLY

LIST OF STORES

UTAH MARYSVILLE MURRAY RICHMOND EUREKA PRICE MT. PLEASANT SPANISH FORK AMERICAN FORK BINGHAM CANYON BOUNTIPUL GUNNISON

HELPER SPRINGVILLE HEBER CITY TOOELE MAGNA SALT LAKE CITY NEPHI

MICHIGAN OWOSSO IRONWOOD ESCANABA ISHPEMING PORT HURON

NEW MEXICO EAST LAS VEGAS GALLUP ALBUQUERQUE ROSWELL

COLORADO TRINIDAD MONTROSE GRAND JUNCTION LAS ANIMAS FORT MORGAN DURANGO STERLING LOVELAND CANON CITY COLORADO SPRINGS

LONGMON NEBRASKA DAVID CITY GRAND ISLAND HASTINGS BEATRICE McCOOK FALLS CITY

LIST OF STORES

NORTH PLATT PENNSYLVANIA

OIL CITY BRADFORD FRANKLIN WYOMING

KEMMERER

COKEVILLE RAWLINS SOUTH DAKOTA

REDFIELD MITCHELL HURON CALIFORNIA

NEEDLES CHICO NAPA PORTERVILLE BAKERSFIELD MODESTO SANTA ROSA SAN BERNARDINO MARYSVILLE

NORTH DAKOTA WAHPETON FARGO GRAND FORKS DEVILS LAKE MINOT WILLISTON .VALLEY CITY DICKINSON CARRINGTON

KANSAS NEWTON ATCHISON SALINA PITTSBURG ARKANSAS CITY

TEXAS ABILENE PARIS DALHART TEMPLE WICHITA FALLS

WISCONSIN WAUSAU WATERTOWN CHIPPEWA PALLS RICE LAKE

Nimonas, nouse 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

We have an exceptionally fine line of

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



In Fashion's Mirror.

HEATHERBLOOM Peticoats reflect the latest style tenden-cies, and as the same time, effect a saving that is worth while

Heatherbloom outrivals silk for wear at one third the cost. We have a remarkable display in our Petticoat Department today of the latest Heatherbloom creations. Come in and see them.

Taffeta Petticoats

\$1.69 and \$1.98

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



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

Today the guage of the river read

Don't forget the big dance, Dallas conight. Follow the growd.

Dr. M. P. Mendelsohn fits eyes cor-rectly. U. S. National Bank Bldg. tf. Phone 1096. We do repair work. Stoves and furnaces coiled.

"The funeral beautiful." Webb &

Assisting Mrs. Frank M. Brown, chief 2.2 feet above zero and the range of clerk of the local exemption board to froms to reat during time of the Sate on temperature for 24 hours was from 39 day were, Miss Dollie Smith, Miss Ab. Grange session June 4th to June 7th, we bite S. Davis, Miss Delle Denison and inclusive, please notify J. A. Sellwood, us. Miss Laura J. Bell.

Best ever. What? Dance at armory

Special meeting of Pacific around Salem. The reason is that there Monday evening at 7:30 sharp. Work in the M. M. degree Work in the M. M. degr Visiting brethren welcome.

Elmer Burton Williamson of Albany mlisted today at the navy recruiting station, going into the Yeoman service. to announce to their patrons and He has been associated with the Al- friends that after May 20, '18, they bany state bank.

rooms to rent during time of the State phone 1967J or Commercial club. 5-13

Politicians are as scarce today as the proverbial hen's teeth, that is in and

ige No. 50, A. F. & A. M., is a picuic or something of that kind on tap today at Mchama and the boys just could not neglect the opportunity to get there and so help themselves-

Big dance tonight, Dallas.

The Purvine Pump & Impl. Co. wish will be glad to welcome them at their new location, 173 North Com'l street, Win that \$6 prize at armory tonight. one door south of Buren's Furniture store and in order to reduce our very large stock, we will make a reduction on every article in our store, for one week before moving. Come in and see

Dance at Moose hall tonight.

COMING EVENTS

TONIGHT

May 14.—Patriotic Benefit Eastern Star Bed Cross auxiliary Red Cross, at Commercial club May 16 .- Richmond P. Hobson lecture at Armory, Free. May 17-Willamette Glee club

oncert, opera house. May 17.—Primary Election, City, County and State. Moy 20-25 .- Bernardi Great-

er Exposition, auspices Moose lodge. June 4-7.—State Grange meet-

ing in Salem.
June 5-6.—State Jawelers' Convention in Salem. June 8. - Total eclipse of the sun. World's Almanac gives hour as 1:38, but new time schedule will make the hour

June 12.—Commencement day Willame te University.

June 14.—High school gradua-

June 17 .- Election of two school directors in Salem.

* * * ** ** * chairman of the annual flag day ser vices of the local Elk lodge, to be of served Friday June 14. The program will be given in Willson park and will include patriotic addresses, selections

by the Cherrian band and vocal solo Dance at Moose hall tonight.

If you are interested in food conse ation and of course you are, you wi find the 100 ways of cooking potatoe described and available at the public library, well worth taking a look at.

Dance at Moose hall tonight

After the regular Thurday evening eeting of the Royal Neighbors and Woodmen an organization wa formed of a society to affiliate with the National War Savings Committee, to be known as the Cherry City W. W. W. J. A. Wright was elected president and Mrs. Melissa Persons, secretary.

Dance at Moose hall tonight.

Friends of Willamette University are asked not to forget that on next Friversity will give its annual concer, at the opera house. Judging from the press-commens given the club during its recent tour in Washington, friends of the club feel that the program will be more than usual interest.

Oregon now has one lake for sale or ease by the name of Summer. Jason Moore failed to put up his additiona \$15,000 yesterday and the contract fo Summer lake is thereby forfeited. Mr. Moore concluded that one lake was enough. Hence, anyone intrested in Summer Lake will be favorably received at the State Land board office. Jaso Moore has the compact for Albert lake but no longer for Summer.

A patient being brought to the asylum last night went into the toilet of the car while near Tualatin and a tempted to escape by climbing through the window. The attendant caught him and the two wrestled in the dark but the been recaptured.

As soon as the Portland Railway Light and Power company can arrange switches and wires in the down town light standards, the order of the city council reducing by two thirds the lighting of the down town district will audience. go into effect. This will be some time next week. The effect will be to cut last story hour of the season at the pabout all lights on each standard except he library. There will be potato stories

are of fluted steel, with one 16 inch globe on top of the 11 foot column. The columns are to be placed on alternate sides of the bridge, beginning on the but next Friday evening, while wait tasks with Water street and on the long to hear from the election returns, bridge directly over piece and on the long to hear from the election returns, bridge directly over piece and on the long to hear from the election returns, and the long to hear from the election returns, bridge directly over piece and on the long to hear from the election returns, and the long to hear from the election returns, bridge directly over piece and a Willamette University pads, 21x26 inches; 676 absorbent pads, 21x24 and 5,400 compresses 4 by 8 inches. To heave bridge directly over piers. The conthose who happen to be interested in duits are now being laid on the east music and politics—a strange combinaide of the bridge.

ing ready to re-organize and to post state, giving a pretty close idea as to treelf as to what the Salem club is do, how the voters atood on the leading cantself as to what the Salem club is dong, invited the Rev. Robert S. Gill didates. and William McGilchrist, Jr., to at, end a booster meeting. Several business men vention city. The Oregon Grand Chap-from Eugene were also present to add ter P. E. O. will hold its seventh annual

Vote 48X



W. AL. JONES

Republican, Candidate for Nomination for State Senator

W. Al. Jones has been a citizen of Oregon for forty years, having been born and raised in Marion County. Attended the public schools of Mission Bottom, graduating therefrom at seventeen years of age. Attended and graduated from the Portland Business College. I live on a farm two miles west of Waconda Station, Gervais Rural Route No. 2, with my wife and two children, and have followed farming and stockraising all of my life, with the exception of two years, part of which time I was Secretary of the Oregon State Fair Board.

Four years of my life was spent in Wallowa County, where I operated a large farm, and was elected from that district (Union and Wallowa Counties) as a member of the House of Representatives of the 1915 session by a good majority. I was also elected as a member of the same body from Marion County in the 1917 session by a large majority. I now desire to be elected as one of the two Senators to represent Marion County, believing my legislative experience of the past fully qualifies me for the honor I seek.

While my financial interests are virtually in the country, I am and always have been mindful of the cities' interests. I also claim due credit for the passage of the bridge bill in the last session, which enabled Marion County to construct a bridge across the Willamette River at Salem. This is not only a financial but a public benefit to every resident of Salem and surrounding territory.

I am fighting my own battle and not plugging for any other candidate .-- I will appreciate your support.

(Paid Advertisement)

attended the May Festival given last state grange will hold its sessions in the evening at the opera house under the direction of Mrs. Ralph White is that The general opinion among those who patient finally escaped, and owing to the darkness could not be found. Up of three o'clock this afternoon he had not it was the best children's entertainment given in the after for

Next Saturday morning will be the

ion-will be well taken care. By the ********** time the concert is over, there will be * The Albany Commercial club is get interesting returns from all parts of the *

Salem is becoming quite a state conto run a suc | session in the city May 21-23. The state

essful club. A resolution was passed grange is to meet in Salom June 4-7 looking forward to the forming of an ond the Oregon State Jewelers' con-Oregon Chamber of Commerce. cers for the ensuing year will be elected by each of the organizations. The

ment given in the city for many a year. The second part of the program ernor in the republican primaries will with the little girls dressed as Red visit Salem Monday and meet his Louis J. Simpson, candidate for gov-Cross nurses and the boys in the ap- friends and the public generally during proved military uniforms especially appealed to the particular sentiment of the the day. It has also been arranged that Mr. Simpson will speak at both the Liberty and Bugh theatres Monday night.

The women of Salem responded nobly to the call for help as the surgical only, and there will be a potato play dressing department of the Red Cross presented by some of the story hour at the postoffice although the work in The standards and fixtures for lighting the Willame te bridge will cost to the little folks and as it is the \$1425.00, the contract being awarded to the P. R. L. & P. Co. The standards will be, or should, a record breaker. Politics and a Willamette University pads, 21x26 inches; 676 absorbent pads,

(Continued on page four)

SEARLES.- In he city, May 9, 1913, Jessie C. Searles at the age of 57 years.

350 PEOPLE

25 CARS HOWDY "PAP"

MOOSE SPRING CELEBRATION

COMMENCING MONDAY, MAY 20th TO 25th INCLUSIVE

ONE SOLID WEEK OF FUN

AND THE BERNARDI GREATER SHOWS

SEE THE HAWAHAN VILLAGE, TANGO MAZE, CRAZY HOUSE, PALACE OF ARTS, TRAINED ANIMAL SHOW, ATHLETIC SHOW, CIRCUS SIDE-SHOW, PALACE OF ILLUSIONS.

RIDE THE MERRY-GO-ROUND, THE GIANT FERRIS WHEEL, THE

15 BIG SHOWS

WHIP. LET'S GO

3 RIDING DEVICES