WE DO NOT HAVE SPECIAL SALES ON JUST SPECIAL THINGS FOR JUST A DAY OR A WEEK, BUT WE HAVE
UNUSUALLY LOW PRICES
on everything, all the time

## J. C. Penney Co.

The Most Popular Store in Every One of the 197 Cities Fortunate Enough to Have One of our Stores We Have the Lowest Prices On Everything to

## Men, Women or Children




HOW ABOUT YOUR EYES--ARE YOU IN NEED OF GLASSES?
Let us remind you that you can come to us with the absolute assurance that every
effort will be exerted to meet your optical needs with fair prices.

DR. A. McCULLOCH Optometrist, 204.5 Salem Bank of Commerce Bidg.


All Around Town


## GAEL \& CO.S'STPECCCLIL WEEK

 On Staple Domestic Sheetings, Muslin, Etc. Now on sale at bargain prices. We handle only the best known, staple brands This is a timely special to supply your needs for fall and future. You are probably familiar with the cotton goods market---prices advancing from day today and it looks like higher prices this fall. However by buying direct from day and it looks like higher prices this fall. However by buying direct from
the largest mills and factories in the United States we are offering the following prices for one week only, ending Saturday night. Buy all you reasonably use. We reserve the right to limit quantities. Regal Sheeting, 81 inches wide, bleached 49 Cd Pepperell or Mohawk Sheeting, 81 inches wide, bleached Pepperell or Mohawk Sheeting, 81 inches wide, unbleached Pepperell or Mohawk Sheeting, 72 inches wide, bleached Pepperell or Mohawk Sheeting, 72 inches wide, unbleached 64 c Y

## Indian Head Linens

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Our Prices Always the Lowest

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