

# Service To Our Fellow Men!!!

**The J. C. Penney Company,**  
**Operating 197 Stores in 25 States**  
**With Its Tremendous Purchasing Power CAN AND DO**  
**Undersell ALL Competition**

**Buying In Quantities at a Ratio of 197 to 1**

THINK OF IT. OVER 197 TIMES THE AMOUNT OF MERCHANDISE USED BY THE ORDINARY STORE. BUYING DIRECT FROM FACTORY, NO TRAVELING SALESMEN COMMISSION, PAYING CASH, TAKING OUR CASH DISCOUNTS, AS WELL AS QUANTITY DISCOUNTS, WE SAVE THOUSANDS OF DOLLARS, TOGETHER WITH OUR MODERN WAY OF SELLING HONEST GOODS FOR CASH IS RESPONSIBLE FOR THE VERY LOW PRICES YOU WILL ALWAYS FIND HERE. YOU PAY NO ONE ELSE'S BILL, NO DELIVERIES, YOU GET THE DIFFERENCE IN REDUCED PRICES. THESE METHODS AND THESE ALONE, ARE RESPONSIBLE FOR PHENOMINAL GROWTH, AND HAVE MADE US THE GREATEST CHAIN OF RETAIL DEPARTMENT STORES IN THE WORLD. WE HAVE ALWAYS GIVEN THE BEST GOODS FOR THE LEAST MONEY. ANY MERCHANT CAN MAKE THE CLAIM OF "GREATER VALUES", BUT CAN HE DELIVER THE GOODS?—THE POWER OF SELLING LIES IN THE POWER OF BUYING—TAKE ADVANTAGE OF THESE PRICES, AND SAVE THE DIFFERENCE.

## Children's Hats

OF THE VERY LATEST FALL STYLES, AND NEAT ONES THEY ARE, FOR EITHER THE

## Boys or the Girls

WE HAVE A BIG STOCK FOR YOU TO SELECT FROM, SO YOU WILL FIND SOMETHING TO PLEASE YOU, AND AT THE SAME TIME SAVE YOURSELF MONEY.

Girls Hats .....89c, 98c, \$1.25, \$1.49, \$1.69, \$1.98 and \$2.98  
 Boys Hats .....69c and 98c

## Don't Overlook Us For LADIES COATS, SUITS, and DRESSES

As we have the best of quality at the LOWEST PRICES giving the seasons latest styles.

Coats .....\$16.50 to \$47.50  
 Suits .....\$22.50 to \$45.00  
 Dresses .....\$9.90 to \$42.50  
 Skirts .....\$3.98 to \$9.90

Our low prices in shoes continue to Surprise, and the HIGH QUALITY of Them Continue to Please. We have good ones In Every Way for the ENTIRE FAMILY  
**BUYING FOR 197 STORES ENABLES US TO UNDERSSELL.**

You Can Always Do Better At The

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

We Underbuy For Cash, And We Undersell Our Competitors

**We Are Well Stocked To SUPPLY YOUR WANTS IN**

# SILKS

We have just received another big shipment of select patterns of striped and plaid silks of the best quality.

We have just what you have been wanting, and When you see them you will appreciate the low prices.

MESSALINE (35 inch, plain colors) .....\$1.49  
 MESSALINE (35 inch plaids, and stripes) .....\$1.79  
 TAFFETA (35 inch plain colors) .....\$1.49  
 \$1.79 and \$1.98  
 TAFFETA (35 inch plaids and stripes) .....\$1.79  
 GEORGETTA CREPE (40 inch) \$1.49 and \$1.79  
 CREPE de CHINE (40 inch, in big range of colors) .....\$1.25 and \$1.49

# LADIES' COATS

A splendid Showing of Ladies and Children's Coats at Popular Prices. Buying our Coats Direct from New York and Philadelphia Factories Saves You all the Middleman's profit.



Children's Coats \$3.98 to \$7.50  
 Ladies Coats \$14.75 to \$42.50

Our Prices Always The Lowest

## GALE & COMPANY

Commercial and Court Streets Formerly Chicago Store

### Coming Events

Aug. 24.—Nebraska Association annual picnic state fair grounds.  
 Aug. 24.—Registration of men who have reached the age of 21, since June 5, 1918.  
 August 25.—Billy Sunday at armory 2 p. m. for Salvation army.  
 Sept. 1-4.—"To Hell With the Kaiser," at Liberty theatre.  
 Sept. 1-4.—D. W. Griffith's "Hearts of the World", Oregon theatre.  
 Oregon State Fair Sept. 23-28.

### A. E. HARRIS & SON

Hopewell, Oregon.  
**Buy Grain And Hay**  
 Seeks for Sale at Warehouse. It may be to your Advantage to get our Prices.

### WANTED, JUNK

And All Kinds of 2nd Hand Goods.  
 Full Market Prices—Special Prices paid for Sacks.  
 Get our prices before you sell.  
**THE PEOPLE'S JUNK & 2ND HAND STORE**  
 271 N. Com'l St. Phone 734

## TO HELL With the KAISER

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

### DR. W. E. STANTON

Skin and Scalp Specialist  
 Treats all eruptions and blemishes of skin and scalp. Latest appliances for treating the feet. Satisfaction guaranteed.

Lady Assistant  
 518 U. S. Nat'l. Bank Bldg.  
 For Appointments  
 Phone 416

### 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 BAGS

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 Street  
 Phone 398

## L.M.HUM

est. of  
**Yick So Tong**  
 Chinese Medicine and Tea Co.  
 Has medicine which will cure any known disease.  
 Open Sundays from 10 a. m. until 8 p. m.  
 133 South High St.  
 Salem, Oregon. Phone 253

### The Commercial Cider Works

Phone 2394  
 Salem, Ore.  
 Manufacturers of cider to drink. Bring in your ripe apples

Journal Want Ads Pay

Megaphone Singing by Mr. Frank Walch

# DANCE MOOSE HALL DANCE

## SATURDAY NIGHTS TUESDAY

Big Time  
 Big Crowd  
 Big Dances