## 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

## 

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 W ITH OUR MODERN WAY OF SELLING HONEST GOODS FO\& 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 Boys Hals

89c, 98c, $\$ 1.25, \$ 1.49, \$ 1.69, \$ 1.98$ and $\$ 2.98$

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

As we have the best of quality at the LOWEST PRCCES suinis she satanas bat est styles.

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

## LADIES' OUTING FLANNEL NIGHT GOWNS <br> $89 \mathrm{c}, 98 \mathrm{c}, \$ 1.25$ and $\$ 1.49$ <br> Children's Gowns 79c and 89c NOTIONS

We will make your money go farther in
this important line. For example here is a few every day prices: Colgales Talcum Powder. Colgates Shaving Cream Colgates Bath Soap Palmolive Soap Long Round Shoe Laces

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) $\quad \$ 1.79$
GEORGETTA CREPE (40 inch) $\$ 1.49$ and $\$ 1.79$
CREPE de CHINE ( 40 inch, in big range of
colors)
$\$ 1.25$ and $\$ 1.49$


Our low prices in shoes continue to Surprise, and the HIGH QUALITY of Them Con-
tinue to Please. We BUYING FOR 197 STORES ENABLES US TO UNDERSELL

## All Around Town





1 bw all kind 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

Journal Want Ads Pay

The Commercial Cider Works
Phone 2194
Salem, Ore.
Manufacturers of cider to drink. Bring in your ripe apples

ISYOUR EYESIGHT AS GOOD ASIT SHOULD BE?
Are you able to see near and
far objects clearly with the glasses you now have?
If not, you should have If not, you should have
your eyes examined at once your eyes examined at once
and fitted with glasses that and fitted with glasses that
will give them the comfort will give them
they deserve.
they deserve.
Our eye examinations are thorough and accurate in DR. A. McCULLOCH, Optometrist 204-5 Bank of Commerce Bldg.

