

J. C. Penney Co.
Incorporated
197 BUSY STORES

NATION-WIDE INSTITUTION OPERATING
197 BUSY STORES IN 25 STATES

WHY WE SELL BETTER MERCHANDISE—Our sales for 1918 amounted to \$21,336,795.80; Our army of skilled buyers in our purchasing departments in New York, St. Louis and St. Paul have made larger contracts and are preparing for the wave of prosperity that is sure to come on a much larger scale than was ever attempted by an institution of our kind in the history of the country. They are ever alert to see the advantages and disadvantages in every turn of the market. It is protection for you to know we maintain a skilled army of buyers in our city offices with the ever watchful eye of the executives over them with years of experience and unlimited knowledge. It is almost impossible to find one link in our chain that has been weakened by any cause.

Men's Work Shirts		Men's Khaki Work Shirts	
Made to fit and wear— Gray chambray, all sizes	79c	Good goods	\$1.25 to \$2.50
Blue Chambray, all sizes	79c	Men's Work Pants	\$1.98, \$2.25, \$2.98
Khaki, all sizes	79c	Children's Play Suits in Blue, Blue Stripe and khaki	98c
2 shirts in one, the "double Kina"	\$1.69		
MEN'S WORK SOX.		MEN'S GLOVES	
Rockford, heavy gray mixed and blue mixed, 2 pairs	25c	Men's Canvas Gloves, 3 pair	25c
Black and brown, white heel and toe, pair	20c	Good leather work gloves	49c 98c. \$1.25, \$1.49
Men's fine dress sox, 3 pair	25c		
MEN'S BLUE AND RED LARGE HANDKERCHIEFS 3 FOR 25c		MEN'S UNION SUITS SUMMER WEIGHT 98c	
Men's White handkerchiefs	5c	Athletic Union Suits, made of fine cross bar dimity	69c, 79c, 98c
Men's white laundered handkerchiefs, 3 for	25c		
MEN'S HEAVY WORK SUSPENDERS 39c AND 49c		J. B. STETSON HATS, \$4.98	
Men's dress suspenders	35c to 49c	Ladies Black Hose, 2 pair	25c
Boys Suspenders	15c to 25c	Children's Black Hose, 2 pair	25c
		GOOD GOODS	

SHOES FOR HARD WEAR AT SOFT PRICES

Men's and Boys' shoes in all the best the market can afford, at prices that are well in line with the new era movement, and are bound to make you prosperous in your reconstruction of Spring Footwear.

Men's Brown English shoe, Goodyear welts	\$4.98	Boys' Outing Bals, tan	\$1.59 to \$2.49
Men's all leather work shoe. In Blucher or Outing style, black or tan	\$2.79, \$2.98	Men's heavy work shoes	\$2.69, \$2.98, \$3.98 \$4.98
		Tennis Shoes for Women, Girls and Boys	75c to 98c

Horlick's
Safe Milk
For Infants & Invalids
No Cooking
A Nutritious Diet for All Ages.
Quick Lunch; Home or Office.
OTHERS are IMITATIONS

IF YOU WANT PIES, CAKES, DOUGHNUTS AND BREAD
Like the kind Mother used to make come to the
Peerless Bakery
170 N. Commercial St.
Everything in the bread and pastry line.

GALE & CO'S
Best Quality Silk Poplin
36 inches wide, now \$1.00 per yard.
Colors: Navy, White, Black, Old Rose, Taupe, Pearl Grey, Copenhagen, Plum, Pigeon, Tan, etc.
\$1.00 per yard
"Our Prices Always The Lowest!"
GALE & COMPANY
PHONE 1072
Commercial and Court Sts., formerly Chicago Store

Walk into your home some spring afternoon, as though you were a stranger. Does your home possess all the charm and beauty that you think it should. If not, make a list of the old furniture you can get along without and send it to Frank E. Richter's furniture store and either trade it for new or sell for cash.
Just received shipment of Toledo Ranges. Trade your old stove for a new one.
Frank E. Richter Furniture Store, 373 Court St. Phone 217.

L.M. HUM
care of
Vick So Topp
Chinese Medicine and Tea Co.
Has medicine which will cure any known disease.
Open Sundays from 10 a. m. until 8 p. m.
153 South High St.
Salem, Oregon Phone 282

Every farmer needs at least a shotgun and a small caliber rifle—Remington preferred.

NOTICE!
If you have any junk or second hand goods of any kind see us first.
PHONE 398
271 Commercial St.
CAPITAL JUNK CO.

2ND HAND GOODS
Highest Cash Price Paid
For Clothing
Musical Instruments,
Tools, etc.
CAPITAL EXCHANGE
337 Court St. Phone 493

The Busick Stores, Salem

Regular Prices. See Specials Below. When Ordering By Mail Mention This Add. Write For Price List.

FLOUR	SOAP	MILK	POSTUM
Crown, sack \$2.95	5 Swifts White soap 28c	Borden's, tall can 15c	Instant, 50 size 45c
Olympic \$2.95	5 bars Ivory 35c	Carnation, tall 15c	Instant, 30 size 25c
Pacific hardwheat \$2.85	Cream Oil, 3 for 25c	Best Creamery butter 65c	Plain, 25 size 22c
Diamnod C \$2.55	Palm Olive, 3 for 32c	Peanut butter, lb 16c	
Breakfast Foods	Rose Bath, 3 for 25c	Umeco 35c	COFFEE
Kelloggs Corn-flakes 13c	Citrus Washing powder 27c	Nut Ola 35c	3 lbs Royal Club \$1.10
Post Toasties 13c	Sea Foam, large package 25c	Jell O, package 10c	1 lb. Royal Club 42c
2 Grape Nuts 25c	Cascade soap, 4 for 25c	Jiffy Jell, pkg 10c	Power coffee, lb 30c
Shredded Wheat 14c	White Navy soap 4 for 25c	Knox Gelatine, pkg 18c	M. J. B., 5 lbs \$2.10
Puff Rice and Wheat 13c	Clean Easy soap, 5 for 35c	Jelly powder, pkg 12c	M. J. B. 2 1-2 lbs \$1.15
Cream Rolled Oats pound 7c	Crystal White 6c	Sugar, 10 lbs \$1.00	M. J. B. 1 lb 47c
Large Package G. R. Oats 30c	Lux, 2 packages 25c	Sugar, 100 lbs \$9.65	3 lbs Dependable \$1.10
Mathena oats, pkg 30c	Gold Dust, pkg 27c	Tapioca, lb 14c	Fancy blend bulk 30c
	Old Dutch Cleanser 3 for 25c	Sago, lb 14c	Arbuckles 35c
	Light House 5c		These prices will not last long. BUY

SPECIALS

All Mail Orders Filled At These Special Prices Up To And Including April 10th

Citrus Washing powder 25c	3 2-oz cans spice 25c	Plain Postum 22c	Mathers oats, pkg 30c
5 bars C. W. soap 25c	3 lbs bulk coffee 80c	Seaport Corn 15c	Quaker oats, pkg 30c
5 bars Royal White 25c	1 lb. Tree tea 48c	Royal Red Peas 15c	Golden Rod oats 30c
5 bars Swift's White 23c	1 lb. Dependable 45c	Standard tomatoes 15c	Cream rolled oats, lb 7c
Palm Olive soap 10c	1-2 Lipton's 39c	Shrimp 15c	5 lbs head rice 43c
Rose Bath soap 8c	3 lbs chocolate 85c	Oysters, 5 oz 18c	Puffed rice, 2 for 27c
Fairy soap, 4 bars 25c	1 lb can chocolate 30c	Clams, tall cans 18c	Puffed wheat, 2 for 27c
Cream Oil, 3 for 2c	50c can postum 40c	Clams, flat cans 15c	2 Grape nuts 25c
Ivory, 3 for 20c	30c can postum 24c	1 lb. can Salmon 20c	Kellogg's corn F. 13c
	12-oz. Royal 35c	Blue Jacket Sardines per can 10c	Post Toasties 13c

Spring Time Is Dress Up Time



When all nature blossoms out in happy Spring colorings--then is the time of all seasons when you want to look your best.

The old styles won't do. Spring-time demands fresh new patterns and colorings. You want something entirely different.

THE HOUSE OF KUPPENHEIMER
has admirably interpreted the new mood of this happy Springtime with a myriad of rich colorings and joyous styles galore. They express new ideas in an exceedingly attractive way.

Remarkable values at
\$35 \$40 \$45 \$50
FRATS \$20 \$25 \$30

SCHEI'S

"The Kuppenheimer House in Salem"
Crossett Shoes Knox Hats "Eagle" Shu