

# Every Day Is A BARGAIN DAY At J. C. PENNY CO.

Saturday, July 12th, you will find us giving the biggest bargains of all. If you will recall Salem's other two Bargain Days, you will remember that the J. C. PENNY CO. lead them all for value received.

Saturday will find us prepared to give you values in Dry Goods, Shoes, and everything to wear for Men, Women and Children, such as you will not find elsewhere. We have space here to call your attention to but a few items.

<b>WOMEN'S HATS</b> 49c to \$4.50 You should not fail to see what good values.	<b>BATHING SUITS</b> Prices from 98c to \$5.90 <b>NURSE STRIPE PETTICOATS</b> Extra Good at \$1.15 <b>FIGURED LAWN</b> 10c, 12 <sup>1</sup> / <sub>2</sub> c 25c and 29c <b>SHEETS</b> 72 x 90 ..... 98c 72 x 90 Hemstitched ..... \$1.59
<b>BABY BONNETS</b> Very Good at 19c to 49c <b>HOSIERY</b> For men, women and children from 2 for 25c and up <b>SWEATERS</b> Fiber Silk \$7.50 to \$10.90 <b>GINGHAM WASH DRESSES</b> For Women, \$2.98 to \$5.90	<b>BUNGALOW APRONS</b> 98c and \$1.49 <b>WOMEN'S UNION SUITS</b> 65c to \$1.15

## SHOES

Nowhere will you find such remarkable values in footwear as the J. C. PENNY CO. will give you. In these times when Shoe Prices are going up so high you will make a mistake not to take advantage of this opportunity to lay in a supply of

### White Canvas Shoes

Oxfords and Slippers. They can be had now at prices at which you should stock up for next summer even though not needed now.

Women's White Canvas Shoes	\$1.69 to \$5.25
Women's White Canvas Oxfords	\$1.49 to \$4.50
Women's White Canvas Pumps	\$1.98 to \$3.75
Women's White Canvas Mary Janes	\$1.25 to \$1.98

Other equally good values in all lines of Shoes.

YOU OWE IT TO YOURSELF TO SEE THESE VALUES

### Men and Boy's FURNISHINGS at Prices That Will Appeal To All

Overalls	\$1.19, \$1.49 and \$1.69	Men's Garters	19c
Dress Shirts	98c and \$1.49	Balbriggan Union Suits	89c, \$1.19, \$1.49
Leather Faced Canvas Gloves	25c	Boys Mesh Shirts and Drawers	25c

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

**COMING EVENTS**  
July 16, Wednesday—Dance at armory given by the Elks' lodge.  
July 18, Friday—Cherrian hand concert at Wilson park, beginning at 8 o'clock.  
July 20-26—Ellison-White chautauque in Salem.

**OREGON**  
ELSIE FERGUSON  
IN  
"EYES OF THE SOUL"  
**NOW**

Try Northern Flour, It's a Bear, every sack guaranteed. At your grocers.

Artificial teeth, have expert plate man, with over 35 years experience, at my office. Dr. D. X. Boechler, dentist, 309 U. S. Nat. bank bldg.

Newport fishing season opens; ling cod alled, 15c, and whole fish 12c per pound; red cod 10c pound. Pitts Market.

Dr. L. R. Springer, dentist, Moore bldg. corner Court and Liberty. Phone 114.

Salem Cigar Factory is now making "La Corona" and "Little Salem" cigars exactly as they were made before the war. Smoking them reminds you of old times.

Dr. Mott, Bank of Commerce, 407-8.

I buy junk of all kinds, rags and bottles, metal, iron, broken down autos and parts of autos. Give us a trial. Steinbock Junk Co. 326 N. Com. St. Phone 305.

Bills and Lambert cherries. We are in the market bring them to our big plant opposite S. P. Co. passenger station, or phone 204, Phex Co.

For first class work call Society Cleaners and Dyers, 1272 State St. Phone 1684.

We buy liberty bonds. 314 Masonic bldg.

Call Patton Plumbing Co. for your repair work. Phone 1668, 220 N. Com. street.

Dr. Carl E. Miller has opened his dental office at 510-511 U. S. bank bldg. Phone 341.

Dr. L. R. Springer, dentist, Moore bldg. corner Court and Liberty. Phone 114.

Notice: I will not be responsible for any debts unless contracted for by myself, personally.—Ward N. Barrett. 7-11

Viavi—The old home remedy. Mrs. A. G. Poor, Marion hotel. 7-12

Dance, Stayton Friday night. Truck leaves Masonic Temple at 7 o'clock. Round trip 50c. Hunts orchestra. 7-11

Dance M. B. A. hall Saturday night. Four piece orchestra. Auto leaves Masonic Temple 8:30. 7-11



# GALE & CO.'S ARE PREPARED FOR Bargain Day Bigger and Better than Ever

- Best quality silk poplin, 36 inches wide, per yard..... 95c
- Fancy summer voiles in assorted patterns, per yard ..... 15c, 25c and 35c
- Silk Meteor, 36-inches wide, per yard ..... 39c
- Ladies' white and fancy voile waists, each..... 98c
- Ladies' Bungalow Aprons, each..... 98c, \$1.25 and \$1.49
- Ladies' summer sport skirts, special, each..... 98c
- \$3.49 Cotton Blankets, per pair ..... \$2.98
- Ladies' hose, per pair ..... 19c, 23c and 39c
- Ladies' slip on sweaters, each ..... 98c
- Extra quality slip on sweaters, each ..... \$2.98
- Men's tennis oxfords, black or white, per pair ..... 79c
- Men's tennis shoes, per pair ..... \$1.00
- Boys' tennis oxfords, black or white, per pair ..... 69c

BARGAINS IN EVERY DEPARTMENT

OUR PRICES ALWAYS THE LOWEST

# GALE & CO.

Commercial - Court Sts. Formerly Chicago Store

Salem **BUSICK'S** Silverton  
Phone C. O. D. Orders 198-186  
Mail Orders 446 State Street

100 pounds Best Cane Sugar.....\$9.30	Pint Mason jars ..... 93c	<b>COFFEE SPECIAL SATURDAY ONLY</b>
Crown flour, sack ..... \$3.00	Zinc Mason lids, doz ..... 28c	
Olympic flour, sack ..... \$3.00	Economy tops ..... 28c	
Pacific hardwheat ..... \$2.90	Jar Rubbers, 4 dozen ..... 25c	
Crystal White soap 100 bars \$5.75	Kerr Self-Sealing lids.....14c	
10 bars Crystal White soap.....60c	Kerr Wide mouth ..... 28c	
Swift's White soap, 100 bars \$4.95	Macaroni, pound ..... 9c	
10 bars Swift's White ..... 50c	Blue Rose Rice, 5 pounds ..... 60c	
Cream Oil soap, 12 bars ..... 95c	Cream Rolled Oats, 10 pounds 65c	
Cream Oil soap, 3 bars ..... 25c	Golden Rod Oats, pkg. .... 30c	
Wesson's Oil, pints ..... 39c	Quaker Oats, pkg. .... 30c	
Wesson's Oil, medium ..... 78c	Mather's Oats, pkg. .... 30c	
Large Wesson's Oil ..... \$1.80	2 Kelloggs Corn Flakes ..... 27c	<b>SYRUP</b>
<b>FRUIT JARS</b>		
1-2 gal. Economy jars ..... \$1.73	2 pkgs. Armours Flakes ..... 22c	
Quart Economy jars ..... \$1.35	Large Instant Postum ..... 45c	
Pint Economy jars ..... \$1.20	Small Instant Postum ..... 25c	
1-2 gal. Mason jars ..... \$1.32	Plain Postum ..... 23c	
Quart Mason jars ..... \$1.00	2 pkgs. Grape Nuts ..... 25c	
	12 oz. Royal Baking Powder... 33c	

WE ADVISE BUYING A GOOD SUPPLY--MOST EVERYTHING IN GROCERIES WILL BE HIGHER

Our H. Moore of Salem and the four children of Frank J. Moore.  
Miss Larson at P. E. Fullerton's is offering her millinery at a big reduction for Bargain Day. 7-11  
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St. Paul's Guild will hold a cooked food sale at the Salem Hardware store State St. on Saturday. Pies, cakes, baked beans, etc. 7-11  
An elocutionary and musical recital by Mrs. Grace Millinger of Ashland at Liberty hall Tues. night July 15, under auspices Red Cross. Admission 10 and 15c.  
**BARGAIN DAY-- JULY 12TH**

**Why Pay More?**  
**BARGAIN DAY--EVERY DAY**  
AND A SPECIAL REDUCTION THURSDAY FRIDAY AND SATURDAY ON SUIT CASES TRUNKS, OIL STOVES, RANGES, TABLES, LIBRARY TABLES, CHAIRS, ROCKERS, BEDS, SPRINGS AND MATTRESSES.  
**WHITE AND WHITE ENAMELED WARE. 20c**  
**Peoples Furniture and Hardware Store**  
271 N. Commercial St. Salem.

Dance at armory Sat. night.  
Judge J. F. Rutherford, successor to Pastor Russell, president of the International Bible Student Ass'n, who was sent to prison for 20 years, for publishing the "Finished Mystery," will deliver a free public lecture on "The Hope of Distressed Humanity" in Port land, Sunday July 13 at 2:30 p. m. at Hellig theater, Broadway and Taylor streets.  
Dance at armory Sat. night.  
Dort cars now here and ready for delivery. All those waiting for Dort cars can now obtain them. The ever ready powerful light four cylinder car at \$1095 f. o. b. Salem. Salem Vello company, 162 North Commercial St.  
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Dance at armory Sat. night.  
Service in buying shoes. Bishop's have that in every department. Ask Bill for expert advice.  
Dance at armory Sat. night.