

It Is A Pleasure to Trade Where You Are Treated Right

And where you know you are getting good merchandise, and are sure you are getting it at the least money. All who have traded at the J. C. Penney Co., know this beyond the shadow of a doubt. Especially does this hold true with SHOES. As we are the biggest shoe buyers in the country we will save you a lot of money on footwear.

Fine Brown Kid Shoe
Here is one of the neatest shoes you can find. All kid leather, French heel, Good-year welt sole, wing tip. A beauty at
\$8.50

All Black Kid Shoe
One of the best wearing and most comfortable shoes to be gotten. Imitation tip, welt sole. Have in either the French or Military heel
\$7.50

White Canvas Shoes
In a great variety of styles and quality at prices that will surprise you.

Pearl Grey Kid Shoe
One of the biggest favorites we have had this summer. To see it is to desire it. French heel, imitation tip, welt sole. A bargain now at
\$10.90

Oxfords.
Of all the desirable shades of the season, White, Grey, Brown, Black, from
\$2.98 to \$8.50

Grey Cloth Top, Black Kid Vamp
A shoe that is very popular and a bargain. Have rubber tipped military or French heel
\$5.50

J. C. Penney Co.
Incorporated
197 BUSY STORES

All Around Town

OREGON

WALLACE REID IN "YOU'RE FIRED" AN O. HENRY STORY LLOYD COMEDY W. E. CROSBY TENOR SINGER

NOW

Try Northern Four, it's a Bear, every sock guaranteed. At your grocer.

Dr. Mary O. Rowland and daughter

Miss Nellie Rowland, have just returned from a two weeks vacation spent at Newport. They were accompanied on the trip by Mrs. J. C. Bechtel and Miss Grace Wood, both of Montpelier, Ohio. They motored over and found the roads in excellent condition.

Pyrex Transparent Ovenware, serve on the table in the vessel you cook in. Economical, sanitary and satisfactory. Pull line on display at Hamilton's, 340 Court St.

Tonight, dance at M. E. A. near Chemsaw. Good four piece orchestra. Auto leaves Masonic Temple 8:30.

Louis E. Eastman, one of the prominent business men of Silverton experienced the joys of riding in the air with Aviator Elmer Cook from Salem to Silverton in eight minutes and a

return against the wind in 11 minutes. Mr. Eastman is most enthusiastic over the skillful manner with which Aviator Cook handled the Curtiss plane or "Jenny" as it is generally known. Since carrying Mr. Eastman to Silverton and back in the open highway of the air, Lieutenant Cook has carried 15 passengers for an overhead view of Salem, and all commented most enthusiastically over the ease with which the aviator handles his plane and especially on the careful manner with which a landing was made.

We buy Liberty bonds. 314 Masonic bldg.

Boy's play suits in the Lee Uphol- all for the growing child—Bishop's.

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

Artificial teeth, have expert plate man, with over 35 years experience, at my office. Dr. D. X. Beuchler, dentist, 302 U. S. Nat. bank bldg.

Dr. Stone has moved his store to 157 S. Com. St.

Guy G. Emery, superintendent of the chautauque for the past week, left this afternoon for his home at Hood River. He will stay with the Ellison-White chautauque service until August 22, closing at Round-Up, Montana. Mr. Emery says he has the year divided into two parts, living seven months on his apple ranch at Hood River and giving five months to superintending a chautauque for Ellison-White. Next week he will be with the chautauque at Everett, Wn. He has been with the White for the past three years.

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Mr. and Mrs. G. E. Terwilliger, graduate morticians and funeral directors, 770 Commercial St. Phone 724.

The Oskar Huber Paving Co. is installing a paving plant at Kola, preparatory to paving part of the Salem-Dallas road. It is understood the contract of the company begins with the road on the west end of the big bridge. The company will later install at Rick-reed. It will take its gravel from the river. The plant at Kola will require a 150 horse power engine for driving.

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Now is the time to lay in a supply of mutton, fresh frozen, and also pork chops. For the government is now advertising for sale some of the supplies that were intended for a 1918-1919 win-

COMING EVENTS

July 28, Monday—'Chin Chin' at Grand opera house.
July 30—Wednesday—Dance at armory given by Elks' lodge.

Dr. Stone has moved his store to 157 S. Com. St.

Dance at Query's hall at Livenley station on Sat. night July 26. Refreshments served. Good floor, good music. 7-26

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

J. E. Johnson, recently from overseas has opened up a shop for automobile painting at 230 S. Liberty street and asks a share of your patronage. First class work a specialty. 7-29

D. I. Howard of northern Mississippi who made his home in Salem a few winters ago, is again in the city, attracted to this part of the world by the fine Willamette summer climate. This is Mr. Howard's fourth trip to Salem. Each time he has returned to Mississippi and each time returned to Salem. He has been spending the winter at San Diego. Mr. Howard has extensive cotton interests in Mississippi.

Prof. J. A. Gillespie, for 20 years and over superintendent of the Nebraska state institute for the dumb, has again consented to come to Salem and will give a public lecture at the Moose hall Sunday, July 27, 3 p. m. Come and hear what Prof. Gillespie has to tell you. Seats free and no collection. 7-26

If you have airplane troubles, stop your plane at the airplane service station of Oswald & Savage, on South Commercial street, tire specialists. For this enterprising firm is not only prepared to care for automobile troubles, but it has established the first airplane service station in the city. Taking a peep into the future, the firm decided to get in on the ground floor for the coming business, especially at Salem now has about the most active aviation field in the state. There is a Salem company owning an airplane, and there will be continual flights by army flyers, all of which will create a demand for airplane supplies. Hence the establishing by Oswald & Savage of an airplane service station.

Household goods for sale. Goods of the late Mrs. Jennie Wildridge will be on sale Monday, July 28, 9 a. m., 350 Bush street. 7-26

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

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Alderman Edward Schunbe of the fifth ward, who has been ill for the past two weeks with inflammatory rheumatism, is reported today to be feeling somewhat better and on the road to recovery.

Call Patton Plumbing Co. for your repair work. Phone 1685, 220 N. Com. street.

Why ship bread from Portland. 7-26

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.

The cost of high living has been again given another jolt, for now comes the announcement through the Salem post office that airplane postage is just to be the same as postage on earth. Heretofore, it has cost 15 cents to send a letter by airplane for every ounce or fraction thereof. Now it has come down, as you may send your letters by the air route for two cents an ounce or fraction thereof, just like ordinary common postal rates. Nor is it necessary to buy a special airplane stamp as heretofore. Any old kind of a stamp will answer. You may send sealed packages, just so they do not exceed 30 inches in length.

Attorney P. J. Kuntz has moved his offices to room 201 Bank of Commerce Phone 348. 7-30

Special communication Pacific lodge No. 57 A. F. & A. M. Sunday 3 p. m. 75 attend funeral of our late Bro. A. J. Strong. Visiting brethren invited to attend. 7-26

Free lecture. Victory that overcometh the world, topic of Prof. J. A. Gillespie at Moose hall Sunday July 27 3 p. m. 7-26

Eighty per cent of money spent for Portland bread goes to Portland and districts that much from Salem's prosperity. 7-26

THE NEW FIGURE



As designed by the Arbiters of Fashion is very Shapely in Contour, with a decided curve at the waist. Though the outer garments appear straight, the frocks really fit at the waist line.

The modeling of your figure into the new lines which after all are nature's lines enhanced will depend entirely upon the shaping of your corset therefore, it must be selected carefully. We have many excellent corsets, but we call your particular attention in this announcement to Warner's Rust Proof a corset designed on lines adapted to a figure of the average size as here shown.

There are so many good things about Warner's corsets that we might talk on indefinitely, but we will name just two—The SHAPE and the GUARANTY. It is



ACCURATELY DESIGNED AND GUARANTEED
NOT TO RUST, BREAK OR TEAR.
PRICES—\$1.50, \$2.00, \$2.50, \$3.00
AND UP TO \$5.00

OUR PRICES ALWAYS THE LOWEST
GALE & CO.

Phone 1072
Com'l. & Court Streets Formerly Chicago Store

COMFORT QUALITY DURABILITY REASONABLE PRICE

Leave nothing to be desired in our "Made to Order" glasses. Perfect fitting is guaranteed.

DR. A. McCULLOCH, OPTOMETRIST
204-5 Salem Bank of Commerce Building

SHIPPING CHEESE

In an interview with P. D. McIntosh, manager and cheese maker of the Jordan Cheese Factory last week, we learned that business has been exceptionally good with them. In June the factory shipped \$10,000 worth of the product to Los Angeles and will ship a carload this week to San Francisco. The capacity of the plant is 1,000 lbs. of cheese a day and it is of the finest grade. They are behind with orders which shows that Jordan cheese is in demand.—Stayson Mail.

The election at Prusser, calling for a bond issue of \$1200 for the erection of a school building, passed without a dissenting vote. \$\$\$—Keep Them Home—\$\$\$

The Slogan of Today and of the Future

Ship by Truck
Willamette Valley Transfer Co.
PHONE 1400

Prices Reduced

Furniture bought before the rise has now arrived. You can save Money by Buying this week

Peoples Furniture and Hardware Store
271 N. Commercial St. Salem.

"See all the rest; then come and buy the best"

Izard Gas Generator

Makes Gas from Coal Oil
No Odor, Dirt Or Labor

No oil cans used to squirt oil to generate with, simply turn a valve, light a match and leave it alone. Placed in any range, heating stove or furnace. Absolutely safe and fully guaranteed. Cheaper than coal or wood.

R. M. JENNINGS,
General Sales Manager
193 Fourth Street, Portland, Ore.
State and County Distributors Wanted

Victory That Overcometh The World

Even our Faith. What is a Christian's Faith? Come and hear what the Scriptures say.
Moose Hall, Sun., July 27, 3 p.m.
SEATS FREE. NO COLLECTION
Subject of Lecture by Prof. J. A. Gillespie Of Omaha, Neb.