



It Will Be of Interest

To the Ladies to hear of the arrival of a nice line of nifty

FALL HATS

You should come and see what \$1.98, \$3.98, \$4.98, \$5.90, \$6.90, \$7.50 and \$8.50 will buy you in this important line.

You Will Pay More Elsewhere

J.C. Penney Co. Incorporated 197 BUSY STORES

Goods Do Not Have To Be Bargained Off At Special Sales.

ALL AROUND TOWN

COMING EVENTS
Aug. 26, Tuesday - Lamar Towne at armory, auspices Salem Woman's club.
Sept. 1, Monday - Labor Day. Legal holiday.
Sept. 15, Monday - Fall term Willamette university begins.
Sept. 22-27 - Oregon state fair.
Sept. 29, Monday - Opening of public schools of Salem.

OREGON ALICE BRADY IN 'THE WORLD TO LIVE IN' 'THE SPOTTED NAG' COMEDY NOW

On vacation, office of Dr. O. L. Scott chiropractic, closed from August 10th to Aug. 24th.
Artificial teeth, have expert plate man, with over 35 years experience, at my office. Dr. D. X. Beecher, dentist, 302 U. S. Nat. bank bldg.
Two men wanted to work in vinegar factory. Gideon Stolz Co.
C. W. Roberts, one of the department managers of the Meier & Frank Co. of Portland, and his brother A. C. Roberts who is in the credit department of the same firm, are visiting relatives in Salem.

Call Patton Plumbing Co. for your repair work. Phone 1668, 230 N. Com. street.
Willard Storage Battery Service Station will move to 238 N. High St. about Sept. 1st. Yours for better service.
Newport fishing season opens; half cod sliced, 15c, and whole fish 12c per pound; red cod 10c pound. Fitts Market.
We buy liberty bonds. 314 Masonic building.
Dr. L. W. Guiss, father of Mrs. E. Cooke Patton, died this morning in Portland at the Good Samaritan hospital after an illness of several weeks, according to a telegram received this morning. The funeral services will be held in Woodburg tomorrow.
Dance at Query's hall Sat night 8-23
Never has Salem experienced such a demand for houses, as at this time, and never has there been such a dearth of houses for rent, building material will be no cheaper for years to come. Why not buy one of your own, or build to suit yourself I have plenty of money to loan on easy payments, and funds advanced to build. See me for full particulars. H. E. Bolinger, 328 Hubbard building.
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.
Dance at Query's hall Sat night 8-23
Dr. Mott, Bank of Commerce, 407-8.
The Oregon Packing company is now canning pears and can use a number more women and girls in the preparation department.
George P. Downing, son of W. H. Downing of Shaw, who has been in active service overseas for nearly two years, arrived home last evening, having received his discharge at Camp Lewis. He was with the engineers at the front.
You can miss anything else but don't miss Norma Talmadge in 'The New Moon.' Sun., Mon. or Tues. at 8-22
Try Northern Flour. It's a Bear. every sack guaranteed. At your grocers.
Geneva.—Ex-King Ferdinand of Bulgaria is the latest war-historian. His book is promised for publication this fall.

Ladies' Coats and Suits

The Biggest and Best Assortment in town at popular prices.

New shipments arriving every day direct from the fashion centers of New York and Philadelphia.

Every day sees new models here. In buying direct we save you all the middleman's profit.

- Ladies Coats.....\$14.75 to \$50.00
Ladies Suits\$22.50 to \$55.00
Children's Coats\$6.45 to \$12.50



"Our Prices Always The Lowest"

GALE & COMPANY

Phone 1072

Com'l. & Court Streets

Formerly Chicago Store

Kind to the Pocketbook

FIRESTONE Gray Sidewall Tires cost more than the "Bargain" cut-price tires that attract the "tire shopper."

The all-wool tailored suit costs more than the shoddy "hand-me-down," too.

There's a famous phrase that tells the whole story about Firestone Tire value---

Most Miles per Dollar

Firestone TIRES

SPECIAL PRICES ON RANGES AND OIL STOVES

- RANGES.....\$42.50 to \$75.00
SILK FLOSS MATTRESSES.....\$17.50, \$24.00

BARGAIN DAY EVERY DAY

Peoples Furniture Store

271 N. Commercial St. Salem.

Do you want your Freight and Express out of Portland to arrive quicker?

SHIP VIA

Willamette Valley Transfer Co.

PHONE 1400

You See What You Buy Before Paying--Buying At Home SAVE MAIL ORDER POSTAGE--BUYING AT HOME

Willard Storage Battery Service Station will move to 238 N. High St. about Sept. 1st. Yours for better service.
Dance in the new hall at Turner Saturday night; music by Metropal orchestra of Salem.
W. T. Jenks has recently brought in from the Winstanley orchards the advance pickings of the Tuscan cling peach—one of the handomest fruits grown, and one of the best for canning purposes. They are very highly colored, large size and firm in texture.
He estimates that they will market about 1000 bushels of these peaches this season.
For rent, farm, cash rent. Address A care Journal.
Overall and apron dance M. E. A. hall near Chemawa Saturday night. Of course dress suits are not barred. Come and enjoy a real good lively dance. Truck leaves Masonic Temple 8:30. 8-22
The Oregon Packing company is now canning pears and can use a number more women and girls in the preparation department.
Dance tonight at Brooks.



Few Fall Styles

IN MEN'S AND YOUNG MEN'S

SUITS

Another shipment of Fall Suits has arrived and we are now able to show the very latest in clothing for men and young men. Our line includes the popular styles, models and patterns and the quality is up to the high standard which this store has always maintained.

DOUBLE AND SINGLE BREASTED MODELS

WAISTLINE MODELS

BELTED MODELS

It is useless for us to attempt to describe these up-to-the-minute, stylish models for Fall. You are invited to call and inspect the line.

SCHEI'S

The House of Kuppenheimer Clothes

CROSSETT SHOES

EAGLE SHIRTS

KNOX HATS

CERTAIN WEBB & CLOUGH CO. FUNERAL DIRECTORS 499 COURT STREET SALEM, OREGON

We buy and sell notes, mortgages and all kinds of bonds. HAWKINS & ROBERTS 314 Masonic Building Salem, Oregon

APPLES! APPLES!

We are on the market for your cull apples. Don't let them lay and rot. Remember a few extra dollars always come in handy so pick up your good cull APPLES and take them to the COMMERCIAL CIDER WORKS

P. M. GREGORY, Mgr.

Phone 2194 1010 N. Com'l St.

Did You Read This Advertisement?