## J. C. Penney Company

You will therefore make a lot of money. Thousands of our satisfied customers


## House Dresses

of fine quality of plain, plaid and strip ed ginghams
$\$ 2.98, \$ 3.98, \$ 4.98$ and $\$ 5.90$ Aprons, $\$ 1.25$ and $\$ 1.98$

## Waists

We have as fine a line of Ladies' Waists as you will find in the city You will get more for your money from us.
Wash Waists of Lawn and Voile in White or Colors at. $\$ 1.49, \$ 1.98, \$ 2.49$

## Silk Waists

Of Georgette and Crepe de Chine
$\$ 4.98, \$ 5.90, \$ 6.90$ and $\$ 7.50$

## Girls' Dresses

Serge Dresses
W.98 and $\$ 6.90$

79c, $\$ 1.69, \$ 1.79$ to $\$ 4.98$
MUSLIN UNDERWEAR

## Petticoat Chemise

Sowns
Silk Camisoles
Silk Chemise.
98 c to $\$ 1.98$
$\$ 1.69$ to $\$ 2.49$
$\$ 2.98$ to $\$ 3.98$

## Kimonas

And Dressing Sacques of Serpentine Flanelette ....................... $\$ 1.19$ to $\$ 1.98$ Crepe .......................... $\$ 1.98$ to $\$ 3.98$

## Ladies' Ready-to-Wear

You will find us prepared to give you selections from the most favored New York
styles, OUR PRICES MEAN POSITIVE ECONOMY TO YOU styles. OUR PRICES MEAN POSITIVE ECONOMY TO YOU.
f. Pe Perrey bo:


## Superior

 In Flavorand more substany tial than ordinary corn flakes.

## POST

 TOASTIES
## DO YOU READ OUR ADS?

There are many reasons why we advertise. Some people think that advertising expense is added to the merchandise and makes goods cost more.--As a matter of fact advertising reduces the
cost of merehandise by increasing the volume of cost of me
business.

We ad
We advertise because we have valuable informa to give the publie.
Because we want you to know how to make dellar count for the most
Because

Because we want to make you better acquaint ed with our store and our methods of doing business.

We advertise so that you will have an opportun ity to compare our goods and our prices with all others.

Because we have faith in our goods.
We advertise because we have only one aim and cess---satisfied customers.

Our Prices Always the Lowest

## Gale \& Company

Com'l. \& Court Sts. Formerly Chicago Store

 Train To Be Investigated

For Long Distance Auto Trucking Willamette Valley Transfer Co. Phone 1400

## APPLES <br> L.M.HUM

MANGIS BROS.
High an
Phone 717
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NOW Is the Time to BUY

RANGES
2.50 to $\$ 75.00$
\$1.75 to $\$ 30.00$
BOILERS
$\$ 2.25$ to $\$ 7.50$
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PROFITS DIVIDED
Peoples Furniture Store
New and Second Hand Goods Bought, Sold
271 N. Commercial St. Salem.

MATTRESSES
$\$ 5.00$ to $\$ 24.00$ DINING TABLES $\$ 17.00$ to $\$ 43.50$
LIBRARY TABLES $\$ 9.00$ to $\$ 30.00$
$\qquad$ Phone 734

