

THE LARGEST CHAIN DEPARTMENT STORE ORGANIZATION IN THE WORLD

The Tree is Known by the Fruit it Bears

Square Dealing—Dependable Merchandise Courteous Service—Lowest Prices

From one small acorn planted in 1902 has grown this sturdy oak, the J. C. PENNEY COMPANY, spreading its branches over three-hundred and twelve communities in twenty-six states.

Every Woman Will Enjoy these Good Values

HERE is a shopping list that is also a saving account. Every article is well made of the best quality and in the newest styles.

Summer Dresses Voiles and Organzies

\$9.90 Here is a special purchase of crisp organdie and soft voile dresses in the most desirable summer colors. Many of the models have the newest embroidered effects; others flare into a circular skirt with well defined waist line. Specially pretty are the white collars and cuffs. Shades of contrasting colors and fancy vestings.

Sport Dresses Smart Separate Coat and Skirt

\$21.50 Finest quality of crepe de chine fashions these new sport dresses which have tailored skirts of plain white, and newest style coats in such shades as indigo, orange, blue, navy and gray. Sizes 16 to 44.

Children's White Low Voile & Organdy Dresses

\$2.98 Exceedingly smart frocks for the small maid, tastily trimmed with laces and ribbons. Age 4 to 14.

New Wool Skirts A Special Value

\$4.98 Very smart are these new wool skirts, plaided, striped and in all the new blended styles. Box and cluster effects; in plain colors and combinations of high colors. When worn with over blouse, the prettiest of costumes is enjoyed.

White Wash Skirts In New Sport Models

\$2.98 An unusually advantageous purchase of these newest skirts makes it possible for this store to offer new models at a low price. Both plain and blazer effects in blued, regulation and novelty styles. Extra sizes.

Jersey Coats Popular in Gray Colors

\$10.90 Now comes the time for the sport suit and here are some interesting Jersey Coats, in both Tuxedo and regulation collar effects. A pretty, practical garment for summer and early fall to be worn with separate skirt. Red, green, blue and black.

Over Blouses

Georgette, Crepe de Chine and Mignonette

\$3.39 Many handsome models in the newest Overblouse. Beaded and embroidered in rich designs. Navy, white, flesh and bisque. Also fine Voile Blouse, tailored and fancy styles and the new Pongee blouse in smart sport model with Peter Pan or Two-in-One collar.

Cotton Crepe Kimonos Lowest Prices—Special Designs

\$1.49 Now is the time to purchase these pretty, comfortable, house garments. Fashioned of fine quality serpentine and cotton crepes in a wide selection of colors and sizes.

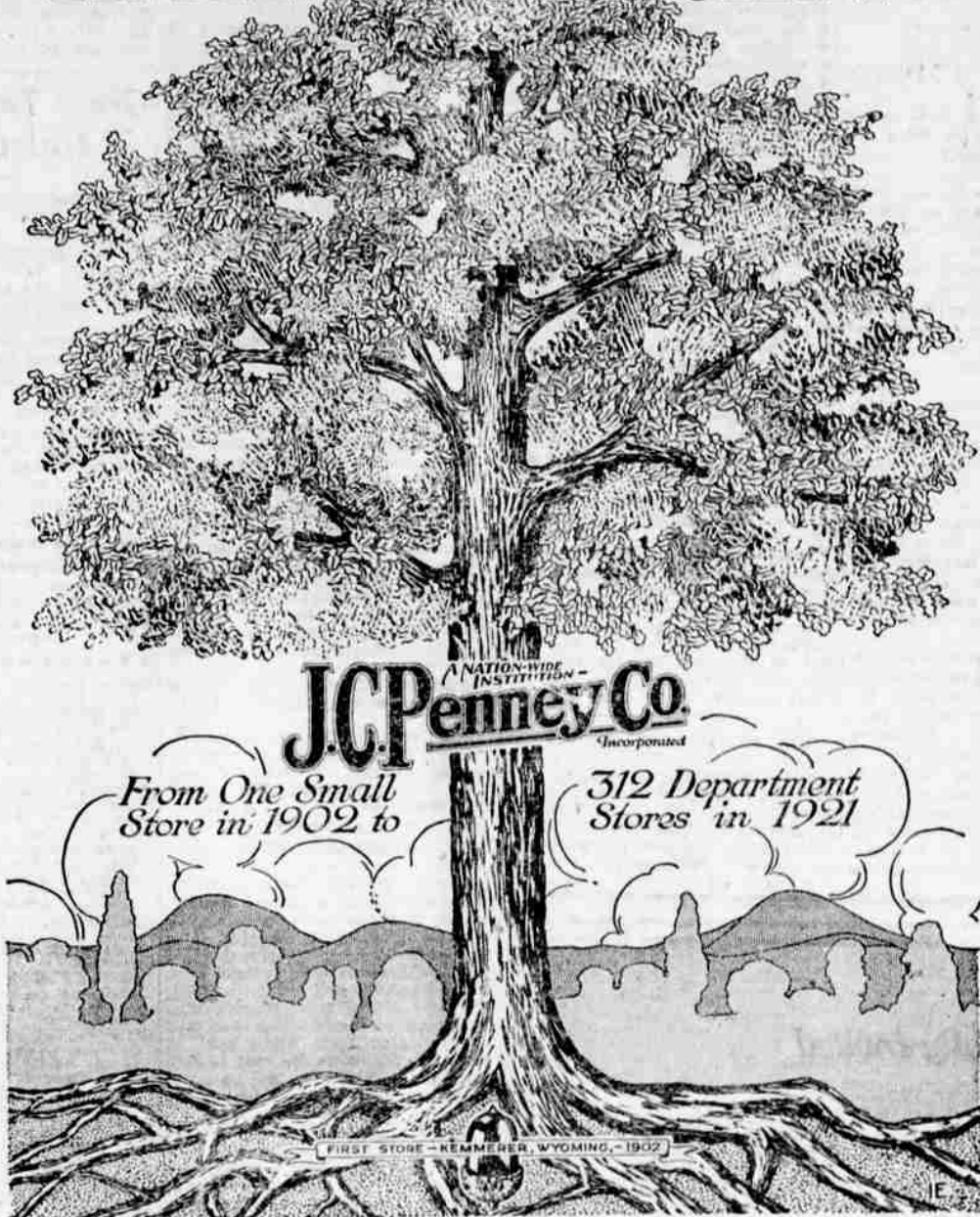
New Dress Fabrics Voiles, Organzies, Crepe Mohair

LOVELY wash fabrics for summer dresses at lowest prices, while quality and choice colors and designs are the finest.

- Fancy Figured Voiles, 49c
- 36 in. wide
- Dainty Tissue Tingham, 49c
- 40 in. wide
- Percales, light and dark colors, 15c
- Organzies, all Summer colors, 19 inch, 39c
- Mererized Suitings, 36 in. Crepe Mohair, New Sport Fabric, 36 inch, \$1.29
- 39c
- Plaque Skirtings, 27 inch
- All New Colors and Designs in Finest Quality

Out of the principle of square dealing, the Golden Rule, applied to business, has grown the demand for approximately \$50,000,000 worth of family outfitting from the J. C. PENNEY COMPANY stores in the past year.

GREAT OAKS FROM LITTLE ACORNS GROW



NOURISHED by sound conservative economical methods, this largest chain department store organization in the world will continue to grow and bear good fruit. Expecting and asking only reasonable profits, you benefit by the lowest possible prices plus the savings effected through our tremendous cash buying power. These savings you enjoy every time you make a purchase at a J. C. PENNEY COMPANY store.

As You Compare Our Prices With Those Quoted Elsewhere, You Know Why the J. C. PENNEY CO. Never Need to Quote Comparative Prices

J.C. Penney Co.

A NATION-WIDE INSTITUTION - Incorporated
312 DEPARTMENT STORES

Roseburg, Oregon

THE LARGEST CHAIN DEPARTMENT STORE ORGANIZATION IN THE WORLD

A Money-Saving Event for Men

HIGHEST grade materials are used in these Men's Suits. The best workmanship goes into their making; the pockets are hand-turned and stitched and every detail is right.

Suits, Regulation and Young Men's Styles

\$19.75 Pure worsteds, fine serges, chevots and cassimeres are the materials. Here are the suits you have been waiting for and a big choice of colors for your selection. Buying from us you save money. Note our prices.

Boy's Clothing Made to Give Service

\$6.90 This is the season when boys give the hardest wear to their suits. Suits with extra trousers and a fine selection of Extra School Pants. Also Suits for vacation and knockabout wear at lowest prices.

Wash Suits for the Small Boys

\$1.49 A wonderful assortment of Wash Suits that may be laundered without fear of fading or shrinking. The styles are the popular Oliver Twist, Russian and Middy Blouse in a variety of materials, plain, striped and color combinations. Just the little Suits for school days and vacation days.

Dress Hats for Men Now Ready

\$1.98 The correct crown height and brim width with ribbon band. Fine, durable, quality of felt and latest shapes. Also Men's new Panama in finely woven Panama with indented crown and band. A choice of Men's and Boys' caps in all new colors and materials.

Men's Wearables at Lowest Prices

25c Special quality Hosiery, black, white, and brown, 39c; Men's Collars, popular brands and styles, 19c to 25c; Men's Leather Palm Canvas Gloves, 39c; Men's Panama, \$1.50; Men's Overalls and Jumpers, heavy denim, \$1.19.

Buy the Boy's Overalls Now

98c A big shipment has just come in. Overalls of the finest and most durable quality; Indigo dye and made with bib, 2 to 7 years, 98c; 8 to 12 years, 98c; 12 to 16 years, 98c.

Men's Shirts for Hard Wear

98c Men's blue chambray shirts, made of extra heavy material, full cut, in slim and stout models. Also Boys' Bell blouses, best quality, 79c. Boys' dress shirts and blouses in plain and fancy stripes, 79c.

Bathing Suits for the Whole Family

A complete line of wool and cotton suits for men, women and children in all the popular colors at the very lowest prices.

New Silk Fabrics for Dresses, Blouses, Skirts

THE clever home dress-maker will take advantage of savings on these handsome silk fabrics; she will be quick to see where she can save money and be able to make two dresses where she has felt she could afford but one.

- Fine quality of Pongees 98c
- Extra quality of Silk Poppins \$1.25
- Heavy Crepe de Chine \$1.79
- Georgette Crepe \$1.49
- Satins, white and flesh \$1.98
- Taffetas, all colors \$1.79
- Fancy Stripe Silks \$1.50

Hazel Hinkle Married Sunday

Hazel Hinkle, a former resident of this city, was united in marriage Sunday, June 12, to Walter Sunday of Portland. The wedding ceremony was held at the home of Mr. and Mrs. E. A. Hinkle, parents of the bride. Hazel is a graduate of Sturgis high school and has been in the city for the past winter. She was employed at the Oliver Chilled Rubber Co. in Portland. Following the ceremony she will spend some time with Mr. and Mrs. Hinkle, and then return to Portland to make their home.

Wrecker Crew For Espee Team

(By C.H. HILTON.) Purported to be a ball game held off last night at Bellows Falls, the contenders were the Pacific and the Baptists. The boys did not contend, however, they were as mild as a lamb without a breath of air. After three innings he gave Garoutte. This boy did not know where the ball was. Now you had it, and now it wouldn't. He hit two men somewhere between the pitcher's box and the backline. He was on balls, and when he was over, the Baptist boys pitched for the Baptists. A very sore arm, but he got the Espee boys did not make him. They did not get a first until the fourth inning. He hit one and another got fielder's choice. They made a hit in the fifth, and the game was completed. But there was little black to fire himself further. The bases ran around the bases. The bases hung out, and they were for water. Even a drop parched tongue seemed to be sore at the end of the dug was 20 to 3 in favor of the Baptists, and it seemed time to be Christians and Presbyterians tonight.

1 2 3 4 5 6 R. H. E.
..... 0 0 0 1 2 3 5 8
..... 2 0 2 4 8 4 20 13 4
base hits, Pickens, Reibel; base hits, Black, Davis to Pickens; by Garoutte 2; base on ball Black 1; off Grimm 2; out 3; Hall 2; Wild pitch, 2; Hall 1; hit by Black 1; Garoutte 2.

Friends of Human Interest Talks on Insurance

Mrs. W. P. Speer, the former sister of Mrs. F. F. Parker, in the Mercy hospital, left home in Walla Walla late night, after visiting here.

SAY FOLKS

Have you ever considered just what makes a prosperous community? Every person sent away for merchandise what kind of a merchant would we soon have. Our merchants accommodate when we need help.

We sent away for legal advice when we need an attorney, would be inconvenient, wouldn't it? We sent our bank deposits to our banks could not help farmer market his products. Oregon Life Insurance Company is a big bank. Takes your money and invests your money right in your home community and state.

Think it over and talk to S. McELHINNY Oregon Life Man Roseburg, Oregon