

# J.C. Penney Co.

A NATION-WIDE INSTITUTION -  
Incorporated  
312 DEPARTMENT STORES

**PAY LESS!**

**SAVE MORE!**

ROSEBURG, OREGON--229-231 Cass Street

## Nation-Wide MONEY SAVING Program

In Our 312 Stores in 26 States  
Going on Every Day!

**98<sup>c</sup>** **MEN'S OVERALLS**  
Full Cut—Best Quality  
Blue and White Stripe  
DENIM  
UNION MADE

**12½c**  
**PERCALES**  
Standard Grade

**15c**  
**HOPE MUSLIN**  
36 inch  
BEST BLEACHED

**10c**  
**CHAMBRAYS**  
Assorted Plain  
Colors

**49<sup>c</sup>** **MEN'S Blue Chambray WORK SHIRTS**  
Fast Color

**Women's Summer Wear**  
*Prettiest Styles—Low Prices*  
Fine Gingham  
**DRESSES**  
All Sizes  
**\$2.49**  
**SPORT COATS**  
*Jersey and Mignonette*  
**\$8.90**  
**BLOUSES**  
*Daintily Trimmed*  
**\$2.69**



**Men's Dress Shirts**  
*A Large Assortment of Patterns in Soft and Starched Cuffs*  
**\$1.19**  
**19c—Soft Collars---19c**

**SPORT SKIRTS**  
*In all the New Creations*  
**\$4.98 to \$8.90**  
**Wash Skirts**  
*A Good Assortment*  
**\$1.69 to \$4.98**  
**Khaki Skirts and Trousers**  
*For the Out-Doors*  
**\$2.98**



**Men's Silk Hose**  
*All Colors*  
**49c**

**Men's Cotton Hose**  
*Black and Brown*  
**19c**

**Men's Athletic Underwear**  
*Full Cut—Light Weight—All Sizes*  
**\$1.23**

**MEN'S Tennis Shoes**  
*White*  
**\$1.49**

**MEN'S Brown Canvas Harvester**  
*Heavy Rubber Sole*  
**\$2.98**

**The People Know What They Want!**

Today, you with millions of other people are "Cutting your coat according to your Cloth." We are here to help you.

The great values in our extraordinary Money Saving Program will bring from every home in this community, people who know that when J. C. PENNEY COMPANY Announces An Offering of merchandise at these low prices, Absolute Values will be given.

The low prices on this merchandise seem almost unbelievable. They would be if offered by the average retail store, for there are few if any who are able to command the buying markets to the same extent we are and we are passing on these tremendous savings to our patrons. In our nation-wide effort people everywhere are responding to our policy because—it's honest; it's sensible; it's genuine; it's fair and this makes for Prosperity that is constructive, consistent and permanent.

*J. C. Penney Co.*

**Timely Offerings in Fine Piece Goods**

Voiles, 36 inch - - - 19c yd  
Figured Batiste - - - 33c yd  
Percales - - - 12½c to 25c yd  
Muslins - - - 8½c to 17c yd  
Tissue Gingham 49c to 59c yd  
Devonshire - - - 35c yd

|   |  |  |
|---|--|--|
| <b>Fine Pongee</b><br>Extra Value<br><b>98c</b> | <b>Lingerie Crepe</b><br>36 inch<br><b>49c</b> | <b>Georgette</b><br>Fine Quality<br><b>\$1.49</b><br><b>\$1.98</b> |
|---|--|--|

**Boy's Suits**  
*Fancy Mixtures Some with Two Pair Pants—*  
**\$6.90**

**White Duck Sailor Hats.**  
**49c**



**Saving of Half---in Some Instances More on These Household Needfuls**

| NOTIONS                                | Money Savers                             | Toilet Articles                          |
|--|--|--|
| O. N. T. spool cotton . . . . . 05c    | 42-inch tubing . . . . . 39c             | Pompeian massage cream . . . . . 48c     |
| J. & P Coats crochet . . . . . 12c     | Oil Cloth . . . . . 39c                  | Colgate's shaving stick . . . . . 33c    |
| White laundry soap . . . . . 04c       | 36-inch outing . . . . . 19c             | Talcum powder . . . . . 15c              |
| Stickerie Braid . . . . . 07c          | 36-inch Indian Head . . . . . 29c        | Peroxide, 4-ounce . . . . . 10c          |
| Rick Rack braid . . . . . 07c          | 44-inch Indian Head . . . . . 35c        | Perfume . . . . . 09c                    |
| Re Nu flax soap dye . . . . . 08c      | Hospital gauze, bleached . . . . . 14-3c | Colgate's tooth paste . . . . . 23c      |
| Darning cotton . . . . . 04c           | 36-inch Silkoline . . . . . 23c          |  |
| Hair nets . . . . . 05c                | Crestones . . . . . 19c                  |  |
| Canvas gloves . . . . . 15c            | Riddle Cloth . . . . . 35c               |  |
| Shoe polish and cleaners . . . . . 10c | Crash toweling . . . . . 12½             |  |
| Dressing pins . . . . . 05c            | Turkish toweling . . . . . 21c           |  |
| Dress shields . . . . . 25c            | Mending tissue . . . . . 04c             |  |
|  |  | <b>Toilet Soaps</b>                      |
|  |  | Liquid Packers Tar shampoo . . . . . 49c |
|  |  | Re Nu dye soap flakes . . . . . 08c      |
|  |  | White Laundry soap . . . . . 04c         |
|  |  | Large bath tablets . . . . . 1-3c        |
|  |  | Cutticura soap . . . . . 23c             |
|  |  | Packer Tar soap . . . . . 23c            |

**Men's Dress Hats**  
*All Popular Colors and the Newest Styles*  
**\$1.98**

**GOOD ASSORTMENT OF Men's and Boy's Caps**

|                                |   |
|--------------------------------|---|
| <b>WASH TIES</b><br><b>15c</b> | <b>SPORT SHIRTS</b><br><i>Blue Chambray</i><br><b>79c</b> |
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