

J.C. Penney Co.
A NATION-WIDE INSTITUTION - Incorporated
312 DEPARTMENT STORES

*To Buy for Less
To Sell for Less
Our Definite Aim and
Constant Procedure!*

NATION-WIDE

*Our Policy of One
Price to Everybody—
Your Insurance of Lowest
Prices At All Times!*

Money-Saving Program Every Day

We Share With You

Best Values at Lowest Prices

BIB OVERALLS FULL CUT 98c BLUE AND WHITE STRIPES	SNAP-A-LINK CUFF BUTTONS 23c A QUALITY BUTTON AT A GREAT SAVING.	CRETONNES WIDE VARIETY OF PATTERNS 19c WONDERFUL FOR HOME DECORATIONS.	ART CRASH PURE LINEN 35c AN INTERESTING ITEM FOR THE FANCY WORKER.	Ever-Fast Suiting 39c 36-INCH SUN AND TUB PROOF, ALL COLORS.	Women's Fine Silk Hose 98c BETTER GRADE SILK HOSE AT MONEY SAVING PRICES.
Apron Gingham STANDARD GRADE 12½c NONE BETTER AT ANY PRICE	Boy's Bathing Suits 98c A GOOD QUALITY COTTON SUIT.	Men's Neck Ties FANCY SILKS, POLKA DOTS 25c and 49c each SNAPPY COLORS AND GOOD QUALITY SILK IN EVERY TIE.	Big Yank Shirts 89c A HIGH GRADE KHAKI SHIRT.	PONGEE IMPORTED 98c THE MOST POPULAR SILK OF THE SEASON.	Men's Suspenders QUALITY TWILL WEB 25c POLICE BACK, LEATHER ENDS AND DRESS STYLE WITH CROSS BACK.
Black Sateen Shirts 98c A MONEY SAVING ITEM ALL SIZES	Children's Hose 19c per pair IN FINE AND HEAVY RIB, REINFORCED HEEL AND TOE.	Girl's Dresses PLAID GINGHAMS \$1.19 GATHERED AND PLEATED SKIRTS WITH WHITE COLLAR AND CUFFS.	Women's Skirts NEW SPORT STYLES \$3.98 PLEATED AND GATHERED MODELS WITH DEEP HEMS.	Knitting Yarns FOR SWEATERS 39c STAPLE AND NEW SHADES FOR EVERY USE.	Kimonas Plain and Figured \$2.25 SOME WITH ELASTIC WAIST-BAND. ALL IN PRETTY SUMMER COLORS.
Aprons, Household and other styles 79c to \$1.19 BUNGALOW APRONS, FULL CUT.	Boy's 2 Pant Suits SPLENDID QUALITY \$6.90 THE TWO PANT SUIT GIVES DOUBLE SERVICE.	Mule-Hide Shoes \$2.49 THE BIGGEST SHOE VALUE ON THE MARKET.	Men's Gloves of Canvas 15c SERVICEABLE AND WEAR-RESISTING.	Bib Overalls FULL CUT \$1.19 220 HEAVY WEIGHT DENIM, DOUBLE STITCHED.	Men's Work Shirts BLUE CHAMBRAY 49c FAST COLOR, FULL CUT, SIZES 14 1-2 to 17.
Women's Muslin Nightgowns \$1.49 FINE QUALITY OF NAINSOOK, PRETTILY TRIMMED.	Table Damask A WONDERFUL VALUE 69c A SUBSTANTIAL SAVING IN PRICE.	Indian Head 44 inch 35c THE ALL-PURPOSE QUALITY MATERIAL OF THE DAY.	SPORT JACKETS IN POPULAR COLORS \$6.50 IDEAL FOR SUMMER WEAR.	House Lining 36-INCH 05c DON'T JUDGE QUALITY BY THE PRICE.	Hope Muslin 36 INCH 15c FINE DURABLE QUALITY, BLEACHED AND FINELY WOVEN.
Cotton Voiles NOW READY 19c per yd LOVELY SHADES FOR SUMMER DRESSES.	Women's Petticoats WHITE SATEEN 79c A COMBINATION OF QUALITY AND SERVICE.	ORGANDIES 44-INCH IMPORTED SWISS PLAIN COLORS. 98c	MEN'S SUITS NAVY BLUE SERGE \$27.50 WHY NOT BUY NOW—WHILE THE SELECTION IS THE BEST?	House Dresses FOR BUSY HOURS \$2.98 DEEP HEMS, PRETTY STYLES AND NOVEL TRIMMINGS.	Packers Tar Liquid Shampoo 49c A STANDARD FOR PERFECTION.
Dress Gingham GOOD QUALITY 19c ALL COLORS, STRIPES, PLAIDS AND CHECKS	Women's Blouses NEW STYLES \$2.69 PRETTIEST OF STYLES IN FINE VOILE AND DIMITY. 98c to \$2.25	<i>Our Prices Mean Positive Economy to You.</i> ROSEBURG, OREGON			
				Men's Dress Shoes \$3.98 BLACK KID, RUBBER HEEL, GOOD VALUE.	Terry Towling 18 IN. WIDE 21c A VALUE WITHOUT PARALLEL.

The Largest Chain Department Store Organization in the World