

Easter Greetings With Easter Togs

Our position with you is now stronger than ever—even in the face of all these "talked of high prices." Our buying power is now demonstrated, more so, than ever in the past, because our prices are still the lowest and on the same quality of goods of the newest colors and styles. Therefore, for Easter everybody can be dressed up this year and still "Hooverize." The weather is in your favor, also our prices. The store where your dollar has more cents.

Ladies' Wear

The season's newest creations, just in time for Easter.

COATS

Plaids, fancy, stripes or plain. Military, "Chappy" or "Johnnie" coats, \$9.90 \$12.50, \$14.75, \$16.50, \$18.50 \$22.50, \$24.75, \$27.50, \$28.50 \$32.50

SUITS

Newest colors and designs; bustle effects; the smartest style, \$9.90, \$11.50, \$14.75 \$16.50, \$18.50, \$24.75, \$26.50 \$28.50, \$32.50

DRESSES

Newest of spring's effects. Silks, 5.90, \$6.90, \$8.90, \$9.90 \$12.50, \$14.75, \$16.50, \$18.50 \$22.50, \$24.75, \$28.50, \$32.50 Serges \$9.90, \$12.50, \$14.75 \$18.50, \$24.75

SILK DRESS SKIRTS

\$2.98, \$3.98, \$4.98, \$5.90 \$6.90, \$8.90

EASTER PETTICOATS

All new colors as well as black and white, 98c, \$1.49 \$1.98, \$2.98, \$3.98, \$4.98



EASTER SILK WAISTS

Fancy voiles 98c, \$1.49, \$1.98
Georgettes \$3.98, \$4.98, \$5.90 and \$6.90
Crepe de Chines \$2.98, \$3.98 and \$4.98
Tub silks \$1.98, \$2.98
Taffetas \$3.98, \$4.98

EASTER HOSE

Children's 15c, 18c, 23c, 25c and 27c
Boys' 19c, 23c, 27c
Ladies' cotton 15c, 19c, 25c and 35c
Ladies' Silk Lisle... 35c, 49c
Ladies' Silk Boot..... 49c
Ladies' Fancy Fibre Silk 69c
Ladies' All Silk 98c, \$1.25 and \$1.35

EASTER SOCKS

Cotton..... 15c, 19c, 25c
Fibre..... 49c
Silk..... 69c, 89c, 98c

EASTER CAPS

New plaids, trench shapes. 49c, 69c, 98c, \$1.49, \$1.98

MEN'S EASTER HATS

Newest 1918 Models \$2.49, \$2.98, \$3.49, \$3.98 \$4.98

GIRLS' EASTER HATS

49c, 69c, 98c, \$1.49, \$1.98 \$2.49, \$2.98, \$3.49

GIRLS' EASTER DRESSES

White or Gingham 98c, \$1.49, \$1.98, \$2.49 \$2.98, \$3.98

EASTER RIBBONS

25c a Yard

Men's Easter Suits

Best of fabrics. Contracted for the cloth in 1917, so we can show you wool materials. Newest Conservation cuts, \$12.50, \$14.75, \$16.50 \$19.90, \$24.75

YOUNG MEN'S

\$9.90, \$12.50, \$14.75, \$16.50 \$19.90

Boys' Easter Suits

"The newest of the new" 1918 styles. \$2.98, \$3.98 \$4.98, \$5.90 \$6.90, \$7.90 \$8.90



Juveniles

Boys from 2 years to 8 years. \$2.98, \$3.98 \$4.98, \$5.90



EASTER KID GLOVES

Newest Spring Colors.

\$1.98, \$2.49, \$2.69, \$2.98, \$3.49

EASTER TIES

Newest Spring Colors.

25c, 49c, 69c, 85c

J. C. Penney Co. Incorporated

197 BUSY STORES

Shoe Wear for 1918 Easter Wear

CHILDREN'S EASTER SHOES

Patents..... \$1.25, \$1.49, \$1.69, \$1.89, \$1.98
Vici Kid..... 98c, \$1.25, \$1.49, \$1.69, \$1.89
Gummetal..... \$1.25, \$1.49, \$1.69, \$1.89, \$1.98
Infants'..... 25c, 49c, 59c, 98c



LADIES' EASTER SHOES

Novelties..... \$4.98, \$5.90, \$6.90, \$7.90, \$9.90
Black Kid..... \$2.98, \$3.98, \$4.98, \$5.90, \$6.90
Military Heels..... \$2.98, \$3.98, \$4.98, \$5.90
Staple lasts..... \$2.49, \$2.98, \$3.98, \$4.98



MEN'S EASTER SHOES

English lasts \$3.98, \$4.98, \$5.90, \$6.90, \$7.50
Staple lasts..... \$3.98, \$4.98, \$5.90, \$6.90
Tan English..... \$4.98, 5.90, \$6.90, \$7.50
Work shoes..... \$2.98, \$3.98, \$4.98, \$5.90



BOYS' EASTER SHOES

English Shoes..... \$2.98, \$3.50, \$3.98
Boys' School Shoes \$1.49, \$1.69, \$1.89, \$1.98 \$2.25, \$2.49, \$2.69, \$2.89, \$2.98 and 3.50
Boys' Scuffer lasts \$1.98, \$2.25, \$2.49, \$2.98



CHILDREN COME FIRST.

Results of War Are Becoming Manifest At Home.

WASHINGTON, March 20.—The results of underfeeding or indigestible food substitution in childhood are startlingly shown abroad as a result of the war, and are beginning to be evident in our own great cities. And milk has no substitute in the diet of the child. These and other unqualified statements of the importance of guarding the milk supply to prevent the physical deterioration of American children during the war are featured through the latest report issued by the Children's Bureau of the U. S. Department of Labor and entitled "Milk, the Indispensable Food for Children."

BILLIE BURKE and THOMAS MEIGHAN FRIDAY AND SATURDAY ARCADE

She Was In Bed Two Months. Women suffering backache, rheumatic pains, sore muscles, stiff joints or any symptoms of kidney trouble, should read this letter from Mrs. S. C. Small, Clayton, N. M.: "I had been under the doctor's care all summer and in bed two months, but kept getting worse. In January I got so bad I told them something had to be done or I couldn't live. We noticed an advertisement for Foley's Kidney Pills and sent for some. They have done me more good than all other medicines." Sold Everywhere.—Adv.

ments of the importance of guarding the milk supply to prevent the physical deterioration of American children during the war are featured through the latest report issued by the Children's Bureau of the U. S. Department of Labor and entitled "Milk, the Indispensable Food for Children."

This report, with its striking figures showing a decrease in the amount of milk now available and in the amount which is finding its way to the children in poor homes, has special interest in connection with the campaign to save 100,000 lives of babies and little children during the second year of the war. It not only emphasizes the fact that children who are deprived of milk can not thrive properly, but it analyzes the changes in the production and export of dairy products during the war and shows the necessity of public action.

"The nourishment of our children is the first duty of the Nation. Since milk and milk products are a vital necessity for children, for nursing mothers, and for the sick and wounded, the public should be made to realize that the children's need for dairy products should be assured."

England and Italy have regulated the sale of cream and curtailed the use of butter, in order that their child population might receive the

most adequate and economical nourishment offered by whole milk. Germany, early in the war, provided that the adult civilian population might have milk only after the needs of children, mothers, invalids and the army were met.

The report discusses the various forms in which cows' milk may be used for children. For the young baby, it says, there is nothing so good as mother's milk.

"Never before in the history of civilization has it been so urgent a matter that every child should have breast milk for as long a time as possible, in order that every child that survives birth may have the best chance for life and health."

But for children under two other than those breast fed, and for older children, the report states that cow milk is an absolute necessity. If disease and death are to be kept without bounds and if the coming generation is to survive and to sustain the national standards, "Children first" should be part of the national food slogan.

tion of our children was, even before 1914, a serious national problem and one demanding urgent attention. Poverty and ignorance of dietary essentials have been ever-present factors in the malnutrition of the young, and war conditions can not fail to increase the gravity of the situation and the difficulties of maintaining the health of the nation."

GOVERNOR WITHYCOMBE STATES HIS POSITION

(Continued from page 5.)

discussion in a spirit of fairness and equity. "The routine duties of the office will not be neglected by me, but every effort will be put forth to bring each branch of the state service to a condition of maximum usefulness. The efficiency of the service must never be sacrificed for the sake of political advantage."

"I shall be mindful of the fact that I am the representative of the whole people and shall welcome suggestions from any citizen to the end that the collective wisdom may be brought to bear on all problems which are honored by a resolution I shall continue to give the best that is in me to every branch of the public service."

IN CHARGE OF HUN BABY-KILLING



COL THOMPSON

Colonel Thompson is chief of the Prussian air service, which means that he is the director of all German air activities, including the baby-killing raids on French and British towns.

O.-W. FLAG IN PENDLETON

PENDLETON, March 20.—Pendleton will be represented in the Oregon-Washington railroad's great service flag by nine stars. The flag arrived here yesterday from La Grande and the stars for the men in Pendleton division who are in the service will be sewed on today by relatives of the men.

When these stars are in place, the flag will be hung on the end of the freight depot, facing Main street. It will remain there until the end of the week, when it will be sent to the offices in Portland to hang from the Wells-Fargo building.

The flag contains 529 stars, representing employes of the O.-W. system who are now in the service. It is 17 by 13 feet in size.

OREGON STANDS EIGHTH.

A report from Washington says: "Missouri leads the country in the sale of War Savings Stamps with over \$5,000,000 worth. In the per capita list Oregon is eighth among the states. Oregon has bought \$3,972,000 worth, or \$1.24 cents per capita. Washington is thirtieth and California sixteenth."

COLUMBIA

RECORDS for APRIL



ARE NOW IN

Hear Them While the Stock Is Complete

W. H. BOHNENKAMP COMPANY

It Pays To Advertise.