

A 1919 MESSAGE

No circular ever goes out over J. C. Penney Co. signature that does not bear a live merchandise message.

MOST MERCHANTS ISSUE A CIRCULAR WHEN THEY ARE OVERSTOCKED OR HAVE ABUNDANCE OF OUT-OF-DATE GOODS THEY WANT TO DISPOSE OF. THEN THEY MARK UP A LOT—DOWN A LITTLE. WE ISSUE A PRICE LIST BECAUSE WE MAINTAIN THE SAME PRICE EVERY DAY DURING THE LIFE OF THIS CIRCULAR AND WANT EVERY MAN, WOMAN AND CHILD IN UNION COUNTY TO KNOW WHAT THAT PRICE IS, BECAUSE WE ARE JUST AS SURE OF OUR VALUES AND PRICES AS THE CREDIT MERCHANT AND SPECIAL SALE MERCHANTS ARE CONSCIOUS OF THEIR WEAKNESS, AND THE NECESSITY OF RESORTING TO SUCH METHODS TO STIMULATE BUSINESS.

You Want Good Quality and Dependable Merchandise---You get them here. We try to serve you intelligently, quickly and courteously.

MEN'S DRESS SHIRTS	
Sterling Brand Shirts	98c, \$1.25, \$1.49
Blighty Brand Shirts	\$1.49, \$1.69, \$1.98
Silk Brand Shirts	\$2.98, \$3.98
Negligee Shirts	98c, \$1.25, \$1.49, \$1.98

MEN'S WORK SUITS	
Sensible Unionalls, blue and khaki	\$3.98
Heavy fast colored Jumpers	\$1.98
Heavy fast colored Overalls	\$1.98
Heavy Corduroy Pants	\$3.98
Heavy Khaki Cloth Pants	\$1.98, \$2.49

MEN'S SUITS	
We show you the best tailoring—the newest colors, weaves and patterns.	
Sterling Suits	\$16.50, \$18.50, \$22.50 to \$34.50

BOYS' SHOES	
Full of everyday Boys' wear—Buster Browns, Goodman and Meyenberg	
	\$1.49, \$1.98, \$2.49, \$2.98, \$3.50

MEN'S STAG SHIRTS	
We have a complete line of styles and colors.	
Red, Black, Check	\$5.90, \$6.90, \$7.90
Khaki lined Gray	\$8.90, \$9.90

MEN'S DRESS SHOES	
We have a complete line of Men's Button and Lace Shoes, tan or black	
	\$3.50, \$3.98, \$4.98, \$5.90, \$6.90

MEN'S UNIONS	
Cotton Ribbed	\$1.98, \$2.49
Mixture Heavy Ribbed	\$2.49, \$2.98
Wool Unions	\$3.98, \$4.98, \$5.90
Heavy Fleece Unions	\$1.98
Two-piece Garments	98c

MEN'S WORK SHIRTS	
Chambray in gray and blue	98c, \$1.29
Cotton Mixture	\$1.49, \$1.98
Wool Mixture	\$2.49, \$2.98
Wool Shirts	\$3.98, \$4.98

MEN'S WORK SHOES	
With every pair you are guaranteed satisfaction. Solid leather shoes at bedrock prices	
	\$2.98, \$3.98, \$4.98

MEN'S OVERCOATS	
We positively guarantee to save you 25 to 35 per cent—latest in style.	
Plain and Novelty	\$16.50, \$22.50, \$24.75, \$26.50

MEN'S MACKINAW PANTS	
In light and dark Oxford and Khaki laced knee. Our price	
	\$8.90 \$9.90

MEN'S SWEATERS	
A complete line direct from the factory to you. All colors, all sizes.	
Cotton	\$1.49, \$1.98, \$2.49, \$2.98
Wool Mixtures	\$3.98, \$4.98
Wool	\$5.90, \$6.90, \$7.90, \$9.90

MEN'S WORK GLOVES	
Leather face stiff gauntlet	29c
Canvas Gloves	10c, 25c
Jersey Gloves	15c, 19c
Mule Skin Gloves	39c, 49c

MEN'S HATS	
A make of Hats that stands supreme in quality and style. All new spring novelty style Marathans	
	\$2.98, \$3.98, \$4.98

BOYS' SUITS	
A large variety to choose from. Wonderful values. We defy competition. See for yourself.	
Knickers, 4 to 17	\$3.98, \$4.98, 5.90 to \$12.50

MEN'S CAPS	
Light and heavy, with or without ear protectors. We buy caps for 197 stores	
	49c, 93c, \$1.25, \$1.49, \$1.98

MEN'S MACKINAW COATS	
Plain and fancy patterns from sizes 34 to 46.	
Extra values	\$8.90, \$9.90, \$10.50, \$12.50, \$13.50

MEN'S DRIVING GLOVES	
We are showing the most complete line of Driving and Auto Gloves in the city. Our price	
	\$1.98, \$2.25, \$2.49, \$2.98

These advertised facts are real, and we are always ready to back up every assertion we make.

LADIES' SHOES	
Ladies' Patent Leather Shoes	\$1.98, \$2.98
Ladies' Service Shoes	\$2.49, \$2.98, \$3.98
Ladies' Novelty Shoes	\$4.98, \$5.90, \$6.90
Ladies' Fancy Novelty Shoes	\$7.90, \$8.90, \$9.90, \$10.50

LADIES' KIMONAS	
Just arrived—new shipment. New colors, new styles	
	\$1.49, \$1.98, \$2.98, \$3.98

LADIES' COATS	
We have a few Coats left. In cloth and plush. Our price	
	\$12.50, \$14.75, \$16.50 \$17.50 to \$43.50

LADIES' CORSETS	
We leave it to your good judgment. No such values anywhere else in Eastern Oregon	
	98c, \$1.98, 2.98, 3.98

LADIES' UNIONS	
We challenge you to match these wonderful low everyday prices	
	98c, \$1.25, \$1.75, \$1.98
Silk and Wool Unions	\$2.49, \$2.98

LADIES' SKIRTS	
See the new 1919 styles. Buy the latest—why the old peace time prices? Our prices	
	\$4.98, \$5.90, \$6.90 to \$14.75

LADIES' HOSE	
Cotton, White and Black	25c, 35c
Mercerized Silk Hose	69c, 98c, \$1.19
Silk Hose	\$1.49, \$1.98

LADIES' PETTICOATS	
At prices you can well afford to pay. All colors	
	\$1.98, \$2.49, \$2.98, \$3.98

LADIES' WAISTS	
Lawn and Voile	98c, \$1.25, \$1.49
Crepe Waists	3.98, 4.98, 5.90, 6.90

LADIES' DRESSES	
Visit our suit department. You will be amazed at the low prices	
	\$9.90, \$12.50, \$14.75 \$16.50, \$18.50 to \$32.50

LADIES' HOUSE DRESSES	
Gingham and Percale House Dresses. Pretty styles, plain and fancy patterns	
	\$1.98, \$2.98, \$3.98, \$4.98, \$5.90, \$6.90 to \$12.50

No Blind Prices--Everything Marked in Plain Figures

COULD WE HAVE AMASSED SUCH AN ENORMOUS FOLLOWING AND HOLD AND ADD TO OUR PATRONAGE HAD WE NOT OFFERED INDUCEMENTS THAT CEMENT A CUSTOMER TO OUR STORE AND CAUSE HIM OR HER TO INFLUENCE OTHERS TO TRADE WITH US? WE HAVE GROWN! WE ARE STILL GROWING! THERE'S A REASON!

MAIL US YOUR MAIL ORDERS. SATISFACTION GUARANTEED

J. C. Penney Co.
Incorporated
197 BUSY STORES

MAIL US YOUR MAIL ORDERS. SATISFACTION GUARANTEED