

FIRST for FALL!

FROCKS

with "PEP"



\$7.90

Join the crowds! — see how you like the glamorous new sleeves...

Don't wait! Selections are best right NOW!

J. C. PENNEY CO. Inc.

MARKET NEWS OF THE DAY

Table with market news for Chicago Wheat, Portland Wheat, and Chicago Corn, including prices for Sept, Dec, and May.

Butter And Egg Markets Show No Changes Today

PORTLAND, Aug. 18 (AP)—Too heavy withdrawals of butter from coolers is still creating a surplus of butter...

Moderate Gains In Stock Exchange

NEW YORK, Aug. 18 (AP)—The stock market saw a steady, unsteady today, coming up to finish with moderate gains in some leaders...

PORTLAND LIVESTOCK

PORTLAND, Aug. 18 (AP)—Cattle 60, calves 15, quiet, but steady. Steers 600-900 lbs. medium \$4.50 @ \$4.25...

PORTLAND PRODUCE

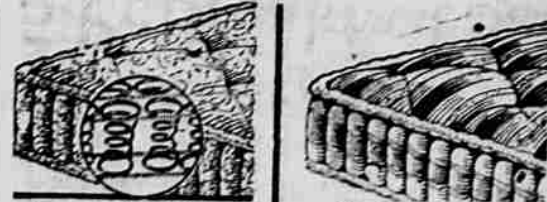
PORTLAND, Aug. 18 (AP)—Live poultry—Net buying price: heavy hens colored 4 1/2 lbs. up 19 @ 11c...

SUGAR AND FLOUR

PORTLAND, Aug. 18 (AP)—Sugar—Cane, granulated \$4.55 100 lbs.; best sugar \$4.30 100 lbs.

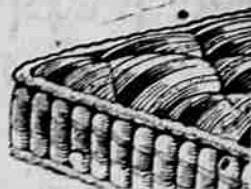
Probably the greatest furniture sale this generation will ever see! AUGUST FURNITURE SALE

Imagine! Hogs jumped 55% in three weeks — Cattle up 33% in 18 days — Cotton up \$5.75 a bale in a month. Looks like the depression has hit bottom, and prices are on the way up.



Inner Spring Mattresses \$12.95

For restful sleep, guaranteed inner coils are upholstered in layers of felted cotton...



45-lb. Cotton Mattresses \$4.95

New clean, fluffy cotton between layers of felted cotton; floral art ticking. Firm stitching; neat roll edges.



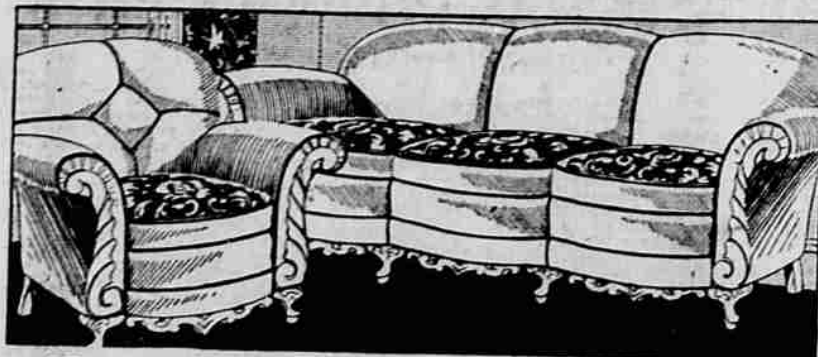
Inner Spring Mattresses \$10.95

Embossed satin ticking in green or orchid. Premier wire spring construction, upholstered in felted cotton.



Moquette Back Pull-Up Chairs \$4.95

Handsome Occasional Chairs with moquette backs and harmonizing velour seats in plain shades. A Value!



2-Pc. JACQUARD SUITE

Extra Large Davenport and Button-back Chair

It's unusual to find a suite of this size at this price! The Davenport is large and roomy (75 inches over all)...

\$39.50

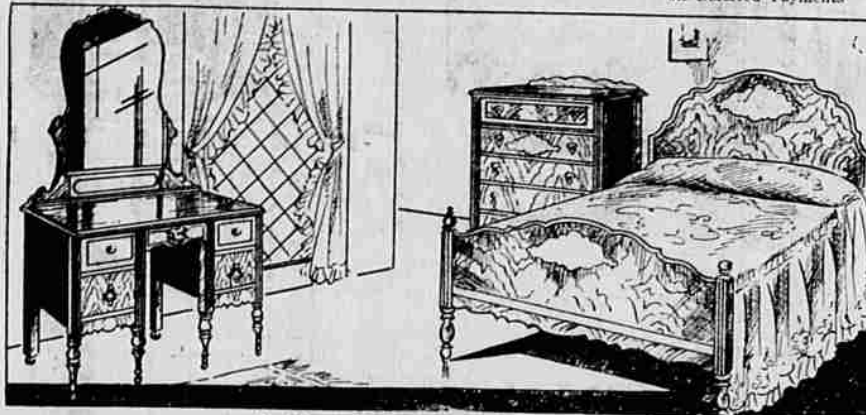
\$5 Down, \$5 Monthly Small Carrying Charge on Deferred Payments

3-Pc. Oriental Wood Suite

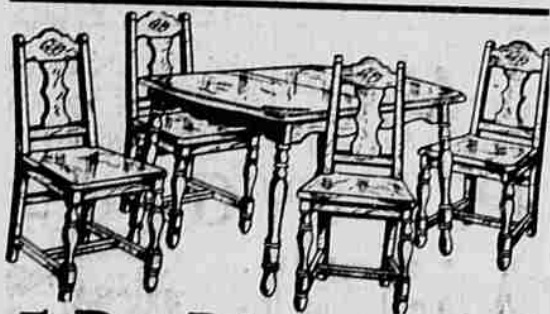
With Maple Overlays and Genuine Wood Carvings! You'll want this August Sale Special the instant you see it!

\$29.50

\$5 Down, \$5 Monthly Small Carrying Charge on Deferred Payments



Variation with Panel Bed and Dresser



5-Pc. Dinette Set

At a 20% Saving in the August Sale Ideal for the small home. A walnut finish Set with 5-foot extension Table, and imitation blue tapestry chair seats.

\$27.50

Buffet to Match \$28.50

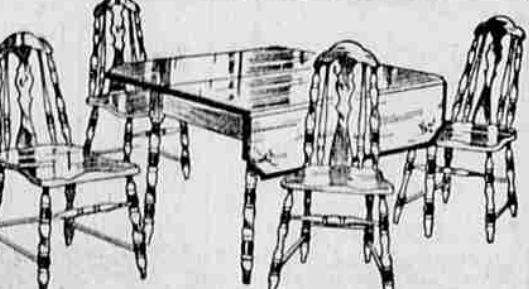


Oak Breakfast Set

Drop-Leaf Table and 4 Panel Chairs Yes—this Set is SOLID OAK and a special value in the Sale!

\$14.95

Our Regular Price \$21.50



5-Pc. Breakfast Set

With 32-Piece Set of Dishes Another Sale special! Enamelled Drop-Leaf Table and 4 Chairs, with a 32-piece embossed set of dishes, all for

\$17.44

Plates, Cups, Saucers, Cereal and Fruit Dishes

9 x 12 AXMINSTER

All Wool Rugs Specially Priced in the August Sale at \$17.50 and \$19.95 and \$27.50

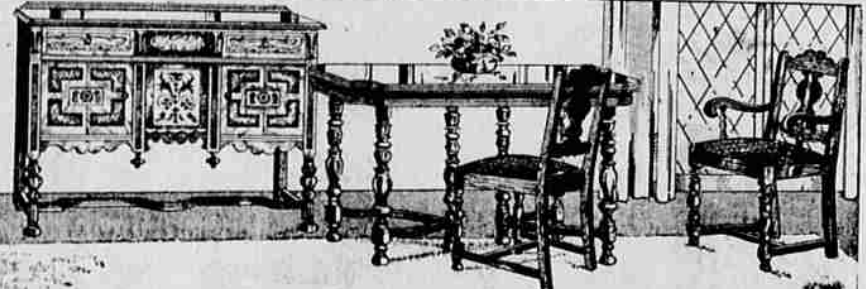


End Tables Beautiful Solid Walnut 79c

Gracefully shaped top is 11 x 22 inches. Turned legs and stretcher.

Handy Chair With Extra Wide Back 69c

Hardwood chair with turned legs. Paint a set for kitchen or dinette.

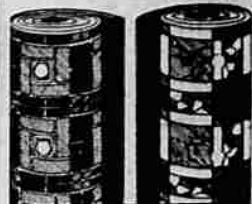


8-Pc. Oriental Wood Suite

Specialty Priced in the Sale! If you have been wanting a Dining Room Suite at a low price, don't miss this Sale special!

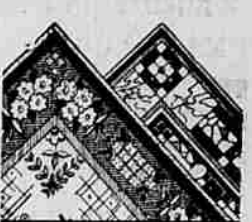
\$49.95

\$5 Down, \$6 Monthly Small Carrying Charge on Deferred Payments



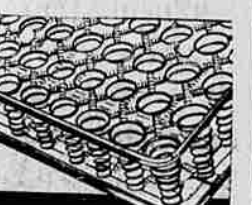
Ward-O-Leum Floor Covering 25c Running Foot

6 FEET WIDE! Stainproof and waterproof enameled surface on a sturdy felt base assures long wear, lightens work.



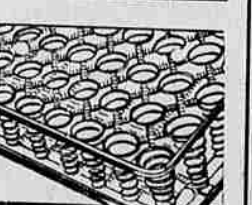
Ward-O-Leum 9x12-ft. Rugs \$3.98

Tile and floral designs on standard weight enameled surface rugs. Stainproof, waterproof surface lightens work!



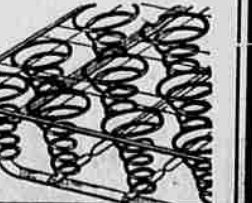
\$19.50 Value! Coil Springs With 25-Yr. Guarantee \$14.95

Restful, resilient coils of finest premier wire make these springs outstanding for comfort! In enamel finish.



Double Deck Coil Spring Save \$3 and More Now! \$8.95

The best Spring possible at this price! Extra sturdy frame with extra deep coils. Choice of green or orchid.



Single Deck 90-Coil Spring \$6.49

Each spring anchored to drop slat steel base, and cross tied for sturdiness and comfort. Green baked-on enamel.

MONTGOMERY WARD & CO.

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