

ONE PRICE TO EVERYBODY

We never discriminate in the prices at which we sell. All prices are marked in plain figures. ONE PRICE TO EVERYBODY, that's the true spirit of the J. C. Penney Co. Golden Rule stores and every dollar you expend here has the same purchasing power as your neighbors. Isn't that your idea of correct merchandising?

J. C. Penney Co.
THE GOLDEN RULE
175 BUSY STORES
524 to 526 MAIN STREET, OREGON CITY, OREGON

WE NEVER HOLD "SALES"

We mark all goods at the lowest price possible. Everyone knows goods must be "marked up" in order to be marked down. We mark the lowest price at the start and you share in the savings every day instead of on sale days only. That explains the rapid growth of the J. C. Penney Co., chain of stores. Always the best values.

Four Pages Heralding Economy News of Greatest Importance to Thrifty Oregon Buyers

WE OPERATE 175 STORES

The 175 Penney stores are located in 175 busy communities, covering 22 states. The fact that we have grown from one store established but 15 years ago is ample proof that we render careful buyers a superior service. See the complete list of our stores on the inside pages.

With Autumn well advanced and the winter season rapidly approaching, the vast and splendid stocks for which this store is famed are at your command. Necessities for the changing season, carefully sought for and purchased in huge quantities for our 175 busy stores and priced in a way that will instantly appeal to every economical buyer. We intend making the next three months record breakers in sales and adding new customers and offer values in every section that bear evidence of our earnestness. Values that will be appreciated by people in Oregon City and surrounding territory.

1917 SALES TWELVE MILLION

Our anticipated volume for 1917 is approximately twelve million dollars. We use tremendous quantities of merchandise, we buy direct from the manufacturers, we sell for cash only, thereby eliminating all losses from credit accounts. We do not deliver. These and scores of other reasons make it possible for us to always sell at lowest prices.

PLAN TO MAKE THE J. C. PENNEY COMPANY GOLDEN RULE STORE HEADQUARTERS FOR YOUR FALL AND WINTER REQUIREMENTS

Read carefully every price quotation in this bulletin, and then investigate! You'll save surprisingly on every item you need for our prices are always lowest, quality considered.



Women's Tailored Suits Latest New York Models Smart Winter Coats at Underselling Prices

In the new Fall and Winter models the woman or miss of discriminating taste will recognize style and tailoring of the highest quality. They strike the advance note of newest fashions—they embody exclusive features not shown hereabouts.

The materials are those most approved by the originators of fashion and the tailoring is brought up to high point of perfection by skilled workmanship. We bought thousands of them for our 175 stores hence the unusual low prices.

Fall 1917 is distinctly a coat season and our extensive stocks have been assembled with an eye to satisfy the requirements of every woman. Fashion's newest fancies find their best expression in our exhibits and no woman planning the purchase of a new winter coat should miss seeing our great assortments.

Beautiful Coats \$9.90, \$12.50 and \$14.75

Newest styles in smart novelty mixtures in handsome color combinations. All have large collars. Many are belted and fashioned after the most approved models. Excellent choice at \$9.90, \$12.50 and \$14.75

NEW SUITS \$25.00 to \$35.00

In this group you'll find reproductions of higher priced suits. Broadcloth, Gabardine, Serge and other fabrics in black, navy, beet root, the new brown green and grey shades. One-of-a-kind styles that will please early buyers. Choice \$25.00 to \$32.50

PLUSH COATS \$18.50, \$21.00, \$22.50, \$24.75

Fur, velvet and button trimmed models of rich, lustrous plush that will immediately appeal to women who appreciate refinement in style and superior quality of material and tailoring. Big savings await the woman who buys one of these beautiful coats at \$18.50 to \$24.75



Childrens Coats Price \$2.98 to \$7.90

Coats for children of 2 to 14 years. New styles that will make the little folks warm and smartly dressed at the same time. Plush, Cloth, Zibeline and Corduroy fabrics rule the showing and there's a color to please every mother who selects early. Prices exceedingly moderate, ranging \$2.98, \$3.98, \$4.98 and \$7.90

- WOMEN'S SATIN SKIRTS ONLY \$5.50**
A shipment of new models just received. Made of rich lustrous satin in either plain black or attractive new stripe designs. Plain gathered styles, with pockets. Priced at \$5.50
- BLACK CHIFFON TAFFETA SKIRTS** in new fall styles, very dressy and excellent values at \$5.90 and \$6.90
- WOMEN'S FALL SKIRTS** of dark blue storm serge, splendid styles at choice \$3.98
- WOMEN'S BLACK SERGE SKIRTS**, a small lot of good styles, while they last—Choice \$2.98

WEAR A NEW CROWN CORSET

Crown corsets are the best corsets made at the low prices we ask. Choose one before you select your new dress or suit. Front and back laced styles. Models for all figures; stout, medium or slender. Crown Corsets are priced 98c, \$1.49, \$1.98 and \$2.98 Brassieres at 49c and 25c



FLANNELETTE KIMONOS \$1.49

New lines just received—Made of soft, fleecy flannelette in scores of attractive patterns including pink, blue, gray and other colorings, extremely low priced at \$1.49 Women's Flannelette Night Gowns, white and striped combination patterns, all sizes, neatly made—Each 69c, 79c, 98c



Clever Dresses Astonishingly Low Priced Here

STYLES FOR AFTERNOON OR STREET WEAR

Many women wonder how we can sell them so reasonable. Serge, poplins, taffeta, and messaline styles in new models shown for the first time. Suitable for most any occasion and big values at every price—
New Serge Dresses \$7.90, \$9.90, \$12.75 and \$14.75
New Poplin Dresses \$7.90, \$6.90 and \$5.90
New Silk Dresses \$9.90 to \$16.50

WOMEN'S RAIN COATS

\$1.98, \$2.98, \$3.98, \$4.98, \$5.90, \$7.90 and \$9.90
CHILDREN'S RAIN COATS \$1.98, \$2.98, \$3.98

Georgette Crepe Waists \$2.98

A banner bargain for women desiring a charming waist—Choice of white or flesh, neatly made of a splendid quality Georgette and lace trimmed. Sizes up to 42 bust. Choice for \$2.98



Georgette Crepe Waists \$4.98

Handsome models, beautifully designed and lace trimmed. Long sleeves, large collars \$4.98 Women's Black Crepe de Chine Waists in extra sizes, 46 to 52. At choice \$2.98

New Wash Waists 98c

Dozens of new styles in pretty white materials, some self striped designs. Large collars, long sleeves. Wide choice at each 98c

Silk Petticoats \$2.98

Women's New Silk Petticoats, all autumn colorings, all sizes, at each \$2.98 Heatherbloom Petticoats with taffeta silk ruffles, all colors, each \$1.98 Black Sateen Petticoats 79c and 98c Colored Sateen Petticoats 98c

WARM SWEATERS FOR THE WOMEN, MISSES AND THE CHILDREN

Women's Coat Sweaters including the popular Norfolk belted and roll collar styles with large pockets, turnback cuffs \$4.69—\$6.48

Misses Sweaters, coat style with belts, warm and practical, each \$1.98

Juvenile Sweaters, open, rose, oxford and cardinal. Choice 69c and 98c



- Women's Gingham House Dresses 98c**
Every woman needs several of these house dresses. Made of fine gingham of medium and light colorings. Sizes up to 50 bust measurement—Each 98c, \$1.23, \$1.49
- Children's Wash Dresses**
Made in attractive styles and of good ginghams and other materials—Each 59c, 69c, 79c, 98c and \$1.23
- Children's Play Suits**
In khaki and blue denim. Each 75c
- Children's Fall Hats** 49c to \$2.49