

SHOES FOR GROWING GIRLS

We make a special feature of fitting growing girls—those who require women's sizes, but want the low heels.

- Growing Girls' Gun Metal Shoes, sizes 2 1/2 to 6, pair... \$2.49 and \$2.98
- Growing Girls' English Shoes of gun metal, Neolla sole..... \$3.50
- Growing Girls' Tan High Shoes, very attractive, pair..... \$4.98



524—526 MAIN STREET, OREGON CITY, OREGON

OUT OF TOWN BUYERS

—are invited to make this store their Oregon City headquarters. Meet your friends here, check your parcels, use our phone. Make yourself at home, so to speak. Whether you come to look or buy, you'll find this Golden Rule Store anxious to please you. Do your Fall shopping in Oregon City. It will pay you to come miles.

SETTLE THE WINTER FOOTWEAR PROBLEM ECONOMICALLY FOR THE WHOLE FAMILY

Wear J.C. Penney Co.'s Shoes

They wear better and cost you less per month. Comparison is the real test. That's the reason our busy Shoe Section grows----

With the winter months just ahead the shoe question now becomes an important topic with the average family. Who sells the best shoes? What kind shall I get? and numerous other queries come up for immediate solution.

Our 175 stores, last year, sold over two million dollars worth of shoes. We are head over heels in the shoe business. Our enormous buying power and our big outlet naturally gives us many buying advantages---all of which rebound to your benefit.

We Buy for Cash—We Sell for Cash and We Sell for Less

If you would solve the footwear question wisely you'll read this entire page and then you'll bring your whole family to this J. C. Penney Co. Golden Rule Store for your winter footwear. The gist of the savings follow---



Women's New 1917 Styles Smart Dress Shoes

Shoes to fit every foot, fancy and purse. Women in search for the newest, the most practical, the most serviceable, and yet at the lowest prices had best come direct to The Golden Rule.

- Women's Black Kid Dress Shoes, patent tips, blucher or button style, medium heel—pair \$2.25 and \$2.49
- Women's Gun Metal Dress Shoes, button styles, good serviceable shoes for hard wear, cloth or leather tops, pair \$2.49 and \$2.98
- Women's Dress Shoes, lace or button, patent or gun metal leathers, high heels, medium toes—Pair \$2.98
- Women's Black Kid Dress Shoes, button or lace, LYousis or Cuban heels, also smart styles of patent, extremely dressy and stylish, pair \$3.98
- Women's Black Kid and Patent Dress Shoes with cloth tops, long vamps, high heels, pr \$3.98-\$4.50
- Women's Novelty Cloth Shoes in grey, suede trimmings, smartest of the new styles, pair... \$4.50
- Women's Black Kid Dress Shoes with high tops, medium vamp, splendid quality, pair.... \$4.98
- Women's Black Kid Dress Shoes with the new long vamp and Louis heels, fine glove kid, extremely good looking, pair \$5.90
- Women's Novelty Shoes in the new grey and brown shades, new Travers models and fashions last word in style. Pair \$5.90, \$6.90, \$7.90 and \$8.90
- Women's Patent Dress Shoes—Beautiful styles, button or lace, pair \$3.98
- New Brown Dress Shoes of fine lace style, very attractive, at the pair \$6.90

WOMEN'S COMFORT SHOES

- Women's Kid Juliettes, elastic gore in sides, patent strip from tip to top, wide and comfortable, Pair \$1.89
- Women's E-Z Shoes of soft kid stock—button or lace styles, EE and EEE width, rubber heels, pair \$2.49-\$2.69
- Women's Kid Shoes, lace or button, fine glove kid stock, medium heels, wide lasts, exceedingly comfortable but very stylish and dressy looking. A sure treat for tender feet. Pair \$4.50
- Women's Plain Toe Shoes, Old Lady's style, low heel, fine soft leather, lace style only, sizes 4 to 8, pair \$1.98

Children's Shoes for Dress and School Wear

Parents who want real shoe value for their money will find our splendid showing of children's dress and school shoes of exceptional interest. We feature solid leather shoes because they wear better.

CHILDREN'S SHOES
Sizes 8 1/2 to 11

Patent, gun metal and kid leathers in lace and button styles—with leather or cloth tops. Unusual values at pair, \$1.79, \$1.98, \$2.25, \$2.49

MISSES' SHOES
Sizes 11 1/2 to 2

Smart, dressy and serviceable styles that will please both miss and mother. Gun metal, patent and kid leathers, new shapes and pleasing prices. Pair \$1.98, \$2.25, \$2.49, \$2.79

Shoes for Little Folks Low Priced

- Infant's Soft Soles, pair 29c and 49c
- Infant's First Step Shoes, sizes 1 to 3, pair, .69c, 79c, 83c, 98c, \$1.25
- Infant's Shoes, sizes 3 to 5, pair..... 69c, 83c, \$1.25 and \$1.49
- Children's Shoes, sizes 5 1/2 to 8, black, and red tops, pair 98c, \$1.25 and \$1.49

CORRECT FITTING A SPECIAL FEATURE

BOYS' SCHOOL SHOES

Sturdy, dependable shoes that will stand the strain that active boys give them.

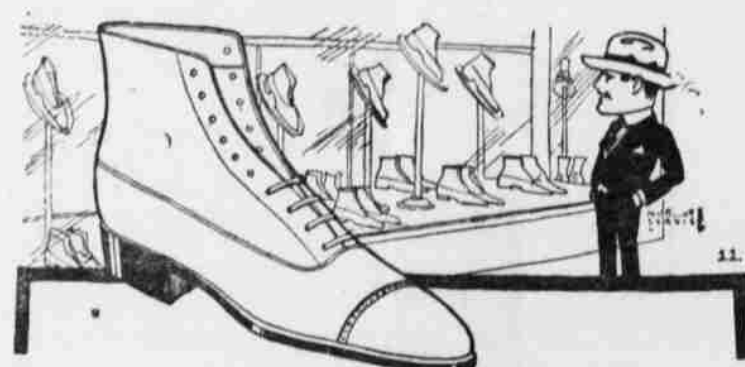
LACE AND BUTTON STYLES

- Sizes 8 1/2 to 11, pair \$1.79 and \$1.98
- Sizes 11 1/2 to 2, pair \$1.98 and \$2.25
- Sizes 2 1/2 to 5 1/2 pair \$2.25 and \$2.98

Boys' English Shoes, leather or Rinex soles, sizes 2 1/2 to 5 1/2, pair \$2.98 and \$3.50

Boys' English Last Dress Shoes, dandy style for big boys, pair \$3.50

MEN'S DRESS SHOES



Our men's shoe business is growing by leaps and bounds. There's a reason, certainly! That reason is—"better values"—more wear for the money. The next pair of shoes you buy, step in our busy store and note the difference—andpocket the savings.

- MEN'S DRESS SHOES \$3.50 and \$3.98 PAIR**
Fine gun metal styles in black or dark tan leathers. Choice of button or lace and leather or Rinex soles. English and regular shapes, many especially designed for wide feet.
- MEN'S SHOES AT \$4.50 PAIR**
Black Gun metal leathers with oak or Rinex soles —Smart styles for young men. Conservative shapes for older men.
Men's Comfort wide plain toe shoes. \$3.50—\$4.25

MEN'S DRESS SHOES \$2.98 PAIR

Good solid leather shoes in blucher style. Gun metal or kid leathers. Medium and wide toes.

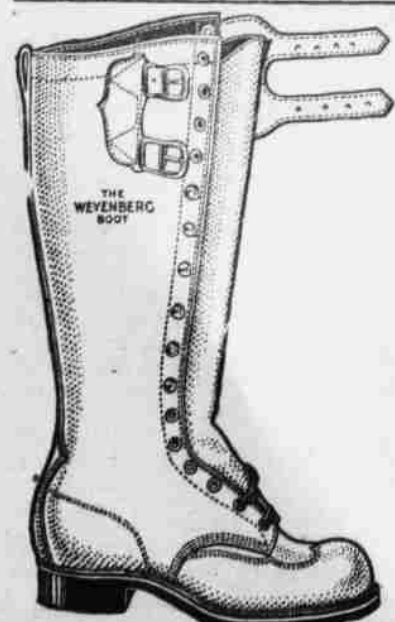
Men's Heavy Work Shoes--Big Savings

Work shoes that will give the best of wear is a strong feature of our men's work shoe line. We can easily save you a dollar or more the pair.

- Men's Blucher Work Shoes, black or tan, heavy soles, all solid leather, some plain toe styles, pair \$2.98
- Men's Blucher Work Shoes of heavy tan or black leather, Star & Weyenberg makes, unequalled at our price, pair \$2.98 and \$3.50
- Men's Work Shoes, blucher cut, fine quality soft leather, welt soles, black or tan, pair..... \$3.98
- Men's Heavy Tan Calf Work Shoes, strongly built, full leather, heavy soles, reinforced shank, pair \$3.50 to \$5.90

Rubber Footwear for the Entire Family---for Less.

We buy our rubber footwear direct from the factories, consequently we offer you substantial savings on every pair for every member of the family. These prices are not "sale prices" but our regular every day prices at which we will gladly supply you while our present stocks last. Every item is of best quality and absolutely dependable in wear. Just note our low prices.



- Children's Rubbers, 6 to 10 1/2 49c
- Misses' Rubbers, 1 to 2 53c
- Ladies' Rubbers, 2 1/2 to 7 63c
- Youth's Rubbers 59c
- Boys' Rubbers 69c
- Men's Rolled Edge Rubbers 98c
- Men's Paces Rolled Edge \$2.98
- Men's Heavy Trawler, extra heavy soles..... \$3.49
- Men's Hecla 10-inch leather top rubber foot \$3.98
- Men's Short Rubber Boots \$3.19
- Men's Hip Boots \$4.98—\$5.98

Men's Heavy High Top Shoes

- Men's brown heavy sole shoes, 12-inch tops..... \$5.90
- Men's Brown or Black heavy high tops at..... \$6.50 and \$7.50
- Boys' High Tops \$3.98 and \$4.98