

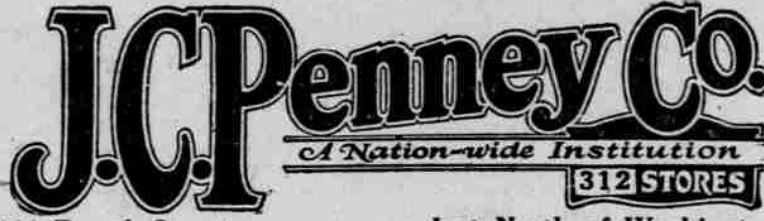
A NATION-WIDE INSTITUTION—312 STORES

**In Appreciation**

We wish here to thank our many patrons for their wonderful support,—for the great help they have afforded us by introducing our store to their friends. And we desire to hereby pledge ourselves to be ever more worthy of the kind words spoken in our behalf.

As in the past, we shall strive to be—

The Store You Can Recommend With Safety



Founded and Built Upon the Golden Rule

**Don't Be Misled**

Do not get the impression that just because our store is not the largest one in the city, that it is not the most reasonable in its Prices. Remember it enjoys the distinction of being a link in the Largest Chain Department Store Organization in the World and serves accordingly.

Where You Get What You Pay For, and Pay For What You Get Only

# THE ANNIVERSARY DIFFERENT

The World's Largest Chain of Retail Department Stores Celebrates the First Anniversary of Its Portland Store

Just one year ago, at 111 Fourth street, the J. C. Penney Company opened its doors to Portland. Unostentatiously, modestly, you might say, yet with the determination that from coast to coast has become a part of this great mercantile organization, it began laying, in this beautiful city, a business foundation that is destined to grow and prosper commensurate with its fair-minded policy of giving to the public, not occasionally, but EVERY DAY, the best merchandise procurable at the least possible price.

That this policy is appreciated by Portlanders is manifest by the wonderful year's business we have just drawn to a close. We are happy in its accomplishment, proud of our success and inspired to still greater effort.

This inspiration is reflected in every article in our store. For this occasion we have assembled complete showings in every department, comprising the newest and most desirable merchandise to be had. The prices speak for themselves. Come and inspect the merchandise.



**Our Anniversary Offering for Women**

**Suits-- \$19.75 to \$44.75**

Smart suits in all the new models and popular materials are arriving daily from New York. Really distinctive apparel reasonably priced.

**Dresses-- \$14.75 to \$34.75**

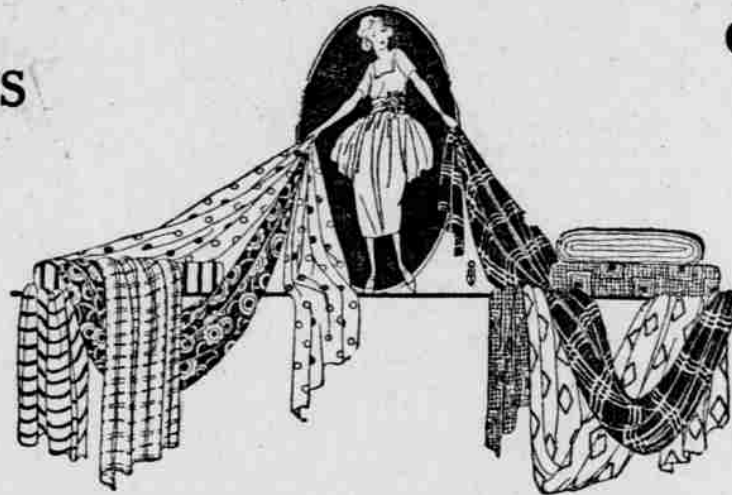
Dresses of silks—dresses of satins—dresses of serge—dresses of tricot—in many colors and many models for any type or figure.

**Coats-- \$14.75 to \$42.50**

Sport Coats—Street Coats—Evening Wraps here abound. Exquisite and daring creations. Every garment new and every one an unmatchable value. All sizes.

Alterations Free

**SILKS SATINS**



**COTTON GOODS**

**Our Anniversary Offering in Piece Goods**

- 36-inch Gray Satins (New Shades) .....\$1.49
- 36-inch Black Dutchess Satins ..... 1.69
- 36-inch Harding Blue and Black Messaline ..... 2.19
- 36-inch Taupe, Black and Seal Messaline ..... 1.49
- 36-inch Black, Navy, Midnight and Seal Taffeta ..... 1.49
- 36-inch Natural All-Silk Pongee ..... 59c, 89c 1.29
- 36-inch Printed All-Silk Pongee ..... 1.49
- 36-inch Heavy, Fancy Taffeta and Messaline ..... 1.49

**Domestics**

- 36-inch Long Cloth .....19c
- 36-inch Bleached Muslin .....13c
- 36-inch Berkeley Cambric .....19c
- 33-inch Indian Head .....23c
- Extra fine Unbleached Muslin.....15c
- Extra good Bleached Muslin.....15c
- 8-4 Bleached Pepperill Sheeting.....43c
- 9-4 Bleached Pepperill Sheeting.....49c
- 72x80 Seamless Sheets.....89c
- 81x90 Seamless Sheets (heavy) ..\$1.39

**Cottons**

- 36-inch Percales .....19c
- 40-inch Figured Voiles.....25c
- 40-inch Colonial Voiles.....49c
- 40-inch Pastel Voiles.....39c
- 36-inch Dotted Swiss (colors) ..49c
- 34-inch Beach Cloth (colors) ..29c
- 32-inch Romper Cloth.....25c
- 27-inch Staple Ginghams.....12c

Complete Line of McCall's Patterns



**Our Anniversary Offering for Men**

**Suits-- \$14.75 to \$39.50**

Newest models for both young and old—single and double-breasted in serges, chevots, tweeds, cassimeres and worsteds. Many finest imported fabrics. Sizes 34 to 46.

**Odd Pants-- \$1.98 to \$5.90**

A large assortment, including every color to match that coat and vest. Serges, cassimeres and tweeds. Sizes 28 to 42 waist.

**Hats-- \$1.98 to \$2.98**

The new shapes in both felt and cloth. Browns, blacks, grays, greens, tans and mixtures. There are no values elsewhere that compare with these.

Neckwear Shirts Underwear

**Mercerized Pongee Blouses \$1.98**

Beautiful blouses assembled for this event—newest Tux collars with frilled edges and cuffs—natural pongee color—all sizes.

**Beautiful All-Silk Pongee Blouses \$2.98**

**100 New Skirts \$4.98 to \$12.50**

A wonderful assortment of skirts for spring and summer—every color, every model and at great savings to you. All sizes.

**New Plaid Sport Skirts—All Wool \$4.98**  
Box Pleats—Knife Pleats

**Toilet Articles**

Our toilet articles are all well-known, standard brands. We handle no other.

- Palmolive Shaving Cream 25c
- Colgate's Shaving Cream 25c
- Williams' Barber Bar.... 7c
- Colgate's Shaving Stick...25c
- Palmolive Shampoo.....59c
- Palmolive Cold Cream....39c
- Palmolive Vanishing Crm. 39c
- Hind's Honey & A. Crm. 39c
- Pepsodent Tooth Paste...39c
- Colgate's Tooth Paste (large) .....19c
- Colgate's Talc.....15c
- Toilet Paper, 2 rolls.....15c
- Cuticura Soap.....19c
- Woodbury's Facial Soap..19c
- Palmolive Soap, 2 for....15c
- Creme Oil Soap, 2 for....15c
- Penney's White S'p, 6 for 25c
- Cutex Powder Polish.....19c
- Williams' Shave Powder.25c
- Swift's Toilet Soap.....5c
- Saving Stick Refills.....19c
- Sunbright Cleaner .....5c

**You Men Who Do Real Labor We Have Not Overlooked You--Read!**

It is not inappropriate that we take this occasion to pay tribute to the REAL PRODUCERS of this great country. Our best friends—our most esteemed patrons are numbered among them. Boys, we want you to know that you have helped us blaze the trail in Portland—we want you to know that we are going to show our appreciation by continuing to give you the clothing you need cheaper than any store in Portland.

- Best 220 Denim Overalls.....\$1.19
- Best 220 Denim Jumpers.....\$1.19
- Best Carmen's Stripe Overalls...\$1.19
- Best Carmen's Stripe Jumpers...\$1.19
- Best white Carpenter's Overalls.\$1.89
- Painters' white Overalls.....98c
- Blue Denim Mechanics' Suits...\$2.49
- Best Khaki Mechanics' Suits...\$2.69
- Crompton Corduroy Pants.....\$3.69
- Kentucky Jeans Pants.....\$2.49
- Good Cassimere Pants.....\$2.98
- Good Molekin Pants.....\$2.49
- Good Khaki Pants.....98c
- Good Chambray Shirts.....59c
- Uncle Sam Work Shirts.....79c
- Heavy Hickory Shirts.....98c
- Heavy Rockford Sox.....2 pr. 25c
- Splendid Dress Sox.....2 pr. 25c
- Engineer and Fireman Sox.....19c
- Extra heavy Rockford Sox...2 pr. 29c
- All-Leather Gloves.....49c
- All-Leather Gauntlets.....98c
- Leather-Faced Gloves.....29c
- Heavy Canvas Gloves.....2 pr. 29c
- Bandanna Handkerchiefs.....8c

Every Salesperson in This Store Carries a Union Card

**Our Anniversary Offering in Shoes**

**Women's--**

- Brown Strap Pump Louis...\$5.90
- Black Strap Pump Louis...\$5.90
- Brown Strap Pump Mil...\$5.90
- Black Strap Pump Mil...\$5.90
- Brown Calf Oxford Eng...\$2.98
- Brown Kid Oxford Mil...\$5.90
- Brown Kid Oxford Louis...\$4.98
- Black Kid Oxford Louis...\$4.49
- Gray Suede Pat. Strap Pp...\$7.90
- Gray Suede Strap Pump...\$9.90

**Misses'--12 to 2**

- Brown Kid Oxford.....\$3.49
- Black Kid Oxford.....\$2.79
- Brown Calf, English.....\$3.89
- Black Calf, English.....\$2.98
- Black Kid, Button.....\$2.49

**Men's--**

- Brown Calf Oxford.....\$4.49
- Black Calf Oxford.....\$4.98
- Brown Calf Blucher.....\$4.98
- Black Calf Blucher.....\$3.49
- Brown Calf, English.....\$4.98
- Black Calf, English.....\$3.98
- Brown Scout Shoe.....\$1.98
- Heavy Brown Work Shoe...\$3.49

**Boys'--2 1/2 to 5 1/2**

- Brown Calf Oxford.....\$3.98
- Black Calf, English.....\$3.49
- Brown Calf, English.....\$3.49
- Black Calf, Blucher.....\$2.98
- Brown Calf, Munson.....\$2.98

EVERY SHOE WE STOCK IS ALL SOLID LEATHER

**Notions**

Compare the savings we offer you in this department—it's worth while.

- Coates' Sewing Thread (150 yards) .....5c
- Silk Sewing Thread (100 yards) .....12c
- Coates' Crochet Cotton .....12c
- Silkene Crochet Cotton .....10c
- Coates' Darning Cotton, 3 for 10c
- Rick-Rack Braid .....8c
- Bias Tape .....8c
- Mending Tissue.....4c
- Kleinert's Jiffy Pants.....39c
- Toilet Paper.....2 for 15c
- Gillette Razor Blades.....39c
- Gillette Razor Set complete \$2.98
- Gem Razor Sets.....89c
- Ever-Ready Razor Sets.....89c
- Dyanshine Shoe Polish.....39c
- Cap Hair Nets.....10c
- Hickory Garters.....19c
- Dr. Parker's Supporters.....43c
- Pro-phy-lac-tic Tooth Brush 33c
- Pro-phy-lac-tic Hair Brushes 98c
- Hooks and Eyes.....6c
- Dress Snaps.....4c



111 Fourth Street—Just North of Washington

WE NEVER HOLD A SALE

Mail Orders Filled Promptly