

Originators of
Low Prices

J. C. Penney Co.

Incorporated

83 BUSY STORES

We Lead
Others Follow

Money Saving Prices on Useful Xmas Presents for the Whole Family

Before buying get our prices and compare the goods, and be convinced that the J. C. Penney Company can and does save you from 25% to 33 1/3% on every purchase.



Men's Suits, non-breakable fronts, in gray serge, novelties, blue serge. \$15.00 values. Our price **-\$9.90**

Sterling — the Suit of Merit, cut in the latest styles; all wool, brown check, gray novelty, black mixture and French Blue Serge. \$18 value. Our price **\$12.50**
Try on one of these suits and be convinced of the quality and the value there is in them. Look at the fit—they fit like they were made for you.
Sterling brown plaids, black with pin stripe, plain gray, heavy French Serge, Sponged and shrunk, \$22.50 value. Our price **-\$14.75**
Better ones at a saving of thirty-three and one-third percent **\$16.50**

BOYS' LONG PANT SUITS

In all the latest patterns and latest styles. They are worth at least \$2.50 to \$3.00 more. Our prices **\$8.90, \$7.39, 6.49**

BOYS' KNICKERBOCKER SUITS

Novelty Blue. \$2.75 value. Our price **-\$2.25**
Brown mixtures Norfolk cut, \$4.00 val. Our price **-\$2.98**
Gray Check, brown checks and blue serges, lined pants, Norfolk cut. These are worth at the least one-third more. Our prices **-\$4.98, \$3.98, \$3.49**

MEN'S NECKTIES

Latest style, wide flare ends, at a saving of 33 1-3 per cent. Our price **23c, 45c**
Men's Four-in-Hand Reversible Tie **45c**
Men's Four-in-hand—A dandy value **23c**
Bow Ties, all new patterns **23c**

HANDKERCHIEFS

Men's Linen Handkerchiefs, linen **15c and 19c**
Best two-for-25c Handkerchiefs at **10c**
Men's Flannel Shirts, to wear white collars, with fine French flannel **\$2.98, \$2.25**

SOCKS

Men's Cashmere Sox, 35c value. Our price **25c**
Men's Silk Sox, 35c value. Our price **25c**

COATS AND DRESSES

Ladies' Suits, Coats and one-piece wool Dresses. Just a few ladies' serge suits left, suits that are worth at least one third more **\$9.90, \$12.50**

LADIES' COATS IN THE LATEST STYLES

Patterns and shades white and black check, all-wool, \$20 Coat. Our price **\$14.75**
Novelty Coats, all different patterns, in mixtures and plain weaves, black plush, etc. \$18 value. Our price **\$12.50**
A dandy line of ladies' coats and money savers **\$9.90, \$8.90, \$7.90, \$5.90, \$4.98**

SWEATERS AND JERSEYS

Men's Sweater Coats **\$3.98, \$2.98, \$1.98, 98c**
Men's Jersey Sweaters **\$1.49, 98c**
Boys' Jersey Sweaters **98c, 25c**

ONE-PIECE DRESSES

Silk and wool poplin, \$5.00 value. Our price **\$3.90**
Wool serges in the latest styles and patterns, \$10.00 value. Our price **\$7.49**
Ladies' Rain Coats **\$1.98**
Double Texture **\$9.90, \$4.98, \$2.98**
Gaberdines, \$18.00 value. Our price **\$12.50**

CHILDREN'S RAIN CAPES

Children's Rain Capes with hoods, in Red, Blue **\$2.98, \$1.73**
Men's and Boys Rain Coat **\$1.98**
Strapped and cemented seams, double texture, \$4.00 value. Our price **\$2.98**

NET WAISTS

Get your Net Waist now and be ahead of the season. The latest out in ladies' waists. Ladies net waists over silk **\$2.98**
Silk Net, worth double the price **\$4.49, \$3.98, \$3.49**
Silk Hose for Christmas Presents **45c**

NAPKINS

Linen Napkins, for set of six, **\$1.98, \$1.25, 98c**
Napkins, per dozen, good, large, already to use **98c**
Napkins, per dozen, good and large, **49c**

RIBBONS

Flowered Ribbons, just the thing for the girls **35c, 29c, 19c**

BABY BLANKETS

Baby Blankets, flowered patterns, colors blue and pink. 75c blanket. Our price **49c**
Bath Rugs **\$1.23**
Bed Spreads. They are worth from 50c to \$1.25 more **\$2.98, \$1.98, \$1.49, 98c, 69c**

"Hush, Santa, you'll wake Mamma!"



The Gift Month.

December—the gift month! "Give; it is like God," says an old proverb. Christmas is a happy time because then the best feelings of the heart are elicited and allowed full play. What would otherwise be smothered down as suggestive of sentimentality, as unseemly, as indicative of a too dear dream, may venture forth in the good congeniality of the Christmas season and, quickly attaining unto beautiful gift-fulness, blossom out in good will, gladness, Christ-like kindness, blessing and blessed.

It is well that there should be such a season. We are all kinder than we seem. Life as it comes to us with its imperative pressure of duty demands, its brain racking cares for the immediate future, its pitiful misunderstandings leading unto estrangements, coldness, forgetfulness—life, even as it is and ever must be unto us mortals, creates, as it were, an icy film over what is the kindest and best in all our hearts.

Then comes the Christmas season, with its memories of other years, of better, happier hours, and the hand of a little child brushes away that ice film, and there rise up silently into our busy day those gentler, kinder feelings which, though dormant, were not dead.

At home we are loved best; there, too, we love best. In the genial Christian home, as in no other place on earth, there are full meaning, full appreciation, full enjoyment of the God given gift, Christmas.

Thoughts for Christmas

This was the chorus of that heavenly anthem which fell upon the shepherd's ears and which will ring down the centuries till the end of time: "Gloria in excelsis Deo—peace on earth, good will toward men."

May Christ's glory illumine every home and cradle, every workshop and counting house! May a brighter hale than the painters put around his head surround every mother and babe throughout the land at this Christmas-tide!

Pretty Dutch Christmas Custom.

In Holland a pretty custom exists. On the night before Christmas, in commemoration of the star of the east, the young men of the town assemble and carry through the dark streets a large, bright star. All the people go out to greet it and give to the bearers of the "star of Bethlehem," as it is called, alms for the poor.



Why Santa Lives.

Was there ever a wider or more loving conspiracy than that which keeps the venerable figure of Santa Claus from slipping away, with all the other old time myths, into the forsaken wonderland of the past? Of all the personages whose marvelous doings once filled the minds of men he alone survives.

He has outlived all the great gods, and all the impressive and poetic conceptions which once flitted between heaven and earth—these have gone, but Santa Claus remains by virtue of a common understanding that childhood shall not be despoiled of one of its most cherished beliefs, either by the mythologist, with his sun myth theory, or the scientist, with his heartless diatribe against superstition.

There is a good deal more to be said on this subject if this were the place to say it. Even superstition has its uses and sometimes its sound heart of truth. He who does not see in the legend of Santa Claus a beautiful faith on one side and the naive embodiment of a divine fact on the other is not fit to have a place at the Christmas board. For him there should be neither carol nor holly nor mistletoe. They only shall keep the feast to whom all these things are but the outward and visible signs of an inward and spiritual grace.—Hamilton Wright Mabie.

Washington's City Christmas.

"Peace on Earth, Good Will to Men." This sentence, blazing from a brilliantly lighted electric placard raised almost to the dome of the capitol, reflected the predominant sentiment of thousands who assembled at the capitol plaza to celebrate Washington's "community Christmas." A giant Norway spruce, illuminated with glimmering red, white and blue electric bulbs; the Marine band, a huge electric star of the east and a chorus of 1,000 singers, with the capitol itself outlined as the background against the dark curtain of the sky, made a scene of impressive beauty. Tableaux representing the story of the Nativity were presented in the improvised amphitheater. In the audience were many men and women well known throughout the country, including high government officials.

The Christmas Tree.

The Christmas tree is rooted deep in love; its verdant branches tower far above; its fruit are emblems of a fairer clime; its odors whisper of a happier time. 'Tis planted in all lands to spread and grow. And faith and hope among its treasures glow. Till the green life tree in our midst shall stand— And earth once more becomes an Eden land. —From "Christmas Chimes."

Thoughts for Christmas in Various Lands

DEVONSHIRE, England, noted for its apples, boasts a curious custom. On Christmas eve the farmer and his son stand beneath the oldest and best apple tree, both bearing a jug of cider, and sing a certain folk song.

After passing the elder jug around they betake themselves home to a good supper and much merrymaking.

The Jamaica negroes collect all bits of odds and ends of finery with which to array themselves on Christmas eve and, choosing a king and queen, follow these leaders about, making as much noise as possible.

The custom of giving gifts at Christmas came not from the presents of gold and silver given to the Christ Child, as many believe, but from an old custom of priests putting on board of all outgoing ships a box of alms.

The box was opened at Christmas-tide and masses said for the givers of the alms.

A Continual Christmas

Let no pleasure tempt thee, no profit allure thee, no ambition corrupt thee, no example sway thee, no persuasion move thee to do anything thou knowest to be evil; so shalt thou always live jolly, for a good conscience is a continual Christmas.—Benjamin Franklin.

Fasting at Christmas

When Cromwell ruled England he issued an edict against all festivities at Christmas. The festival was altogether abolished and the display of holly and mistletoe and other emblems of the happy time held to be seditious.

The Yule Log

The observance of lighting the Yule log from the remnants of the previous Christmas log can probably be traced to the ancient belief in the efficacy of fire, which was supposed never to be extinguished. It is a link in the chain that binds us to bygone times when, to quote Max Muller, "the hearth was the first altar, the father the first elder, his wife and children and slaves the first congregation."

Candia.

Edith—You must speak to papa first. Surely you don't expect him to make the advances, do you? Jack—Well, if he doesn't I don't see how we are going to get married.—Boston Transcript.

\$ \$ \$

\$50 FREE
To 50 Children

DESIRING to express, in an humble way, its good will to men and to scatter among its fellow beings as much of the Yule Tide spirit as possible, bringing joy and gladness to the heart of parent and child, the First National Bank of Coos Bay has selected from a multitude of suggestions the unique idea of starting each year fifty boys and girls on the road to future happiness and success.

The idea embodies the making of fifty Savings Accounts of One Dollar each and distributing them among the school children of Marshfield. Each child wishing to participate in the proposition is requested to call at the bank and register thereby receiving a number, the duplicate of which will be retained by the bank and at the close of the prescribed time for registration, the numbers will be shaken up in a large box from which will be drawn the Fifty Lucky Numbers.

It is the earnest hope and express wish, that with the giving of these modest gifts, will be sown the seed of thrift and industry, finding root in the fertile brain of youth will constantly convey that message to the growing child which will nurture that characteristic making for better citizens, better fathers and mothers, and a progressive and thriving community. With this we tender our best wishes for a very Merry Christmas and a prosperous and Happy New Year.

First National Bank of Coos Bay

\$ \$ \$