

A NATION-WIDE INSTITUTION — 312 STORES

**CORTICELLI
SILK SEWING THREAD**
12c
100-yard spools; all colors.

**J. & P. COATES'
DARNING COTTON**
3 for 10c
Black, tan, cordovan and white.

**4-YARD BOLT
RICK-RACK BRAID**
5c
White and colors; real value.

**IMPORTED
Schmaraschen Kid Gloves**

98c

The most wonderful kid glove offering in years.
Black, brown, tan, gray and white. All sizes.
Stitched backs. Pique seamed.

**J. & P. COATES'
SEWING THREAD**
5c
150-yard spools; all numbers.

**KNITTED WRIST
CANVAS GLOVES**
10c Pair
Good heavy gloves for men.

**J. & P. COATES'
CROCHET COTTON**
12c
White and ecru; all numbers.

**MISSIE'S
RIBBED HOSE**
19c
An excellent hose in black and brown; fine rib; all sizes.

**WOMEN'S
MIDDY BLOUSES**
98c
Splendid middies of white middy jean with white and contrasting collars.

**SILKINE
CROCHET COTTON**
10c
The one fast color crochet cotton. All colors.

**DEXTER
KNITTING COTTON**
8c Ball
The standard knitting cotton at the price you should pay.

**DYANSHINE
SHOE POLISH**
39c
Dyes and shines at same time; all colors. Don't pay 75c elsewhere.

**COMPLETE
GILLETTE RAZOR SETS**
\$2.98
The regular \$3.00 set complete with one dozen blades.

**WOMEN'S
PURE SILK HOSE**
89c
Black and brown in an excellent quality; all sizes.

**NEW SATIN
and TAFFETA RIBBONS**
10c Yard
Nine and 12 widths; all the new shades.

**WOMEN'S
CHAMOISETTE GLOVES**
29c Pair
Gray, black and white; all sizes.

**CHILDREN'S
FANCY SOX**
25c Pair
Fancy tops in many colors; sizes 4 1/2 to 9.

**CHILDREN'S
RIBBED COTTON HOSE**
2 Pairs for 25c
A medium weight hose in black; sizes 5 to 10.

Seasonable Underwear for Less

Men's—
Ribbed Unionsuits, short sleeves, ankle length 89c
Nainsook athletic Unionsuits 89c
Lisle ribbed Unionsuits \$1.49
Balbriggan Shirts and Drawers 79c
Hane's ribbed Unionsuits \$1.49

Women's—
Pink and white Knitted Bloomers 21c
Ribbed Vests, bodice top 23c
Ribbed Unionsuits, bodice top, open knee 49c
Ribbed Unionsuits, shoulder strap, cuff knee 59c

Boys'—
Ribbed Unionsuits, short sleeves, knee length, 4 to 16 69c
Nainsook athletic Unionsuits, 6 to 16 69c
Boy Scout mesh Unionsuits, 6 to 16 59c to 89c

Sateen Petticoats
89c

A splendid petticoat made with deep pounces from black and colored sateen—service and appearance combined.

Take Advantage of These Prices on Men's Work Clothes

No other concern offers the working man the values we do—and you have the assurance that the price will be the same when you return for more.

Mens 220 Denim Bib Overalls, union made	\$1.19
Mens 220 Denim Bib Overalls, union made	\$1.19
Carmen's Overalls and Jumpers, union made	\$1.19
Carpenter's 8-ounce white Overalls, union made	\$1.89
Blue denim Mechanics' Suits	\$2.49
Best Khaki Mechanics' Suits	\$2.69
Best Corduroy Pants, dark brown	\$3.69
Gray and brown Cassimere Pants	\$2.49
Gray Mole Skin Pants	\$2.49
Gray Cotton Worsted Pants	\$1.98
Good quality Chambray Shirts	59c
Heavy Rockford Sox, black, brown and mixed, 2 pairs for	25c
Fine Cotton Dress Sox, black, navy, brown, 2 pairs for	25c
Engineer and Fireman Socks, black and brown	19c
Leather Faced Gloves, gauntlet or wrist	29c

Every Salesperson in Our Store Carries a Union Card

Pure Fur Felt Hats



Men's Spring Hats
\$1.98

SEAL BLACK ALL SIZES GRAY GREEN

Hundreds of Portlanders are wearing these hats. They are not even approached as to value. New shapes made from pure fur felt, silk trimmed and full leather sweats.

MEN'S AND BOYS' CAPS 59c TO \$1.98
Caps of serge, cassimere, tweeds, chevots and silk; all sizes. All the new shapes.

'TIS APPLIED WISDOM THAT PROFITS MOST

To know a thing may afford satisfaction, but putting that knowledge into action is what will pay dividends. That's why we say—"Begin Shopping at Penney's NOW!"

The fact that you may know the J. C. Penney Company to be the largest chain department store organization in the world; that through their enormous cash purchasing power they save millions of dollars annually; that this vast saving is materially added to by their economic operating and the elimination of all waste such as charge accounts, deliveries and high rentals; that every cent of this saving is actually passed on to its patrons—though you may know all this, the knowledge is profiting you nothing unless you are putting it to actual use by filling your wants in Dry Goods, Shoes, Ready-to-Wear Clothing, etc., at our store.

If You're Skeptical Conviction Awaits You Within Our Doors

Women's Outing Apparel

Khaki Coats Khaki Breeches

\$2.49 \$2.49

KHAKI HATS 89c

These garments are all excellently tailored from heavy weight O. D. khaki twill. They are ideal for the open country. All sizes.

WOMEN'S 12-INCH HIKING BOOTS.....\$6.90
WOMEN'S INDIAN TAN HIKING BOOTS.....\$8.90

In these boots you will find sturdy wear combined with glove-like fitting qualities. If you have been paying practically twice this price for these boots, come here and save the difference.

TIMELY DRY GOODS AT MONEY SAVING PRICES

27-inch New Plaid Dress and Staple Gingham	12c
32-inch Renfrew Kiltie Crepe Gingham	43c
32-inch Dress Gingham, Beautiful Plaids	19c
32-inch Renfrew Tissue Gingham, very sheer	43c
40-inch Fancy Voiles, floral designs	25c
36-inch Chamois Finish Longcloth	19c
40-inch Plain Voiles, all the pastel shades	29c
Staple Shirting Chevots, light and dark	17c
36-inch Lingerie Cambric, fine and soft	19c
Beautiful Crepe Mohair for Sport Suits and Skirts	\$1.39
36-inch Dotted Swiss (colors)	49c
34-inch Beach Cloth, old rose and blue	29c
32-inch Romper Cloth, staple patterns	25c
40-inch Colonial Voiles (new)	49c
36-inch Gray Satins (new shades)	\$1.49
32-inch Natural All-Silk Pongee	49c, 89c and \$1.29
36-inch Black, Navy, Midnight and Seal Taffeta	\$1.49
36-inch Black, Taupe and Seal Messaline	\$1.49

COMPLETE LINE McCALL'S PATTERNS



**Blazer
Sport Skirts**
\$7.90

These Skirts have created a sensation in the East. They are certainly striking examples of Sports Apparel. Tailored from heavy all wool flannel in the following combinations of Blazer stripes, black and white, green and white, orange and white, pink and white.

Solid Color Flannel Skirts, \$6.90

**CHILDREN'S
HICKORY GARTERS**
19c
All sizes; both black and white.

**CHILDREN'S
NAZARETH WAISTS**
45c
Most sizes in this popular waist.

**CHILDREN'S
PLAY SUITS**
Sizes 1 to 4 69c
Sizes 5 to 8 79c
Heavy blue denim and khaki with red galatea trim.

**KLEINERT'S
BABY JIFFY PANTS**
39c
All sizes. No better rubber pants.

**MEN'S
PARIS GARTERS**
25c
It isn't necessary to pay 40c elsewhere.

**Women's All Silk
Drop Stitch Hose**
\$1.49

A beautiful hose in black and brown, also fancy lace effects. Lisle tops, soles, heels and toes; all sizes.

**Platinum Gray
Silk Hose**
\$1.29

The season's popular shade, and hard to get. Lisle tops, soles, heels and toes.

Toilet Articles

Pears' Soap	15c
Woodbury's Facial Soap	19c
Pebecco Tooth Paste	35c
Palmolive Soap, 2 for	15c
Crepe Oil Soap, 2 for	15c
Peppodent Tooth Paste	39c
Colgate's Tooth Paste (large)	19c
Hind's H. and A. Cream	39c
Palmolive Shampoo	59c
Palmolive Shaving Cream	25c
Mennen's Shaving Cream	39c
Colgate's Stick or Cream	25c
Williams' Barber Bar	7c
Colgate's Talcs	15c
Williams' Shaving Powder	25c
Colgate's Stick Refills	19c
Penney's White Soap, 6 for	25c
Lux	10c
Sunbright Cleanser	8c

**BOYS'
Blue Serge Suits**
\$6.90

Boys' Knickerbocker Suits, excellently tailored from good navy blue serge. A good looking and serviceable suit. Sizes 8 to 16.
All-Wool Fancy Cassimere Suits at Same Price

Boys' Bell Brand Blouses	79c
Boys' Ribbed Stockings, 2 pairs	25c
Boys' Bearskin Hose	29c
Boys' Suspenders	19c
Boys' All-Silk Ties	25c
Boys' Silk Jazz Caps	25c
Boys' Belts	25c

Boys' Tennis and Basketball Shoes for Less Than Elsewhere

**MEN'S
Spring Suits**
\$19.75 - - \$24.75

These suits have just arrived and are wonderful values. Worsteds, Cassimeres and Serges. Both conservative and young men's models. All sizes.

Men's Percal Shirts	98c
Men's Madras Shirts	\$1.19
Men's Suspenders	29c to 79c
Men's Oxford Polo Shirts	\$1.49
Men's new Silk Knit Ties	98c
Fiber Silk Sox (colors)	43c
Silk Lisle Sox (colors), 3 pairs for	\$1.00
Pure Silk Sox, black and brown	69c

READ THESE PRICES ON MEN'S SHOES

Remember—Our shoes are all solid leather. There is no paper or composition anywhere in their construction.

DRESS SHOES—
Brown Calf Blucher, welt sole \$4.98
Black Calf Blucher, welt sole \$4.98
Black Calf Blucher \$4.98
Black Calf, English last, welt sole \$4.98
Brown Calf, English last, welt sole \$4.98

WORK SHOES—
Brown Calf, Munson last, welt sole \$4.23
Brown Calf, Munson last \$3.98
Smoked Horsehide Blucher \$4.98
Brown Mule Scout Shoe \$1.98

Our prices on Boys', Girls' and Children's Shoes are below any in the United States, quality considered

Extraordinary Value

Women's Strap Pumps
\$5.90 - - \$6.90

Sizes 2 1/2 to 8 Widths AA to C

Soft, pliable Kid Pumps in black and brown. They come in full Louis, Junior Louis and Baby Louis heels. Notice the satin insert in vamp, giving that custom touch so much sought after by careful dressers.

SAME IN WHITE CANVAS \$3.49
BLACK and BROWN OXFORDS \$2.98 to \$5.90



MAIL ORDERS FILLED PROMPTLY

J.C. Penney Co.
A NATION-WIDE INSTITUTION -
Incorporated
312 DEPARTMENT STORES
111 Fourth St., Just North of Washington

WE NEVER HOLD A SALE