

THE WORLD'S LARGEST CHAIN
DEPARTMENT STORE ORGANIZATION**Money Savers!**

J. & P. Coat's Crochet Cotton...10c
Coat's Spool Cotton, 150 yds...5c
Dexter's Darning Cotton, 2 for...5c
Corticelli Sewing Silk, 100 yds...12c
Dress Snaps4c
Safety Pins4c
Duro Belle Hair Nets, a dozen...96c
Hooks and Eyes6c
Hickory Garters19c
Nevertear Supporters10c
McCALL'S PATTERNS

A TELLING ADVANTAGE

**THE SUPREMACY OF MODERN MERCHANDISING METHODS
GIVES YOU THIS NEW 1922 MERCHANDISE FOR LESS THAN
SO-CALLED "SALE" PRICES ON ODDS AND ENDS ELSEWHERE**

Money Savers!

Jergon's Violet Soap10c
Colgate's Tooth Paste—large.....19c
Pebeco Tooth Paste35c
Palm Olive Soap8c
Palm Olive Shave Cream.....25c
Colgate's Handy Stick25c
Colgate's Stick Refills19c
Pepsodent Tooth Paste39c
Packer's Tar Soap19c
Fairy Soap5c

The World's Largest Chain Department Store Organization throws its tremendous cash purchasing power behind this stupendous January Selling Campaign. For the past three weeks millions of dollars' worth of fresh 1922 merchandise has been rolling into our warehouses, awaiting the closing of our 1921 Inventory. This new merchandise is now on our shelves and ready for you—ready at prices that, for a concern of less magnitude than the J. C. Penney Company, would be prohibitively low. Read every price quoted here, and in reading, realize the savings they mean for you. The advantage in purchasing at our store is reflected in every item.

Thousands of Yards

JUST IN

New Piece Goods

The prices quoted on this standard yardage should prove a welcome stimulus to your January shopping. We know of nowhere outside a J. C. Penney Store where you can buy it as cheap.

Standard Bleached Muslin	12c
Extra quality Bleached Muslin.....	15c
36-Inch Unbleached Muslin.....	10c
Berkley 60 Cambric.....	29c
36-Inch Standard Cambric.....	19c
36-Inch Lonsdale Nainsook.....	29c
27-inch Fancy Outing, heavy.....	15c
42-Inch Cabot Pillow Tubing.....	35c
45-Inch Seneca Pillow Tubing.....	39c
42-Inch Pequot Pillow Casing.....	35c
8-4 Dan River Bleach Sheeting.....	53c
9-4 Dan River Bleach Sheeting.....	57c
10-4 Pepperill Bleach Sheeting.....	65c
42x36 Bleached Pillow Cases.....	25c
Lonsdale Pillow Cases (45x36 and 42x36).....	39c
32-inch Fancy Feather Ticking.....	29c
32-inch Kyrle Cloth, solid colors.....	29c
New Fancy Drapery Cretonnes.....	19c
27-Inch Daisy Outing.....	19c
Beautiful 36-inch Cretonne.....	23c
Children's Sealpax Sleepers.....	98c
Full-Size Bedspreads.....	\$1.69
Table Damask, pretty patterns.....	69c
Table Oilcloth.....	29c
Black Sateen, 36 inches wide.....	29c
36-Inch Comfort Challie, fast colors.....	17c
27-Inch Baby Flannel.....	59c

The Opportunity of the Season

Men's and Young Men's

VIRGIN WOOL OVERCOATSGrays
Browns
Greens**\$13.50**Sizes
36 to 46
Several Models

Soft, Pure Woolens, Cravenetted to Resist Rain

Here is a concrete demonstration of the value-giving power of this January selling campaign. Beautifully tailored coats, newest models; some cravenetted, others not. Just 200 at this price. So come early.

Men's Gabardine**Rain Coats
\$6.90**

TAN COLOR ALL SIZES
The popular ulsterette model with full belt, strapped wrists and knee lengths. Made from splendid cotton gabardine. These coats are absolutely rain and wind proof. The ideal coat for Portland weather. Appearance and utility combined in one garment.

Large Fancy**Bath Towels
69c**

These excellent Turkish towels are of generous size and come with Pink and Blue borders. The quality is what you would naturally expect at a much higher price.

**Many Years
Ago**

this Company adopted a policy of selling for cash only—and never holding a sale. This policy remains unchanged.

A price once made unfailingly applies alike to one and all throughout the year. Thus you always enjoy the same savings as your neighbor.

Selling for cash, your money expended in any of our stores receives the discount in lower prices which cash transactions always command. There are no uncollectable bills to be made up by higher prices. Services as expressed by courtesy, attentiveness, efficiency and equality, is constantly in evidence in all our 812 department stores. Your continued patronage will be appreciated and merited.

J. C. Penney Co.

"Lady-Lyke"**Corsets
98c**

Superbly tailored corsets of excellent quality pink brocaded Coutil. Boned with "Waybone." Both Regular and Athletic models. Elastic sides and tops. Positively the best corset value in Portland. All sizes.

66x80

**Blankets
\$2.98**

GOLDEN FLEECE

These soft, heavy Blankets come with blue and pink borders and represent the most value for the money we have seen in some time. They will keep you warm in the chilliest night. Only \$2.98 a pair.

An Enormous Shipment

OF THE

New Spring Shoes

Thrown into this January Selling Campaign are hundreds of dozens of advance Spring Shoes. Just the shoes you are wanting are now here and the prices speak for themselves.

FOR WOMEN

At this price we offer Brown Calf Oxfords, military heel, rubber cap, medium vamp; Brown Kid, Strap Pumps and Comfort Shoes galore.....

\$2.98

In this range will be found Kid Strap Pumps and Shoes in the new spring lasts. Soft, pump kids, excellently made.....

\$3.49

Shoes, Oxfords and Pumps abound at this low price. Browns and Blacks in Kids and Calfskins, military, low and Louis heels, plain and rubber capped.....

\$3.98

A wonderful assortment is shown at this popular price. All the new Novelty Shoes that will be so popular this season. Patents, kids and calfskins. Welts and turns. All heels.....

\$4.98

Shoe construction De Luxe is incorporated in this beautiful footwear. Shoes, Oxfords, Pumps and Novelty shoes abound. Patents, Kids and Calfskins. All sizes.....

\$5.90**FOR MEN**

Our line of Men's Dress Shoes at \$3.98 is unsurpassed in this or any other city. All Goodyear welt construction of high-grade leathers, rubber heels. They come in browns and blacks, medium and wide toe bluchers and English lasts.....

\$3.98

Extraordinary value in Men's Brown Munton Last Shoes. Genuine Goodyear welt soles. Solid leather throughout. An ideal shoe for dress and work.....

\$4.49

The excellence of careful workmanship, combined with selected kids and calfskins, make these shoes doubly desirable. Blacks and browns. English, blucher and Cushion Sole Shoes. All sizes.....

\$5.90**CHILDREN'S SHOES**

Sturdy shoes for the children, combined with that dressy appearance, are here at prices that are far below any "sale" price elsewhere. And, besides, you are not buying "A Pig in a Poke."

Women's

**Silk Hose
89c**

A hose such as will appeal to you. Good, pure silk boot with little top, heel and toe. Black and cordovan.

Men's

**Cashmere Sox
39c**

Wonderfully soft and good looking. Black, Oxford and natural. All sizes.

Boys'

PACEMAKER HOSE

25c

BLACK

BROWN

This sturdy, heavy ribbed hose is to be had here only at this price. All sizes, 6 to 10½. Both black and brown.

Children's

RIBBED STOCKINGS

2 Pr. for 25c

A medium weight hose of excellent quality and workmanship. Both black and brown in sizes 6 to 10½. About half what you will pay elsewhere.

Men's and Young Men's Trousers

These values are not to be had outside a J. C. Penney store. Patterns to match your suit.

\$2.98 \$3.98 \$4.98 \$5.90

Cassimeres—Worsted—Flannels—Serges—Cheviots
All Sizes 26 to 50

In order to make this campaign the greatest value-giving event in the United States, we have procured and offer hundreds of pairs of Pants in most every conceivable fabric and pattern. Conservative and young men's styles abound.

J. C. Penney Co.
A NATION-WIDE INSTITUTION
Incorporated
312 DEPARTMENT STORES
111 FOURTH STREET—JUST NORTH OF WASHINGTON

WE NEVER HOLD A SALE

Men's All Wool

Heavy MackinawsPlain and Fancy
Full and Half Belts**\$6.90**

Do not confuse these with cheap, cotton warp Mackinaws being offered at this price. This is a REAL Coat; excellently made from all-wool cloths of heavy weight.

Sizes 36 to 46



Men's 220 Denim

Overalls and JumpersUnion Made
Heaviest Blue Denim**98c**

Thousands of these first quality Bib Overalls and Jumpers have just arrived. How much are you paying for good overalls. Think this over carefully. It's an opportunity to save.

Sizes—Jumpers, 36 to 44; Overalls, 32 to 42

