

THE ECONOMIC CENTER OF UMATILLA COUNTY



Our Elegant Assortment of Waists

In Crepe De Chines and Silks in all the very newest of shades of Tea Rose, Flesh, Golds, Whites, Yellows, etc., finished and trimmed most beautifully with large square and pointed collars, with dainty lace edges.

All we are asking for these \$3.00 and \$4.00 garments elsewhere, is \$1.98 and \$2.98.

We are showing a fine line of Voile Waists, sizes up to 56, at 98¢, \$1.49 and \$1.98.

A new line of Georgette Waists \$4.98.

Wool and Silk Dress Goods

Considering the present market conditions these prices are 20 to 33 per cent lower than our competitors.

Beautiful quality of French Serges, 36 in. wide, in Blue, Black and Scarlet, yard 79¢.

Navy, Black and Light Shade Batistes, yard wide 69¢.

Nice assortment of Storm Serges in Navy, Black and Dark Red, from 48 in. to 54 in. wide, are priced at 98¢ and \$1.49.

Black and Blue Wool Poplin, 54 in. wide \$1.69; 45 in. wide \$1.25.

Rich Novelty Striped Suiting, yard \$1.25, \$1.69.

Neat and sport stripe colors as well as plain Blue and Black, yard wide, price 53¢, 69¢.

VALUES IN LADIES' UNDERWEAR

We can help you to make quite a noticeable saving by quoting the prices below, as all knitted articles are mounting higher and higher each day.

LADIES' KNIT UNION SUITS
Long sleeves, high neck, ankle length, medium weight 49¢, 98¢.
Short sleeves, low neck, ankle length, 49¢, 98¢.

No sleeves, low neck, lace or tight knee, sizes to 50. 25¢, 49¢, 69¢.

LADIES' SUMMER WEIGHT VESTS
Mercerized Lisle, Swiss Ribbed, sizes 36 to 44 49¢.
Plain Gauze Vest, Round or V-Neck, 61¢, 81¢, 10¢, 2 for 25¢, 25¢.

Out Size Vest, no sleeves, low neck, 46 to 50 25¢.
Out Size Vest, short sleeves 25¢.

Light Weight Pants, lace or tight knee, price 25¢.
"Comfy Cut" Summer Weight Union, lace or tight knee 49¢.
Beautiful Nainsook Envelope Combinations 79¢, 98¢, \$1.49.
Corset Covers and Drawer Combinations 49¢, 98¢, \$1.49.
Nice Quality of Muslin Pants 39¢, 69¢.
Cotton Crepe Gowns 98¢, \$1.49.
Nicely Trimmed Nainsook Gowns 79¢, 98¢.

Lincoln Gowns, long sleeves, high neck, 39¢, 79¢, \$1.25.
Dainty White Underskirts 49¢, 98¢, \$1.49, \$1.98.
Nice Assortment of Corset Covers 25¢ to 69¢.
Fine Quality Brassieres 25¢ to 79¢, 98¢.
Princess Slips 98¢.

CORSETS WE CAN ALWAYS FIT YOU

BACK LACE
Double Batiste, Medium Bust 98¢.
Medium Bust Batiste 59¢.
Heavy Coutil "Rengo Belt" \$1.98.
Medium Bust, Coutil and Batiste \$1.49.
School Girl Corset 98¢.
Special Stout \$2.98.

FRONT LACE
Low Bust, Coutil 98¢.
Medium Bust, Coutil \$1.49.
Heavy Coutil, Medium Bust \$1.98.
Lion Coutil, Extra Heavy \$2.98.
Ferry Waists 49¢, 69¢, 98¢.

DOMESTICS As Staple As Wheat

1-4 Bleached Sheeting, yard 20¢ to 25¢.
1-4 Bleached Sheeting, yard 25¢ to 30¢.
1-4 Bleached Sheeting, yard 30¢ to 35¢.
Lonsdale Muslin, yard 12 1/2¢.
Fruit of the Loom Muslin, yard 12 1/2¢.
Harvest Cambric, yard 12 1/2¢.
Magnolia Cambric, yard 12 1/2¢.
Berkeley No. 48 Cambric, yard 12 1/2¢.
Berkeley No. 100 Cambric, yard 12 1/2¢.
Long Cloth, yard 10¢, 12 1/2¢, 15¢, 18¢.
Nainsook, yard 12 1/2¢, 15¢, 22 1/2¢.
Hemmed sheet, 49¢, 69¢, 98¢.
Pillow Cases, each 10¢, 12 1/2¢, 15¢, 20¢, 24¢.
100 spreads, each \$2.00, \$2.50, \$3.00, \$3.50.
Satin Bed Spreads, each \$2.00, \$2.50, \$3.00, \$3.50.
Pillows, each 49¢, 98¢, \$1.25, \$1.49, \$1.98.
Cotton Hats 10¢, 15¢, 20¢, 25¢.
Comfy Size Cotton Hats 20¢.
Comfy Size All Wool Hats \$1.98.
Crash Toweling, yard 6 1/2¢, 8 1/2¢, 10¢, 12 1/2¢, 15¢.
White Huck Toweling, yard 10¢, 12 1/2¢, 15¢.
Huck Towels, each 10¢, 12 1/2¢, 15¢.
Turkish Bath Towels, pair 20¢, 25¢, 30¢, 40¢.
Barber Towels, dozen 40¢.



The Clothes Sometimes Makes the Man

And therefore you should take a pride in your own personal appearance not only for your own edification but also for the sake of your wife or relatives. They like to see you dress in good taste but not extravagantly. You can do this very reasonably by purchasing your Spring attire at our store. We carry the very latest models, not the extremes, and priced from \$5.00 to \$8.00 lower than the one store operator. Look these wonderfully low prices over.

A fine line of regular \$12.50 suits at other stores. Our price \$9.90.

Blue Serges of fine quality and a large range of fancy patterns, generally sold at \$16.50; our price \$12.50. Our \$14.75 line of All Wool Serges and Mixtures, beautifully tailored, cannot be bought elsewhere for less than \$20.00.

The \$16.50 Suits are without a doubt the finest tailored and finished garments there can be found today, and you would have to pay from \$22.50 to \$25.00 for the identical things at the credit stores.

We can show you a splendid line of Rubberized and Gabardine Rain Coats, the kind that do not leak, at \$4.98, \$5.90, \$6.90, \$9.90, \$12.50, \$14.75.

YOUR SPRING HAT

We always show the latest novelties and colors in dress hats. You can buy the "classiest" models from us at 98¢, \$1.49, \$1.98, \$2.49 and \$2.98 and we save you from 50¢ to \$1.00 on every one.

Our staple shapes in blacks and light tans, are always sold at 98¢, \$1.49, \$1.98, \$2.49, \$2.98. Why pay more?

We now have our Spring and Summer supply of Caps in and they are certainly beauties at 25¢, 49¢, 98¢.

The Popular Silk Hat which is worn so much during the hot summer months is shown here at 39¢, 49¢, 69¢ and 98¢.

Straw Hats for work in small and large shapes are sold here at 10¢, 15¢, 25¢, 49¢.

Fresh, Dainty and Beautiful WASH MATERIALS

You cannot resist these Patterns, Qualities or Prices.

White Flaxons, yard 15¢, 25¢.
White Voiles, yard 25¢.
White Dimities, yard 12 1/2¢, 15¢.
White Pliques, yard 20¢.
White Dotted Swiss, yard 15¢, 18¢.
White Galatea, yard 15¢, 18¢.
White India Linons, yard 8 1/2¢, 10¢, 12 1/2¢, 15¢.
White Cotton Pongee, yard 25¢.

White Cotton Poplin, yard 25¢.
White Lace Cloth, yard 25¢.
White Devonshire, yard 22 1/2¢.
White Fancy Gabardine, yard 49¢.
Fancy Antrim Lawns, yard 7 1/2¢.
Neatly Figured Lawns, yard 10¢.
Fancy Floral Batiste, yard 12 1/2¢, 15¢.
White India Linons, yard 8 1/2¢, 10¢, 12 1/2¢, 15¢.
Fancy Colored Wash Materials, 25¢, 39¢, 49¢.

Laces and Embroideries
Beautiful val Laces, yard 20¢, 30¢, 40¢, 50¢, 60¢, 70¢, 80¢, 90¢, 100¢.
Shadow Laces, 2 in. to 4 in. yard 10¢, 12 1/2¢, 15¢.
Linen Cluny, yard 10¢, 12 1/2¢.
Cotton Percale, 1 1/2 in. to 3 in. 4 1/2¢, 5 1/2¢, 6 1/2¢, 8 1/2¢.
Oriental Laces, 3 in. to 6 in. 10¢, 12 1/2¢, 15¢, 20¢.
Swiss Embroidery Edgings, 8 1/2¢, 10¢, 12 1/2¢, 15¢, 18¢.
Beautiful Flouncings, 2 in. to 3 in. yard 8 1/2¢.
Corset Cover Embroidery, yard 12 1/2¢ to 49¢.
Reading, yard 6 1/2¢, 8 1/2¢, 10¢, 12 1/2¢, 15¢.
All over Embroideries, yard 25¢ to 49¢.

Percales Gingham Calicos
NEW PATTERNS, REASONABLE PRICES.
27 in. Light and Dark Percale, yard 12 1/2¢.
27 in. Light and Dark Percale, yard 12 1/2¢.
36 in. Light and Dark Percale, yard 15¢.
Apron Check Gingham, yard 9¢, 8 1/2¢.
Zephyr Gingham, 12 inch wide, yard 12 1/2¢.
27 inch Fine Quality Gingham, 100 to 120 yds.
Genuine Indigo Dyes in blue figured calico, yard 10¢ to 12¢.

The Tale of Our Shirts

There is nothing finer than a nice selection of shirts. We have them, with stiff cuffs at 98¢ and \$1.25; soft cuffs 98¢, \$1.49; elegant patterns. We also show a wonderful line of collar attached styles, both military and flat collar, in nicely mercerized cloths, that you pay \$1.50 and \$2.00 for at other places, at 98¢ here.

We can give you any priced Work Shirt you want, made big and strong of fine Chambray, Chevrola and Sateens in gray, blue and black at 39¢, 49¢, 69¢, 98¢.

Sport Shirts for dress or work at 49¢, 59¢, 98¢, with short or long sleeves.

Compare These Underwear Prices

Light Weight Union Suit 98¢.
Nice Quality Union Suit 49¢.
B. V. D. Union Suit 89¢.
"Chalmers Porosknit" Union Suit 89¢.
Mesh Union Suit 49¢.
Athletic Style Union Suit 49¢, 69¢.
Med. Weight Shirts and Drawers 49¢.
Light Weight Shirts and Drawers 49¢.
Good Quality Shirts and Drawers 25¢.
"Chalmers Porosknit" Shirts and Drawers 49¢.

OVERALLS

We are holding all competitors at bay on first class 220 Denim, German dyes. Why pay \$1.25 and \$1.35 all over the country when you can buy the best brands such as "Crowns" and "Big 3" at 98¢, and "Ehmanns" at 83¢. The Jumpers are the same price.

"Crown" Blue and White Stripe Overall, selling everywhere at \$1.00, our price \$2.25.

One piece "All-Over" Overall, tan \$1.98, blue \$2.25.

Carpenter's heavy weight Overall \$1.39 and 98¢.

Painters Overall and Jumpers 83¢.
Blue Waist Overall, 220 Denim 83¢.
Hay Bailers and Teamsters Aprons 49¢.

Visit Our Boys Dep't. That Boy of Yours

Is quite a problem when it comes to figuring out what kind of suits to buy, to make him look as neat and refined as other well dressed chaps and still not have to put \$8.00 or \$10.00 and possibly more into his clothes. The Golden Rule store is the salvation for such a problem, for we carry the best lines of Boys' Clothing that are made and price them at the lowest possible figure. Note these prices:

Boys' All Wool Mixtures \$5.00.
Boys' Blue Serge, All Wool \$4.25 and \$5.50.
Boys' All Wool Mixtures \$4.98.
Our Best Selling Suit \$2.98.
A Fine Quality, Wool Mixture \$2.98.
Boys' Fresh, Neat and "Nifty" Wash Suits 79¢, 98¢, \$1.49.

Childrens Underw'r
Exceptional values in Spring and Summer weight Union Suits. Low neck, no sleeves, lace or tight knee, ages from 2 yrs. to 16 yrs. 25¢, 39¢, 49¢.
Misses' Summer Vests 10¢.
Nazareth Waists, all sizes 21¢.
Children's Muslin Pants, 4 to 14 years, each 10¢, 19¢, 25¢.
Misses' Princess Slips, 6 to 16 years, priced at 79¢, 98¢.

CHILDREN'S DRESSES
Girls' neatly trimmed and finished Gingham Dresses, ages 6 to 14 years, 98¢, \$1.23, \$1.49.
Nice daintily finished White Dresses, ages 6 to 14 yrs. 98¢, \$1.25, \$1.49, \$1.98.

"HOSIERY" "My Hosiery"
The market is changing almost every day on this commodity, so we know you will appreciate these values.
Ladies' Black Lisle, regular and out sizes 25¢, 35¢, 49¢.
"Burson" Fashioned Black, regular and out sizes 19¢, 25¢.
Black Cotton, regular and out sizes 10¢, 2 for 25¢, 15¢, 25¢.

Children's Fine Ribbed, sizes 5 to 10, in black, pink, blue, white, tan 15¢, 23¢.
Infants' Cashmeres, silk toe and heel, in black, white, pink and blue 25¢.
Boys' Heavy Ribbed for hard wear 25¢.
Boys' Medium Ribbed, sizes 5 to 10 15¢.

The Little Things of Life Remember that those pennies are worth 100 cents on the dollar. Wait for your change

J. & P. Coats Crochet Cotton, (all sizes) 10¢.
San Silks, all colors 4¢.
Darning Cotton 2 for 5¢.
Parsons' Linnen Thread 10¢.
Dexter's Knitting Cotton 4¢.
Baby Ribbons, yard 10¢.
Fascia 10¢, 2 for 20¢.
Pens 6 for 5¢.
Pen Holders 4¢.
Large Pencil Tablets 10¢.
Wide or Narrow Ink Tablets 10¢.
Narrow Ink Tablets 5¢.
Cotton Tapes, all widths 2 for 5¢.
Linen Tape, 3 for 5¢.
Safety Pins 5¢.
Duplex Safety Pins 5¢.
Good Pins 5¢.
Hooks and Eyes 2 dozen for 5¢.
Mop Patenons 8¢, 10¢.
Mop Traps 2¢.
Pearl Buttons 2 1/2¢, 5¢, 10¢.
Shower Caps 12 1/2¢, 15¢.
Coldfold Hair Pins 5¢, 10¢.
Horse Brads 10¢.
Hair Nets 5¢, 8¢.
Shoals or 2 in 1 Polish 5¢.
Reveilles 5¢.

Invisible Hair Pins, box 5¢.
Crayolas 4¢.
Assorted Hair Pins 3¢.
"Carters" Ink 10¢.
Milwauke Needles 4¢.
Rue Balls 5¢.
Pocket Mirrors 3 for 5¢.
Pocket Knives 25¢, 69¢, 98¢, \$1.25.
Erasing Chalk 10¢, 15¢, 25¢, 49¢.
Hair Brushes 25¢, 49¢.
"Colgate" Tooth Paste 10¢, 15¢.
"Colgate" Tablets 12¢.
"White Star" Soap 8 for 25¢.
Colgate's Cashmere Goggles 10¢.
Palm Oil Soap 2 for 25¢.
"Packers" Tar Soap 10¢.
Mechanics Soap, 2 for 25¢.
Cuticura Soap 10¢.
Peroxide Cream 10¢.
Peroxide 15¢.
"De Ligne's" Tooth Powder 25¢.
Williams Shaving Soap 4¢.
Colgate's Shaving Powder 10¢.
Razors, all widths, yard 20 to 12 1/2¢.
Honor Straps 49¢.
Hiss Fold Tape 5¢, 10¢.
Children's Velvet Grip Supporters 15¢.
Good Supporters 10¢.
Arm Bands 20 to 25¢.

SKIRTS

We are showing the "niftiest" Patterns ever shown, and we can save you from \$1.00 to \$2.00 on every one.

The very newest styles, in checks, plaids, plain, loud ones and quiet ones with large pockets, and a look to them that you cannot get when you make them yourself. Priced at \$2.98, \$3.98, \$4.98, \$5.90, \$6.90 and \$7.00.

See Our Petticoats

Before you buy, and be convinced that our values are positively the best for the money; from the plain Black Sateens at 49¢, 98¢ and \$1.49 to the Silk Flouncers with Heather-loom tops and all Silks at \$1.98, \$2.98, \$3.98 and \$4.50.

HOSIERY

We are now supplied with Hosiery galore from the silk hose selling at 49¢ a pair. Black, tan, gray, white and navy blue of extra fine quality and for which you would pay 35¢ everywhere, our price is 25¢ pair. A good cotton sock at 15¢ a pair in all colors, and a nice fine quality of lisle at 2 for 25¢.

The Rockford work socks are 5¢ a pair, and a heavier weight at 3 for 25¢. We also have a splendid soft cotton hose with white toe and heel at 10¢ a pair.

Heavy Woolen Hose 25¢, 39¢.

The Necessities of Mankind
Men's Neckwear 25¢, 49¢.
Suspenders 25¢, 49¢.
Handkerchiefs 5¢, 2 for 25¢.
Bandannas 5¢, 2 for 25¢.
Boston Pad Garters 15¢.
Paris Pad Garters 10¢.
Arm Bands 20¢, 30¢, 100¢, 150¢, 250¢.
Pocket Combs 10¢, 15¢.
Plecting Cards 10¢, 15¢.
Bachelor Buttons 8¢.
Shaving Brushes 25¢.
Arrow Collars 15¢.
Boles, black and tan 25¢, 49¢.
Purses 25¢.
Pocket Knives 25¢, 49¢, 98¢.
Cuff Links 10¢, 15¢, 25¢, 49¢.
Stick Pins 15¢, 100¢, 250¢.

BOYS HATS
"New" "Classy"
Good Felt Hats 98¢.
Rah-Rah Style 49¢, 98¢.
Small Boy Shapes 25¢, 49¢, 98¢.
"Nifty" Bab-Rah Straws 25¢, 49¢, 98¢.
Boys' Dress Straws 25¢, 49¢.
Boys' Silk Hats 39¢, 49¢.
A Fine Line of Boys' Caps at 25¢ and 49¢.

Men's Odd Pants
All Wool, Neat Patterns \$3.08.
Hard Fin. Worsteds \$2.98.
A Good Working Wool Mixture \$2.25.
Good Work Pants \$1.25 to \$1.98.
Khaki Pants, good weight, \$1.25, \$1.98.
Khaki Coats, Norfolk style, \$2.49.
Boys' Long Pants \$1.69, \$1.98, \$2.25.

Every Day Wants for the Boy at Quite a Saving Waists and Shirts
All Colors Light Waists 39¢ and 59¢.
Light Dress Shirts 49¢.
Dark Work Shirts 49¢.

UNDERWEAR
Ecu Light Weight Union 45¢.
"Chalmers Porosknit" Union 45¢.
Mesh Union Suit 25¢.

OVERALLS
German dyes, age 2 yrs. to 8 yrs. 49¢.
German dyes, age 9 yrs to 15 yrs 69¢.
Heaviest 220 Denim.

KNEE PANTS
Good Weight Worsted 49¢.
Fine Wearing, Lined 98¢.
Heavy wool Mixture \$1.25, \$1.49.
Splendid Blue Serge \$1.25, \$1.49.
Boys' Suspenders 15¢, 100¢, 250¢.
Heavy Ribbed Stockings 15¢, 25¢.

TARPAULINS
8x12 6 ounce \$2.19.
8x12 8 ounce \$2.39.
8x14 10 ounce \$2.69.
8x12 12 ounce \$3.99.
8 Foot Canvas, 12 ounce, yard \$2.99.
16 in. Canvas, 10 ounce, yard 29¢.
10 inch Canvas, 11 ounce, yard 23¢.
10 inch Canvas, 8 ounce, yard 25¢.

We Can Save You 5% Over Your Mail Order Catalogues--Send Us Your Orders

Kimonas and Middies
Misses Sport Hats, large stripes and bright shades 49¢, 98¢, \$1.21.
Cotton Crepe Flowered Kimonas 98¢ to \$2.94.
Silk and Silk Mull Kimonas \$2.49 to \$3.99.
New selection of Middies 98¢, 98¢.

CHILDRENS HATS
Misses Sport Hats, large stripes and bright shades 49¢, 98¢, \$1.21.
Children's straw, neatly trimmed 49¢, 98¢.
Misses' nicely trimmed Straws in the very best shades \$1.49, \$1.98, \$2.49.

Curtain Scrims and Cretonnes
Beige and White Scrims, yard 19¢, 25¢, 29¢, 35¢.
Beautiful designed Scrims, yard 19¢ to 49¢.
Large assortment Lace Curtains, pair 98¢ to \$6.99.
All combinations in Cretonnes, yard 15¢ to 25¢.
Children's Velvet Grip Supporters 15¢.
Good Supporters 10¢.
Arm Bands 20 to 25¢.

RIBBONS
Beautiful Flowered Ribbons, wide, yard 19¢, 25¢, 29¢, 35¢.
All shades and widths in Plain Melamine and Tulle Ribbons from size 1/8" to 2 1/2" No. 150 at yard 19¢ to 25¢.
Corset Cover Ribbons, pink and blue, bolt 10¢.
Baby Ribbon, popular shades, yard 2 for 5¢, 2 for 10¢.

YOU CAN DO BETTER AT J. C. Penney Co. WE LEAD OTHERS FOLLOW AT ATHENA, ORE.

J. C. Penney Co.
THE GOLDEN RULE
175 BUSY STORES

Suit Cases, Trunks, Bags
Composition Suit Cases \$1.25, \$1.49, \$1.98, \$1.99.
Hasting suit Cases \$1.25, \$1.49.
Leather Suit Cases \$2.99, \$3.99.
Hood Bags, 2 sizes 98¢ to \$1.99.
Trunks, all sizes \$5.00 to \$9.99.

Linings and Oilcloth
Staple colors of Sateen, yard 5¢.
Nice Quality Chambric Lining, yard 5¢.
Black and White Crimoline, 8 1/2¢.
All colors Oil Cloth, yard 5¢.
House Linings, yard 5¢, 8 1/2¢, 10¢.

Rugs for Spring House Cleaning
Fine Quality Axminster, 8x12 \$24.99.
Fine Quality Axminster, 9-12x10 \$21.99.
Tapestry Rugs, 8x12 \$13.99.
Small Floor Rugs \$2.49, \$2.99.
Rag Rugs \$6¢, \$1.29, \$1.98, \$2.25.

We Want Your mail order Business
Send us your orders and they will be filled and mailed the same day. As we eliminate all de-vices, in order to sell the merchandise at the above prices, please include postage. If what you want is not included in this circular kindly write to us for prices.
Please send postage.