



# Help Our Boys "Over There"



## The Newest in Ladies' Ready to Wear



Our New York buyers are on the alert continually buying the very latest creations on the market and shipping by express to us the minute they are produced.

Our enormous buying capacity permits us to offer you the very best qualities and styles at the very lowest price obtainable.

### COATS

New Shades and Styles of Individuality are built into our Coats. Velours and poplins are very popular. The prices range from \$9.90 to \$34.50.

### SUITS

Our Ladies' Suits have a style and distinction of their own. You cannot resist them.

The prices are within your reach at \$14.75, \$16.50, \$19.75, \$22.75 and up.

### DRESSES

Beautiful Silk as well as Wool Dresses await your selection. Made so dainty and in such "chic" styles. Silk poplins, taffetas and Georgettes are predominant.

Our prices are so reasonable, \$7.90, \$9.90, \$12.50, \$14.75, \$16.50 and up.

### SKIRTS

"Sporty" and Conservative Skirts \$2.98 to \$9.90.

# A MAN

In the year of 1902 Mr. J. C. Penney conceived the idea of the present chain of J. C. Penney Co.'s stores. Starting with a small output of approximately \$29,000.00 annual business and gradually growing by addition of new stores each year to the enormous capacity of \$14,880,000.00 in 1917. Mr. Penney's entire business career has been as clean and open as a book. He is at all times thinking of his fellow associate and endeavoring to help the young man to find his goal of success.

Every man employed by Mr. Penney is sooner or later taken in as a partner in this wonderful institution as soon as he has proved his ability.

Not only does Mr. Penney try to help his own men to succeed, but he puts every effort forward to give the public, especially those of medium circumstances, the very best quality of merchandise obtainable for the least possible amount of money.

Operating as we do on a strictly cash basis, and eliminating all unnecessary overhead expense such as bookkeepers, collectors, high rents, deliveries, fancy and extravagant fixtures, idle help, etc, we are able to submit merchandise to you at a much less figure than you can obtain from our one store competitor.

There is a reason why we have grown from one store in 1902 to 197 in 1918.

## Georgette Blouses

Are so popular this season. We are showing quite an extensive line at

\$3.98, \$4.98 and \$5.90

## CREPE DE CHINE WAISTS

They wear and laundry so splendidly. You can afford one.

\$2.98 and \$3.98

## WHITE VOILE BLOUSES

Always so neat and serviceable.

98c and \$1.98

## LARGE BUNGALOW APRONS

Every one wears them. Nifty styles in light and dark shades.

89c and 93c

Gingham House Dresses, \$1.39  
Three Piece Breakfast Suits, \$1.29  
We have Aprons from size 36 to 50.

An Enormous Selection of Scrims, Cretonnes and Silko-lines.

## Hosiery That Satisfies

This commodity is increasing in price daily and becoming scarcer every week.



- Ladies' White Cotton Hose ..... 12 1/2c, 25c
- Ladies' White Lisle Hose ..... 29c, 33c, 49c, 59c
- Ladies' Black Cotton Hose ..... 12 1/2c, 25c
- Ladies' Black Lisle Hose ..... 33c, 49c, 59c
- Ladies' Out Size Hose in both black and white, 33c, 39c, 49c.

### SILK HOSE

- All silk full fashioned Hose in the newest shades, including black and white ..... \$1.49
- Black and White Silk Hose ..... \$1.19
- Fancy Striped Silk Hose ..... \$1.19
- Fancy Boot Silk Hose ..... 69c
- Black and White Boot Silk Hose ..... 59c
- Gray, Gold, Pink and Dark Brown Lisle Hose, 33c, 39c, 59c.
- Misses' Black Cotton Stockings, 2 for 25c, 19c, 33c, 39c
- Boys' Ribbed Stockings ..... 25c, 33c
- Infants' Hose ..... 23c, 25c

### NEW SUMMER SILKS

So rich in color combinations. Qualities cannot be equalled anywhere. Silk is about the only article that has not advanced in price.

- Beautiful Plaid Taffetas, yd. .... \$1.69, \$1.89
- Plain Color Taffetas, yd. .... \$1.49
- Black Taffetas, yard ..... \$1.69
- All Shades in Messalines, yd. .... 89c, \$1.25
- Jap Silks, yd. .... 49c, 59c
- A Large Line of Bustines, yd. .... 25c
- Georgette Crepes, yd. .... \$1.69
- Crepe De Chines, yd. .... \$1.25, \$1.49

### QUITE A SAVING ON DOMESTICS

Is possible at this store. The standard brands are all available here at a much less figure than elsewhere.

- 10-4 Bleached Pepperell Sheeting, 51c
- 9-4 Pepperell Sheeting, 49c
- 8-4 Diamond P. Bleached Sheeting, 47c
- 9-4 Diamond P. Bleached Sheeting, 49c
- We carry all widths of sheeting.
- Hope Muslin, yard ..... 19c
- Fruit of the Loom Muslin, yard, ..... 25c
- Good Quality Muslin, yd. .... 18c
- Others at ..... 15c and 17c
- Berkeley No. 60 Cambric, yd. .... 25c
- Lonsdale Cambric, yd. .... 25c
- Unbleached Muslin, yd. 13c, 16c, 22 1/2c, 25c
- House Linen, yd. .... 7c, 9c
- Turkish Towel, yd. .... 25c, 30c, 39c, 49c
- Huck Towels, each ..... 12 1/2c, 15c, 17 1/2c, 25c
- Linen Crash Toweling, yd. 19c, 22 1/2c, 25c, 29c.
- Roller Toweling, yd. 7 1/2c, 11c, 12 1/2c, 15c
- Huck Toweling, yd. .... 15c, 17c, 21c
- Hemmed Sheets, each ..... 79c, 94c, \$1.25
- Bed Spreads \$1.19, \$1.25, \$1.49, \$1.69 up to \$3.90.
- White Outing Flannel, yd. .... 19c, 25c
- Colored Outing Flannel, yd. .... 22 1/2c
- Canton Flannel, yd. .... 19c, 25c

### GINGHAMS AND PERCALES

Our advice is to buy all you can of these materials now. The prices for fall will sure be a blow to you.

- Regular Width Gingham, standard brands, yard ..... 15c, 19c, 21c, 23c
- 32-in. Zephyr Gingham, yd. .... 25c
- Apron Check Gingham, yd. .... 19c
- Imperial Chambrays, yd. .... 29c
- Cheviot Shirtings, yd. .... 21c
- Yard Wide Percales, yd. .... 19c, 22 1/2c, 23c
- 27-in. Percales, yd. .... 14c
- Calico, yd. .... 12 1/2c
- Sateens, yd. .... 33c, 43c
- Cambric, yd. .... 15c

### FLUFFY WHITE GOODS

So fresh looking for summer dresses.

- White Voiles, yd. .... 25c, 49c
- White Flaxons, yd. .... 25c
- White Organadies, yd. .... 49c
- White Cotton Pongees, yd. .... 29c
- White "Solsette" yd. .... 29c
- White Gafardine, yd. .... 39c and 49c
- White Serpentine Crepe, yd. .... 25c
- White Ripplette, yd. .... 25c
- White Nainsook, yd. .... 12 1/2c, 15c, 19c, 25c
- White Lawn, yd. .... 10c, 19c, 22 1/2c, 27c
- White Long Cloth, yd. .... 18c, 21c, 35c
- White Dimity, yd. .... 15c, 19c, 22 1/2c, 25c
- White Pique, yd. .... 15c, 29c, 39c
- White Linene, yd. .... 19c, 25c
- White Galatea, yd. .... 25c
- Dainty Flowered Voiles and Flaxons from 10c yard to 49c yard.

**WE DO EXCEL IN BEAUTIFUL SUMMER UNDERWEAR**

Fancy Envelope Combinations 98c, \$1.19, \$1.49, \$1.69, \$1.98.

Embroidery Underskirts, 98c, \$1.19, \$1.49, \$1.98

Ami French Underskirts ..... \$1.49, \$1.98

Beautiful Gowns ..... 98c, \$1.19, \$1.49, \$1.98

Princess Slips ..... 98c, \$1.49, \$1.69, \$1.98

Separate Drawers ..... 49c, 69c

Lace Knee Knitted Union Suits, 33c, 49c, 69c, 98c

Tight Knee Knitted Union Suits 33c, 49c, 69c, 98c, \$1.19.

Summer Gauze Vests 10c, 2 for 25c, 15c, 2 for 25c, 25c

Misses' Knitter Union Suits ..... 25c, 39c

Misses' Vests ..... 15c, 2 for 25c

Misses' Princess Slips ..... 98c

Children's Muslin Pants ..... 10c, 15c, 25c, 33c

Children's Nazareth Waists ..... 29c

Children's Summer Vests with sleeves ..... 15c to 29c

Children's Muslin Skirts ..... 25c, 49c

61c Camisoles ..... 49c, \$1.49, \$1.98

Silk Camisoles ..... 49c, \$1.49, \$1.98

Brassieres ..... 25c, 49c, 98c

## We Sold in 1917 Three Million Three Hundred Thousand Dollars Worth of Shoes

### ARE YOUR SHOES FITTED PERFECTLY?

We specialize in this one thing. A perfect fit is absolutely assured as we carry widths in Ladies' Shoes from AAA's to E's and lengths from 2 1/2 to 9 1/2.

Expert shoe men and graduates of the Chicago school of Podiatry are always in attendance.

If you have had trouble with your shoes, we can tell you why and give you relief.



### LADIES' "Cool and Refreshing" WHITE SHOES AND SLIPPERS

- White Washable Kid Boots \$7.90, \$8.90
- White Reigskin Cloth Boot, \$4.50
- White Canvas Boot ..... \$2.98
- The above have the Louis or French heels.
- White Kid Vamp, Reigskin Top, Mitt, Heel ..... \$6.90
- White Reigskin Boot, Mitt, Heel, at ..... \$5.50
- White Canvas, Neolin Sole, Rubber Heel, English ..... \$2.98

White Canvas, Mitt, Heel, English, at ..... \$3.25

### SLIPPERS

- White Canvas and Poplin, Louis and Mitt, Heel ..... \$2.19, \$2.49, \$2.69
- White Canvas Pump, Rubber Sole, Louis Heel ..... \$1.98
- White Emmy Lou ..... \$1.49

### NEW OXFORDS AND PUMPS

- Patent Oxford, Louis Heel, \$4.98
- Kid Oxford, Mitt, Heel, in black \$4.98
- In Brown ..... \$5.50

Patent Pumps, Louis Heel, \$4.98

Kid Pumps, Louis Heel \$2.98, \$3.50, \$4.98.

A splendid line of Pumps, Strap Slippers and Oxfords at \$2.19 and \$2.98

### THE HIGHEST CLASS BOOTS

- In all the new shades and combinations in the best of leathers and a perfect fit absolutely assured.
- A Beautiful Gray ..... \$8.00
- Browns in all tones \$4.50, \$4.98, \$6.00

Black Kids \$3.50, \$3.98, \$4.50, \$4.98, \$5.90, \$6.90.

Black Vamp, brown or gray top, mitt, heel ..... \$6.90

Black English ..... \$4.50, \$4.98

Black Kid and gun metal shoes in comfortable lasts \$2.98, \$3.50, \$3.98, \$4.98.

Large Assortment of Ladies' Pumps and Slippers, sizes to to 4 1/2 ..... 98c

### CHILDREN'S SLIPPERS

- White Canvas "Emmy Lou," Rubber Sole, 8 to 11, \$1.10; 11 1/2 to 2 \$1.10
- Large Assortment of Children's Slippers, size 8 1/2 to 11 69c to \$1.10; 11 1/2 to 2, \$1.89.



### CHILDREN'S SHOES

- White Canvas, \$1.69, \$1.98
- Black Gun Meal, kid and patent leathers, 98c to \$3.98
- Growing Girls' Shoes, sizes 2 1/2 to 6, \$2.25, \$2.49, \$2.98, \$3.98.
- Girls' English Shoes ..\$3.98

COTTON THREAD

4c

COAT'S CROCHET THREAD

10c

BOSTON AND PARIS GARTERS 19c

**J. C. Penney Co.**  
Incorporated  
197 BUSY STORES

Pendleton

Oregon

COLGATE'S TALCUM POWDER

12c

PALM OLIVE SOAP

10c

ALARM CLOCKS

98c