



Our Red Cross Needs You



THRIFT IS ESSENTIAL

We all understand why it is so necessary at this time for every one to save all the finances as well as food possible. Is there anything more important to increase your savings on than your clothes? You would be surprised at the amount you could store away for yourself by trading at this strictly cash store.

The J. C. Penney Co.'s efforts to give the fairest and squarest deals in the merchandise game today are surely being rewarded. Every day sees a tremendous increase in our business and people are satisfied and pleased

to know that there is one place where they can obtain the same, if not better quality of merchandise than the other stores carry at a saving from 10 per cent to 33 per cent on almost every article.

Certainly we make a legitimate profit, but we are able to offer you goods at a greater discount for the reason that our system of doing business is strictly cash, and being able to buy in such large quantities for our 197 stores enables us to obtain large concessions from the manufacturers which the one store merchant cannot do.

A Spring and Summer Message to Men

Our clothing department is full to overflowing with the newest things that can be found on the market today. A greater saving cannot be made anywhere than when you buy one of our suits.

The very latest models for both the young and old are here.

A **SPLENDID BLUE SERGE SUIT** of sterling quality for \$12.50 or \$14.75.

A finer quality of Blue Serge can be had here from \$17.50 to \$24.75.

A wonderful showing of grays, browns and mixtures from \$9.90, \$12.50, \$14.75, \$17.50, \$19.50, and up to \$24.75.

FOR THE YOUNG MAN

The "classiest," "snappiest" and most clever suits in double and single breasted from \$9.90, \$12.50, \$14.75, \$17.50.



Men's Summer Underwear

Cool, Comfortable and Durable.

Balbriggan Union Suits, long and short sleeves 89c and \$1.19.

Medium Weight Ribbed Union Suits \$1.49

Men's Open Mesh Union Suits 98c and \$1.19

Men's Athletic Style Union Suits 69c and 98c

Men's Balbriggan Shirts and Drawers 69c

Boys' Underwear

Boys' Medium Weight Cotton Union Suits 69c, 79c, 89c.

Boys' Knee Length Balbriggan Union Suits 33c, 69c

Boys' Open Mesh Union Suits 25c, 69c

NEW SHIRTS

New patterns, new colorings.

Soft cuffs, band shirts 98c, \$1.25, \$1.49, \$2.98

Stiff cuffs, band shirts..... 98c, \$1.25, \$1.49

Military collars.. 79c, 98c, \$1.25, \$1.49, \$1.98

Flat collars, light colors 79c, 98c, \$1.25, \$1.49 \$1.98.

Blue and gray work shirts 89c

Khaki work shirts 98c and \$1.69

Sport Work Shirts 89c

EXTRA PANTS

MEN'S BLUE SERGE PANTS .. \$2.98, \$3.49, \$3.99, \$4.98

MEN'S WOOL DRESS PANTS, mixtures \$2.98, \$3.98, \$4.98

MEN'S COTTON AND WOOL WORK PANTS \$1.49, \$1.98, \$2.25.

MEN'S CORDUROY PANTS, good ones \$2.49 and \$3.49

BOYS' KNICKERS—Good colors and weights 49c, 69c, 98c \$1.25, \$1.49.



That Spring HAT

A most extraordinary line of fine values and styles. We show you hats with lots of snap.

The newest shapes and colors \$2.49 and \$2.98

The "In" "greens," "oxfords," "Champagnes," "olives" and browns are here for you at

\$3.49 and \$3.98

CAPS

For Boys—An exceptional line for..... 25c and 49c
For Men—"Loud ones" and "quiet ones" 25c, 49c, 98c, \$1.25, \$1.69.

Let Boys Be Boys

Give them the best clothes you can afford. Dress them well but not too extravagantly. This problem is easily solved by buying your Boys' Knickerbocker Suits from us.

Blue Serges, belted models and finest of qualities range from \$4.25, \$4.98, \$5.50, \$5.90 and \$6.50.

An inexpensive fancy mixed suit can be had for.... \$2.95 or \$3.95
The finer qualities are here for \$3.90, \$6.90, \$7.50, \$8.50, \$9.90

FOR THE LITTLE TOTS

Novelty Suits of "foxy" combinations, ages from 2 1/2 yrs. to 6, priced at \$2.98, \$3.49, \$4.50, \$4.98

Work Gloves

"Corduroy Buck" in gauntlet and wrist length \$1.98

Soft Horsehide Gauntlet \$1.69

Good Horsehide Gauntlets \$1.25, \$1.49

Horsehide, good wearing wrist gloves 98c, \$1.25, \$1.49, \$1.69.

Heavy Canvass Gloves, pair 15c

Medium Weight Canvass Gloves 3 for 25c and 10c.

Leather Faced Canvass Gloves ... 25c

Muleskin Gauntlet Gloves..... 49c

The Needs of Man

Good Suspenders..... 25c

Better Suspenders..... 49c

Belts 25c, 49c

Arm Bands 5c, 10c, 23c

Scarf Pins 25c, 49c

Cuff Links.... 15c, 25c, 49c

White Cotton Handkerchiefs 5c and 3 for 25c.

White Linen Handkerchiefs 35c, 39c, 49c.

Bandana Handkerchiefs 2 for 25c and 3 for 25c.

MEN'S HOSIERY

Our values at the present condition of the market cannot be equaled.

A splendid lisle hose in white, black, gray, champagne, tan and gray, 3 for \$1.00

A good lisle in black at 25c

Cotton hose in all colors, pair..... 15c

Black and tan cotton hose, 2 for 25c

White toe and heel "Automatic" hose, 2 for.. 25c

Rockford work socks, ... 3 for 25c and 2 for 25c

Heavy Wool Socks 69c

Cashmere Hose 49c and 69c

Don't Pay From \$2.25 to \$2.50 for

Overalls

The same weight, the same color, the same big size are here in our "Big 3" and "Pay Day" makes at

\$1.89

Unionalls in khaki \$2.49, \$2.98, \$3.25.

Blue Striped Overalls at \$1.49.

WE ARE SHOE SPECIALISTS---WE SURE SELL FOR LESS

WE SOLD IN 1917

Three Million, Three Hundred Thousand Three Hundred and Nine Dollars (\$3,300,309.00) Worth of Shoes.

Buying and selling in such enormous quantities as the above amounts, gives us an enormous prestige with the manufacturers.

We can give you, Men and Boys, the best quality of shoes made for a great deal less than you can buy them from our one store competitors.



MEN'S DRESS SHOES
An exceptional line of English lasts as well as the more staple rounding toes. Black Calf, button, semi-English \$4.98, \$5.50 and \$6.50

HOUSE LINING
7c, 9c Yd.

CHILDREN'S SUPPORTERS 10c, 19c

BOY'S OVERALLS 89c, 98c

Heavy Rolled Sole, button, light upper \$4.50

Good Quality Black Calf, button..... \$3.50, \$3.98

United States Army Shoe in black calf, lace..... \$4.98

Easy and comfortable lasts in bluchers . \$2.98, \$3.50, \$3.98, \$4.50.

Vici Kids and Kangaroos in both button and lace \$4.98 \$5.50.

Black Calf English Walking Shoes \$3.98, \$4.98

MEN'S WORK SHOES

Made for service as well as comfort.

Elk Harvest Shoes, Elk sole \$2.79

Tuleskin Harvest Sh sole \$2.19

Muleskin High Top Harvest Shoe \$2.98

Elk Harvest Shoes, oak soles \$3.50

Smoked Elk, blucher, heavy sole, light uppers... \$5.90

Chromed Veal, heavy shoe \$5.90.

Double Stitched Welt Sole, cow hide \$4.98

Plain Toe, welt \$3.98
Heavy cow hide, welt \$3.98
Heavy cow hide, nailed sole \$2.98.

BOYS' SHOES

Shoes that will stand the hard knocks of boyhood, sizes 1 1/2 to 2 in calf skin, heavy and medium weights \$1.79, \$1.98, \$2.19, \$2.25, \$2.49 and up to \$3.25.

Sizes 2 1/2 to 6 in same leathers in both button and lace \$1.98, \$2.39, \$2.49, \$2.69, \$2.98 \$3.25, \$3.69.

A heavy tan chromed veal for boys... \$2.69, \$2.98

DO YOUR FEET ACHE?

We have added a very important department to our store. A very large per cent of the people today have foot trouble and our Orthopaedic department is at your service, advice free.

See us concerning that tired feeling that you are constantly having in your feet. Fallen arches, bunions, callouses, and corns are given instant relief. A graduate of the Chicago School of Practipedics is always in attendance.

SHAVING SOAP
4c

KNITTING YARN
75c Skein

OIL CLOTH
33c Yd.

J. C. Penney Co.
Incorporated
197 BUSY STORES

Pendleton

Oregon