

# Direct from America's Fashion Center



In New York, a body of the highest class Ladies' Read-to-Wear buyers that exists today, are always on the alert for the new ideas in Suits, Coats and Dresses. The moment the new things are discovered they are shipped directly to us.

You therefore get the newest here at all times.

A great difference in price can be noted between us and the one store man.

- The Plush Coats, so Popular This Season \$24.75 to \$44.50
- The Woolen Cloakings are made up with a style that will suit the most discriminating, \$12.50 to \$41.00.
- The Velvets and Fancy Corduroy Coats \$14.75 to \$19.75
- Dresses with a "snap" that that you cannot resist. Made up in Taffetas, Messalines, Crepe Georgettes, Crepe De Chines and Satins, \$13.50 to \$44.50.
- The Silk Poplin Dresses are

- very clever and are within the reach of all \$6.90, \$8.90, \$9.90
- The Woolen Dresses are so serviceable. Navy blue and blacks, \$9.90, \$12.50, \$14.75 and up to \$29.50.
- We have a large assortment of Misses' Woolen Dresses in serges at \$6.50, \$7.50, \$9.90, \$11.50.
- Children and Misses' Coats, \$4.98 to \$12.50.
- A large assortment of children's and ladies' Fur Muffs, Scarfs and Sets.

## FALL AND WINTER UNDERWEAR



- Ladies' Cotton Unions, med. weight, high neck, long sleeves \$1.49
- Same as above with Dutch neck, elbow sleeves \$1.49.
- Ladies' Light Fleeced Unions, long or short sleeves \$1.39
- Ladies' Heavy Fleeced Unions, long sleeves \$1.69
- Ladies' Silk and Wool Unions, long or short sleeves \$2.49 and \$3.98
- Ladies' Cotton Vests and Drawers, medium weight \$3c
- Ladies' Wool Mixed Vests and Drawers \$1.49 and \$1.69.
- Misses' Fleeced Unions, medium weight 70c, 80c, \$1.15
- Children's Fleeced Unions, medium weight 60c, 70c, 80c, 90c
- Ladies' Outing Flannel Gowns 98c, \$1.25, \$1.49, \$1.69
- Ladies' Outing Flannel Shirts 90c
- Ladies' Summer Vests 2-25c, 19c, 25c
- Silk Camisoles 98c, \$1.49
- Brassieres 70c, 90c
- Beautiful Gowns \$1.25, \$1.49, \$1.69, \$1.98
- Summer Gauze Union Suits 49c, 69c, 90c

### BLANKETS

- 45x72 Cotton Blankets \$1.79
- 54x74 Cotton Blankets \$2.19
- 64x76 Cotton Blankets \$2.69
- 64x80 Cotton Blankets \$2.89
- 72x84 Cotton Blankets \$3.69
- Woolnap Blankets \$4.49
- Wool Mixed Blankets \$7.50
- 95 per ct. Wool Blankets \$9.90, \$10.90.
- Pendleton Wool Bed Blankets \$12.50.
- Pillows \$1.25, \$1.98, \$2.25, \$2.49
- Comforts, full size \$3.49, \$3.98, \$4.98.
- Wool Batts, comfort size \$2.49, \$2.98, \$3.49.
- Cotton Batts, 3 lb. size \$1.19, \$1.39.
- Cotton Batts, 16 oz. size, .30c, 8 oz. 15c.

### Woolen Dress Goods

- A most noticeable saving can be made in this department, over the prices asked by our competitors.
- Plain, blue, green, brown, purple black and tan storm serges, from 26 to 50 in. in width, range from 75c, \$1.19, \$1.25, \$1.69, \$1.79, \$1.98, \$2.49, \$2.69 per yard.
- A most elegant line of the plain, colored French serges, \$1.49, \$1.69, \$1.98, \$2.19, \$2.69 per yard.
- Black and navy wool poplins, yard \$1.98, \$2.49, \$2.69
- Black and white check wool suitings, per yard \$2.19
- Plaid cotton suitings, yard 25c, 43c
- Splendid quality of woolen plaids for skirts, yard \$1.98
- Heavy woolen coatings, yard \$2.49, \$2.98



### WE APPRECIATE

What it means to live under the guidance and leadership of this grand old government. Its outstretched arms of protection watch over the J. C. Penney Co. from Montana on the North to Texas on the South, from Pennsylvania on the East to California on the West. One Hundred and Ninety Seven mighty stores. Every one a leader in itself. BUY BONDS "And let Old Glory forever Wave Over the Land of the Free and the Home of the Brave."

### Home Domestic

- These articles are advancing in price almost daily. It would be advisable to make your purchases early.
- 9-4 Foxcraft sheeting, yard 65c
- 8-4 peppercorn sheeting, yard 61c
- 9-4 unbleached Foxcraft sheeting, yd 59c
- 45 inch pillow tubing, yard 49c, 55c
- 42 inch pillow tubing, yard 47 1-2c
- Hope muslin, yard 25c
- Berkeley coronet cambrie, yard 29c
- Fruit of the Loom muslin, yard 29c
- A splendid muslin, yard 21c
- Unbleached muslin, yard 17c-19c
- House lining, yard 7c-9c
- Crash toweling, yard 11c, 12 1-2c, 15c, 19c, 22 1-2c, 29c
- Huck toweling, yard 7c, 12c, 12 1-2c, 15c, 18c, 19c
- Face towels 8c, 2-25c, 15c, 19c, 2-35c
- Turkish towels 15c, 2-19c, 50c
- Bed spreads \$1-19, \$1-25, \$1-49, \$1-98, \$2-49 to \$7-50
- Fancy Turkish towels 25c, 2-30c, 43c, 50c
- Pillow cases 25c, 35c, 50c
- Barber towels, dozen 73c
- Turkish wash cloths 3-25c
- Dark outing flannel, yard 29c
- Light outing flannel, yard 29c
- White outing flannel, yard 29c

### GINGHAMS

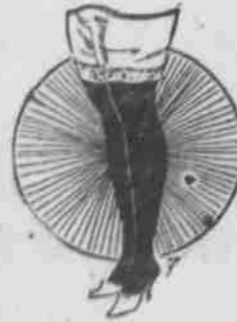
- More reasonable here than anywhere.
- 27 in. checked, striped, and plaid gingham, fine qualities, yard 27c, 33c
- Novelty Patterns in 32 in. Zephyr Gingham, yard 39c
- Plaid, check and striped Zephyr gingham, 32 in. wide, yard 33c
- Yard wide Percales, yard 29c, 35c.
- 27 in. Percale, yard 19c
- Calico, dark and light, yard 12 1/2c
- Cheviots, dark and light, yard 21c

### APRONS AND HOUSE DRESSES

- Large Bungalow Aprons in dark and light patterns 98c, \$1.49.
- Gingham and Percale House Dresses \$1.69, \$1.98
- "Bonnie Lassie" Fine Gingham House Dresses, they're different \$2.98, \$3.49, \$3.98, \$4.50.

## HOSIERY

- Ladies' Black Cotton Hose 2-25c, 25c, 30c
- Ladies' White Cotton Hose 2-25c, 25c, 30c
- Ladies' Black Lisle Hose 35c, 49c, 59c
- Ladies' White Lisle Hose 35c, 49c, 59c
- Ladies' Lisle Hose in pink, gold, lemon, silver and steel 59c
- Fancy all silk hose \$1.19, \$1.49
- Black and white Silk Boot Hose 59c, 98c
- Fancy Boot Silk Hose 69c
- Pure Silk Hose, white and Beeds \$1.89
- Silk Hose in black, white, brown, olive, drab, silver pink and navy 98c
- Ladies' Black Wool Hose 49c, 59c
- Ladies' Black Fleeced Hose 25c, 49c, 59c
- Misses' Black Lisle Hose 25c, 35c, 39c
- Misses' White Lisle Hose 2-25c, 25c
- Infants' White Lisle Hose 35c, 39c
- Infants' Wool Hose 49c
- Infants' Black Cotton Hose 19c, 25c
- Infants' White Cotton Hose 19c, 25c
- Boys' "Boy Scout" Stockings 39c
- Boys' Good Strong Stockings 39c
- Men's Lisle Socks 25c, 29c, 39c, 49c
- Men's Cotton Socks 2-25c, 2-30c
- Men's Cashmere Socks 49c, 69c
- Men's Heavy Wool Socks 49c, 69c
- Men's Wool Socks 2-25c, 15c



## NEW Fall Blouses

- In Crepe Georgette, Crepe De Chines and Voiles.
- The late embroidered designs that are so popular now, can be found here at the most reasonable prices.
- The Georgettes \$4.98, \$5.90, \$7.90
- The Crepe De Chines \$3.98, \$4.98, \$5.90
- The Voiles 98c, \$1.25, \$1.49, \$1.98, \$2.98

### PETTICOATS

- A great variety from the best makers.
- Silk Flounce Skirts, sateen tops \$1.98
- Two Tone and Plain Taffeta Silk Skirts \$4.98
- The New Fringed Skirts in black and colors, all silk Taffeta \$4.98
- Jersey Top, Silk Flounce \$5.90
- Heatherbloom and Sateen 98c, \$1.25, \$1.49, \$1.69, \$1.98.



## BEAUTIFUL SILKS

- We have an exceptional line from which you can make your selection.
- Plain color Taffetas, 36 in. wide in browns, grays, rose, Burgundy, navy, greens and dark red, yard \$1.49
- Bright as well as the more subdued stripings in Taffetas, 36 inches wide, yard \$1.89
- Plain Messalines, yard 89c
- Plain Jap Silks, yard 59c
- Crepe De Chines in all the popular shades, yard \$1.25, \$1.49
- Georgette Crepes, yard \$1.69
- Plain Black Taffetas, yard \$1.69, \$1.89

## A World Full of Notions

- Collar Supports 4c
- West's Electric Hair Curlers, card 10c, 25c
- Dressing Combs 25c
- Fine Combs 10c
- Black Combs 25c
- Barrettes 10c, 25c
- Lingerie Tape, bolt 10c
- Kid Curlers 10c, 8c
- Wire Hair Pins 2c, 5c, 8c
- Clothes Brushes 25c
- Straight Pins, package 2c, 5c, 8c, 10c
- Face Chamois 5c, 15c
- Bone Hair Pins 5c, 8c, 25c, 27c
- Corset Shields 25c
- Wilson Dress Hooks 8c
- Hair Nets 8c
- "Omo" Dress Shields 25c, 29c
- Madame Loyd Dress Shields 10c
- Knitting Needles, pair 15c, 25c, 29c
- Turtle Dress Snaps 8c
- Marvel Dress Snaps 5c
- Hat Pins, 2 for 5c
- Stocking Darners 8c
- Curling Irons 5c, 8c
- Crochet Hooks 8c
- Fating Shuttle 5c
- Hot Iron Braid 12 1/2c
- Hooks and Eyes 4c
- Stickerie Braid 10c, 25c
- Bias Fold Tape, 12 yd. bolt 12 1/2c
- Bias Fold Tape, 6 yd. bolt 5c
- Middy Laces 5c, 8c
- Dexters Knitting Cotton, 2 balls 15c
- Embroidery Hoops 10c
- Darning Cotton, 2 for 5c
- Mercerized Darning Cotton 4c
- 3 in 1 Oil 10c
- J. & P. Coats San Silk 5c
- Pearl Buttons, card 4c, 5c, 10c, 12 1/2c
- Hump Hair Pins 4c
- Mending Tissue 5c
- Stay Binding 5c
- Shinola Polish 8c
- Baby Elite Polish 5c
- 2 in 1 Polish 8c
- Prophylactic Tooth Brush 29c
- Tooth Brushes 8c, 15c, 25c
- Carters Ink 5c
- Goggles 25c
- Scissors 25c, 49c, 98c
- Pencils, 2 for 5c
- Elastic Corset Laces 49c
- Thumbies 5c, 10c
- Rulers 4c
- Mouse Traps, 2 for 3c
- Base Balls 10c
- Whisk Brooms 45c
- Embroidery Needles 10c
- Tooth Picks 4c
- Musclage 7c
- Le Page's Glue 10c
- Envelopes 5c, 6c, 8c
- Muff Cleaner 25c
- Tablets-pencils 5c
- Tablets-ink 10c
- Palm Olive Talcum 21c
- Palm Olive Face Powder 45c
- Palm Olive Soap 10c
- La Blanche Face Powder 39c
- Colgate's Talcum 15c
- Messin's Talcum 15c
- Hinds Honey and Almond Cream 39c
- Palm Olive Cold Cream 45c
- Blue Seal Vaseline 8c
- Camphor Ice 8c
- Dr. Lyon's Tooth Powder 23c
- Mentholum 19c
- Colgate's Cashmere Bouquet Soap 25c
- Packer's Tar Soap 23c
- Cuticura Soap 23c
- Sewing Thread, J. & P. Coats 4c
- Crochet Thread, J. & P. Coats 10c
- Sewing Silk Thread, Corticelli 10c

## Silk Skirts

In the new stripings and plaids, Messalines and Taffetas, \$6.90, \$7.90, \$8.90, \$9.90.



### WOOL SKIRTS

In plain and novelty designs in serges, from \$4.98, \$5.90, \$6.90 to \$14.90.

## Why We Can Sell For Less

Initial fall 1918 purchases in ladies' ready to wear department.	Children's & Women's Coats	MEN'S WEAR.
\$325,420.00	\$448.00	Men's Suits \$552,197.00
\$54,186.00	\$105,352.00	Men's Pants 171,929.00
\$105,352.00	\$212,694.00	Men's Overcoats 92,491.00
\$212,694.00	\$335,000.00	Boys' Suits 225,163.00
\$335,000.00	\$110,000.00	Caps, Men's and Boys 114,000.00
\$110,000.00	\$21,118.00	Hats, Men's and Boys 394,300.00
\$21,118.00		
Total \$1,071,965.00		

## Trunks, Bags and Suit Cases

- We have them and lots of 'em.
- Small Suit Cases 75c, 80c, 90c
- Leather suit cases \$8.90, \$9.90, \$11.90
- Traveling bags \$1.98, \$5.90, \$6.90 to \$11.50.
- Trunks, all sizes \$3.98, \$7.90, \$8.90, \$9.90, \$10.00

# J. C. Penney Co.

Incorporated  
197 BUSY STORES  
PENDLETON, OREGON.