

J. C. Penney Co., A Nationwide Institution

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Because We Buy for 197 Stores---We Can, and Do Sell At Very Low Prices Always

Our Policy

ONE LOW PRICE TO ALL—ALL THE TIME—NO SPECIAL SALES—NO CHARGE ACCOUNTS OR BAD DEBTS—NO FREE DELIVERY—NO UNNECESSARY EXPENSE—EXAMINE—COMPARE—YOU WILL FIND OUR PRICES MUCH BELOW THE PRICES ASKED FOR THE SAME QUALITY.

CLOTHES For the Young Man



Suits in the new iridescent colors in all the new wanted models, also in the more staple fabrics.

Young Men's—Iridescent Novelties—the fabric sensation of the season—(all wool) made up in the newest styles

\$34.75

Men's All Wool—Blue Serge Suits—Examine—compare—only because of our buying power, can we offer such values.

\$24.75

Boys' First Long Pants Suits—New models—grey and brown mixtures—that have lots of style—and made to wear. Ages 16 to 19, priced at

**\$18.75, \$19.75,
\$22.50 and \$24.75**

MEN'S WARM WINTER CAPS

New patterns in checks, plaids and heavy mackinaw cloth—with or without pull downs (ear flaps) **\$1.49, \$1.69, \$1.98**

MEN'S NEW FALL AND WINTER HATS

For you—hats with smart lines, correct proportions and fine workmanship.

Because of their quality they keep their lines and finish through much hard service.

Buying for 197 stores—we can buy for less—and do sell for less.

\$3.98 and \$4.50

MEN'S NEW TWEED HATS

"Just the proper hat for this time o' year." Tweed Hats are suitable for every kind of sport and weather. See them. Priced at

\$2.98



Beautiful FURS

Delightful scarfs of fox, silky lynx in natural black, taupe or brown, are ready to wear with the new suit. Your selection of a becoming, beautiful piece, should be a simple matter. You will save money and be assured of utmost satisfaction buying your Furs from us. Prices range from

\$24.75 to \$98.00

See our window displays—price tickets on every article.

LOWEST PRICES ON MILLINERY

Large hats and medium hats trimmed with ribbon, fur and ostrich fancies in tasteful effects. Many, many women have taken advantage of the opportunity to save on a new hat. We sell trimmed hats on the same basis we sell other merchandise. In this attractive collection are Panne velvet, velours and felt hats—styles for women and young ladies in black and colors. See this showing—you will be delighted. The Balcony.

\$3.98, \$5.90, \$7.90

Children's Hats in Tams and other models 98c, \$2.98 up to \$4.98.

SILK PETTICOATS

Taffeta Petticoats, Silk Jersey Petticoats, Messaline or Taffeta with silk jersey tops—in every wanted color to go with the new suit or dress. If you are planning to give a Christmas present of a silk petticoat why not choose it now. Priced from

\$3.98 to \$8.90

New Fall and Winter COATS

LUXURIOUSLY LOVELY
AND WARM

Never before have we shown such an array of handsome coats as we are showing this season. Our buyers have been tireless in their efforts to secure the season's most attractive styles and materials—and they surely are desirable both for style and service. Some models are fur trimmed—others come with belt—still others have convertible collar, etc. In fact there is an attractive trim and finish to each and every coat that is quite apart from the rest—the beauty of the materials—velour, tinseltone, silvertone and tweed—the charm of the soft deep plush coats, too, with rich warm linings—combine to make these garments to suit your individual requirement—AT A PRICE YOU'LL BE PLEASED TO PAY.



No trouble to show goods at this store—come, if only to look.

Fifty coats to select from at \$17.50, \$19.75, \$24.75 and \$29.50 and a large range from \$39.50 to \$119.00.

(Every coat new this season).

Warm All-Wool Sport Scarfs Just In, New

Fashion's latest neckwear. Made of all wool, large pockets and separate belts, makes this scarf especially warm and practical when the season of chill winds and cooler days are with us. Scarfs are always of first interest to the sender of practical gifts. Very large and warm, taking the place of the coat. They come in combination colors of blue, grey and tan. Prices range from

\$4.98 to \$10.90

Women's Handsome Suits

In Every Wanted Style, Material and Coloring.

Beautiful high class suits—splendid qualities of soft velvety woollens which are a pleasure to see, to feel and to wear. It is surprising how well dressed a handsome velour, smart tweed, silvertone, serge or broad cloth suit makes one feel. Most of these materials are usually found only in suits above seventy-five dollars—Original one-of-a-kind models. These are real values and exactly what you are looking for. Expert fitting—alterations free of charge.—The Balcony.

Extremely big values..... **\$17.50 to \$59.50**

People like our plan of One Low Price To All—All the Time.



Smart Suit Blouses

We are showing an unusually interesting selection of new blouses for wear with the new Fall and Winter suits. These blouses are very attractive and with lovely little touches of lace and embroidery, produce effects which are exceptionally charming. Prices range from

\$4.98 to \$12.50



J. C. Penney Co.
Incorporated
197 BUSY STORES
PENDLETON, OREGON

This is a Season of Pretty Dresses

A dress for every taste and for every need. Every woman who likes to dress well will want one of these attractive models—dresses that appeal to you with their quality, their style and their unusual touches found only in dresses at far higher prices. Buying for 197 Busy Stores, you can readily understand why our displays are fully up to date in every respect. In this splendid showing are dresses of serge, tricolet, tricotone, Georgette crepe, charmeuse, jersey, etc. We hold no sales. Here you do not have to wait until the season is over and the garment out of style for a reduction in price.



Just at this time we have some very pretty dresses at
\$19.75 and \$29.50 and up to \$89.00