

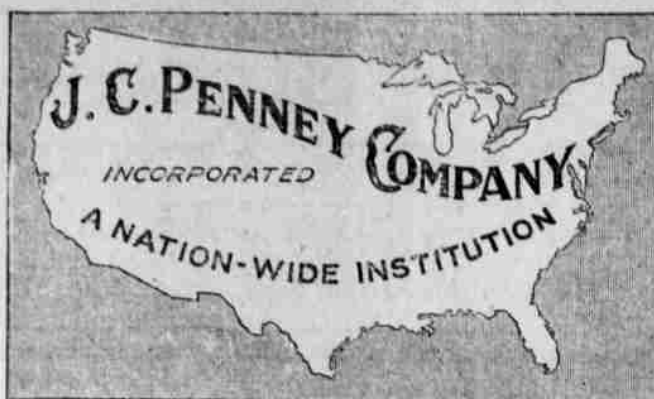
J. C. Penney Co., A Nationwide Institution

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"He Profits Most who Serves Best"

From a small beginning in 1902 the J. C. Penney Co. has grown to 197 Busy, Progressive stores—Surely a true demonstration of the above. (SERVING MANKIND).



We Never Hold Sales

We mark all goods at the lowest possible price at the start. At this busy, progressive store you share in the savings every day. McCall Patterns—The new styles are ready.

Every Day prices

3 Cakes Palmolive Soap for 25c



(WE HOLD NO SPECIAL SALES)

Glycerine Soap, cake	5c
Armour's Bath Tablets, 2 for	15c
Rose Bath Soap, 4 for	25c
"Sterne's" Ol-O-Palm, 3 for	25c
"Sterne's" Peroxide, 3 for	25c
Cuticura Soap, cake	19c
Packers Tar Soap cake	19c

WELL KNOWN TOILET PREPARATIONS AND FACE CREAMS

Colgate's Talcum Powder (all odors)	15c
La Blanche Face Powder, box	45c
Palmolive Face Powder, box	45c
Palmolive Toilet Water (all odors)	89c
bottle	45c
Palmolive Shampoo, bottle	39c
Palmolive Vanishing Cream, jar	19c
Palmolive Vanishing Cream, tube	19c
Palmolive Cold Cream, tube	19c
Colgate's Tooth Paste, large tube	19c
Colgate's Tooth Paste, small tube	8c
Dr. Lyon's Tooth Powder, can	19c
Pebecco Tooth Paste (known by its merit)	39c

HAIR BRUSHES, COMBS, CURLERS, Etc.

Hair Brushes, each	25c, 49c, 69c
Dressing Combs, each	15c, 19c, 25c, 49c
Celluloid Hair Pins, pkg.	8c, 19c, 23c
Wire Hair Pins, pkg.	5c, 8c
Kid Curlers, per doz	5c, 8c
Electric Curlers, card	8c, 23c
Curling Irons, each	5c, 8c, 23c
Martha Washington Hair Nets, each	8c
Chamois Skins, each	8c, 15c
Tooth Brushes, each	10c, 15c, 19c
Pre-phy-lac-tic Tooth Brushes	25c

SHOE POLISHES

"Gilt Edge" Shoe Dressing	19c
Shinola Shoe Polish	10c
2-in-1 Shoe Polish	10c
2-in-1 White Polish	10c
Liberty Shoe Cleaner (for all white leathers)	25c

DRESS SHIELDS, ELASTIC, SANITARY ITEMS AND HOSE SUPPORTERS.

Sanitary Aprons, each	33c and 49c
Sanitary Elastic Belts, each	25c
Sanitary Napkins (pkg. of six)	29c
White Dress Shields, "OMO"	29c, 33c, 39c
Ladies' Sew-on Hose Supporters, pair	19c
Children's Pin-on Hose Supporters (black and white) pair	12c, 19c
Dr. Parker's Hose Supporters, pair	30c
Stork or Rubber sheeting, yard	79c, 89c, \$1.49

RICHARDSON'S WOOL SAVER

3 Balls, 25c

Our rapid growth from one to one hundred ninety-seven stores is convincing evidence that our policy meets with popular approval to a nation-wide extent.

SHAVING NECESSITIES.

Williams Shaving Cake	6c
Colgate's Shaving Cake	6c
Williams (Holder Top) Shaving Stick	23c
Colgate's Shaving Powder	23c
Palmolive Shaving Cream	25c
Colgate's Talcum (all odors)	15c
Palmolive Cold Cream, tube	19c
Cushion Strop (puts the correct edge on)	49c
"Rubber Set" Shaving Brushes. 25c and 49c	

Juvenile Footwear

QUALITY SHOES FOR THE GIRL OR BOY—LET US FIT THEIR FEET

MISSES' NATURE SHAPE

Made of the smooth fine materials described below. An ideal shoe for growing feet.

Sizes 11½ to 2. Widths A to EE	
Gun-Metal Lace, (welt sole)	\$4.98
Black Service Kid, lace, (welt sole)	\$5.25
Gun-Metal Button	\$3.98
Black Kid Button	\$4.50
Gun-Metal Lace	\$3.98
Gun-Metal Lace (heavy sole)	\$3.25
Black Kid Button (stock tip)	\$2.98

ENGLISH MODELS

Gun-Metal Lace (welt)	\$4.50
Velour Calf Lace (welt)	\$3.75
Gun-Metal Lace, (med. sole)	\$3.49
Mahogany Calf Lace (welt)	\$4.50

MISSES' BROWN SHOES

A splendid shoe of brown leather with welt soles for general wear.

Sizes 11½ to 2. Widths B to D	
Brown Calf Lace (English)	\$4.50
Tan Russia Lace (Army)	\$5.90
All Brown Kid, Lace (turn sole)	\$4.50
Brown Kid Lace (cloth top)	\$3.50

CHILDREN'S DRESS SHOES

Nifty indeed are these nobby little shoes for dress wear.

Sizes 8½ to 11. Widths C to E	
Patent button, grey kid top	\$3.25
Patent button, white kid top	\$3.25
Patent button, grey cloth top	\$2.49
Patent button, brown kid top	\$2.98
Patent button, white cloth top	\$2.49
All brown kid button	\$3.25
Brown kid button, white kid top	\$3.25

LITTLE GENT'S SHOES

These shoes are made to wear, just the kind you have been looking for.

Grey Elk Lace—	
Size 6 to 9	\$2.98
Size 9½ to 13½	\$3.25
Mahogany Ko Ko Calf Lace—	
Size 8½ to 12	\$3.25
Size 12½ to 3	\$3.75
Gun-Metal Blucher—	
Size 8½ to 12	\$2.49
Size 12 to 2	\$2.98
Gun-Metal Button—	
Size 10 to 12	\$3.75
Size 12½ to 2	\$4.25
Gun-Metal English (Welt)—	
Size 12½ to 2	\$4.50
Mahogany English (Welt)	\$4.98
Size 12½ to 2	\$4.98
Gun-Metal Blucher—	
Size 9 to 13	\$2.79

MISSES' DRESS SHOES

Made light and dainty of patent leather, in either colored or black tops.

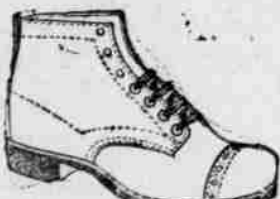
Sizes 11½ to 2. Widths B to E	
Patent lace, white fabric top	\$4.50
Patent lace, grey kid top	\$3.50
Patent lace, white kid top	\$3.98
Patent lace, mat kid top	\$4.50
Patent lace, kid top (spring heel)	\$4.50
Patent button, mat top	\$3.98
Patent lace, cloth top	\$2.98



CHILDREN'S SERVICE SHOES

Made for wear and tear.

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Size 8½ to 11. Widths C to E	
Gun-Metal button	\$2.98
Black Kid button	\$3.98
Gun-Metal lace (welt)	\$3.98
Gun-Metal button (scuffer style)	\$2.98
Brown Calf lace (scuffer style)	\$2.98
Brown Calf button (scuffer style)	\$2.98
Grey Elk lace (scuffer style)	\$3.25



BOYS' FOOTWEAR

Bring us the boy and let us fit him to a real pair of shoes.

Sizes 2½ to 6	
Gun-Metal button	\$4.75
Gun-Metal English (welt)	\$4.98
Gun-Metal lace (English)	\$3.50
Gun-Metal, blucher	\$4.75
Gun-Metal blucher	\$3.50
Gun-Metal lace (English)	\$3.50
Mahogany lace (English)	\$3.98
Brown Calf Blu. (Army)	\$4.98
Gun-Metal Blu. (heavy)	\$3.50

PENDLETON, OREGON
OPPOSITE HOTEL PENDLETON

WOOL AND COTTON BATTS

½ pound Batts	15c
1 pound Batts (good quality)	35c
1 pound Batts (extra quality)	50c
3 pound Batts (good quality)	\$1.69
3 pound Batts (extra quality)	\$1.98
Wool Batts, 72x90 quilted (good quality)	\$3.98
Wool Batts, 72x90 quilted (extra quality)	\$4.49

WINTER NEEDS FOR MEN.

Men's Winter Caps with ear flaps	\$1.49 and \$1.98
Men's Heavy Wool Sox	49c and 59c
Men's Mackinaw Gauntlet Gloves	\$1.25

Men's Heavy All Wool Mitts	98c
Men's Heavy Lined Mitts	\$1.49 and \$1.98

Men's Heavy Wool Mixed Union Suits	\$3.98
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Men's All Wool Flannel Shirts	\$3.98
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Men's Heavy All Wool Pants	\$5.90
Men's Heavy Moleskin Pants	\$3.49 and \$4.98

Men's Heavy All Leather Work Shoes	\$3.98 and \$4.98
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Men's Black Sateen Work Shirts	\$1.49
Men's Blue, Grey and Khaki Work Shirts	98c

Men's Cashmere Sox	59c and 69c
Men's Outing Gowns (examine, compare)	\$1.69, \$1.79, \$1.98

Men's Outing Pajamas (trimmed with silk frogs)	\$2.25
Men's Khaki One-Piece Combination Suits	\$2.98 and \$3.98

THINGS FOR KIDDIES

Children's 2 in 1 Union Suits, waist combinations, ages 6 to 12	79c
Infants' Ruben Vests, ages 1 month to 2 years, heavy cotton, each	25c
"Wright's" Heavy Fleece Lined Shirts (only) all sizes, each	19c
Children's Blue Denim Play Suits, trimmed in red. Ages 2 to 8	\$1.23



Hanes Union Suits

\$1.98

Cotton ribbed—good weight for Fall and Winter—have Closed Crotch, Pearl Buttons, Elastic Shoulder with Improved Lap Seam, Elastic Collar, Improved Cuffs at Wrist and Ankle.

Pre-shrinking keeps all HANES underwear elastic and true to size and shape. Seams are unbreakable where the wear is greatest.

WARM GLOVES AND MITTENS

Men's Warm Mackinaw Gauntlet Gloves (leather faced)	\$1.25
Trainman's Horsehide Lined Mitts	\$1.49, \$1.98

Men's Heavy All Wool Mitts	98c
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Men's Medium Weight Lined Driving Glove	\$1.25
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Boys' Lined Mitts and Mackinaw Gloves	25c, 49c, 59c and 69c
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Men's Lined Auto Gloves (big cuff, adjustable Wrist)	\$3.98
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MEN'S LEATHER GLOVES

Genuine horsehide gloves in wrist or gauntlet styles. At no time have we had a more complete assortment—no matter what your needs, you will find it here

Block's "Corduroy Buck," all styles, priced at	\$1.98, \$2.25 and \$2.49
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Pigskin or Split Leather Gloves	98c
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Men's Leather Sleeve, Leather Lined Vests

Corduroy and moleskin vests with leather sleeves and leather lining—many styles—all sizes now in stock. If you need one of these warm practical vests now is a good time to get it, as our stock is very complete and the prices are right.

\$9.90, \$11.50, \$12.50

MEN'S ALL WOOL SHIRTS

\$3.98

All Wool Shirts, oxford grey and medium grey with blue stripe—high attached collar—one pocket neatly trimmed with buttons to match—perfect fitting.

A remarkable shirt at our low price of

\$3.98

Rubber Footwear FOR THE ENTIRE FAMILY

Men's Storm Rubbers, either plain or rolled edge	98c pair
Women's Storm Rubbers, either high or low heels	73c pair
Women's cloth top Storm Rubbers	\$1.19 pair
Misses Storm Rubbers, size 11 to 2	63c pair
Children's Storm Rubbers, size 4 to 10½	53c pair
Boys' Storm Rubbers (rolled edge)	89c pair
Boys' Storm Rubbers (plain edge)	79c pair
Youths' Storm Rubbers (rolled edge)	79c pair
Youths' Storm Rubbers (plain edge)	69c pair

Men's 4-buckle heavy Overshoes	\$2.98, \$3.49
Men's 2-buckle Overshoes	\$2.49
Men's 1-buckle Overshoes	\$1.69
Boys' 2-buckle Overshoes	\$1.98
Youths' 2-buckle Overshoes	\$1.79
Boys' 1-buckle Overshoes	\$1.69
Youths' 1-buckle Overshoes	\$1.25
Misses' 1-buckle Overshoes	98c
Children's 1-buckle Overshoes	89c
Children's 2-buckle Overshoes	89c
Children's 2-buckle Overshoes	\$1.49

WOMEN'S SPATS OR OVERGAITER

All the wanted shades. Very stylish this season. Come in and let us show you how well they fit.

	\$1.49 to \$2.98
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J. C. Penney Co.
Incorporated
197 BUSY STORES

Dry Goods Economies

LINENS.

You will need linens for the holidays. We have a beautiful assortment of patterns and invite your inspection before making purchase. In this line we have table linen from 89c to \$3.98 per yard.

36 inch Heavy colored Outing, yd. 33c

36 inch White Outing Flannels. Good weight—will cut to good advantage for night gowns. Our price 35c yard

36 inch Percale. Light and dark colors. Our price 33c yard

Plain and Fancy Curtain Scrim—Just received a line of curtain scrim in pretty floral effects and colored borders. An opportunity not to be overlooked. Price 23c to \$1.49

Towels With Fancy Colored Borders for crochet work in a new line of colorings. Each 49c to 98c

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