

## J. C. Penney Co., A Nation-Wide Institution

## Christmas Shopping Is More Economical at the Penney Store

Not only our low every-day prices make holiday buying advantageous, but the very pleasing display of toys and gifts in every section of the store simplify the problem of finding just the right article for any member of the family.

Pendleton Indian Blankets and Bath Robes-Known as the Best, The Best Known.

HOLIDAY SUITS ADMIRED BY GOOD DRESSERS
$\$ 21.50 \quad \$ 29.50 \quad \$ 34.75$
Smart new clothes for the man who has put off buying his fall suit, at prices that make it impossible to estimate their actual worth on the recent high price basis.
A courteous bunch of salesmen are ready to show you any or all of them and we feel sure your looking will mean a new suit for your Christmas celebration.

BRING THE CHILDREN
The toy shop holds many, many things of interest for wee folks-dolls, dishes, kitchen cabinets, cunning bedroom furniture, doll carriages and real cedar chests for girls, Automobiles, steam engines, tractors, air guns, mechanical railways, telegraph sets, chemistry sets and aeroplanes for boys. All at our very low prices that make easy to give.


HE'LL BE PLEASED WITH A GOOD TIE
One is always safe in selecting ties. More so than ever with the wide range of patterns in high grade silks that we of patterns in high grade siks that we
offer this season. Prices are very reasonable, too-
$69 \mathrm{c}, 98 \mathrm{c}, \$ 1.49, \$ 1.98, \$ 2.49, \$ 2.98, \$ 3.49$ SHIRTS-THE UTILITY GIFT UTLTY Lasting pleasure comes to enough to receive a good shirt among his Christmas presents. Our showing runs the entire gamut of popular fabrics, percales, fancy shirtings, madras and silks\$1.49, $81.98, \$ 2.49, \$ 2.98, \$ 3.98$ $\$ 4.98, \$ 5.90, \$ 6.90, \$ 8.90$.



Slippers for mother, father, sister or brother are a part of almost everyone's Christmas list. In giving you'll want to know your gift is going to be entirely satisfactorythat's where we come in with slippers you may depend upon, with the added attraction of our low every-day cash prices.

Children's sizes
$\$ 1.29, \$ 1.69, \$ 1.79, \$ 1.98$
Ladies' Slippers .... \$1.79, $\$ 1.98, \$ 2.25, \$ 2.49, \$ 2.98, \$ 3.25$
Men's Slippers .
$\$ 2.39, \$ 2.49, \$ 2.98, \$ 3.25, \$ 3.49$

