

PROSPERITY SWEEPING OVER THE NATION

The J. C. Penney Company's 312 Department Stores add the strength of their vast stocks of Dependable Merchandise at Lowest Prices

to this National Effort to bring Peace, Comfort, Happiness and Prosperity to the people of this Miracle-Land of America

THE J. C. PENNEY COMPANY'S 312 DEPARTMENT STORES EASILY ACCOMPLISH PROSPERITY in their respective communities through Savings which grow out of elimination of waste of every sort

Our Nation-wide Institution, serving millions of people, saves for them—through its economic conservative methods

- the loss of bad accounts
- collection expenses
- middlemen's profits (because of buying, largely, direct from manufacturers)
- buying for cash
- selling for cash
- and last but not least the J. C. Penney Company stores are content with very small profits.

Such Service brings the Savings that are really the Foundation of Prosperity. Coupled with Fair Dealing and the inherent desire to serve—such savings have built this Nation-wide Institution; and every community served by one of our 312 Department Stores, is materially benefited because these savings are passed on to patrons in Standard Quality Merchandise at the Lowest Price.

Participate in this National Movement—Help Keep the Wheels of Industry Turning

- #### PENNEY ECONOMIZERS FROM THE PIECE GOODS SECTION
- Clark's 150 yard spools sewing cotton 5c
 - Coats Crochet Cotton, ball 10c
 - Coats Silk Finish Crochet Cotton, spool 5c
 - Sewing Silk, all colors, spool 10c
 - Genuine Amoskeag Dress Gingham, A. F. C., 27 inches wide, yard 19c
 - Apron Gingham, Amoskeag Checks, yd. 12c
 - Braeclock Gingham, 32 inches wide, yard 39c
 - New Madras Shirting, pleasing silk stripe patterns, yard 49c, 69c
 - 36 inch Cotton Popline, all the wanted summer shades, yard 49c
 - New Printed Voiles, 30-40 inches wide, the yard 49c
 - 36 inch Colored Sateens, good quality, yd 33c
 - 36 inch printed Sateens 49c and 59c
 - Stevens all linen Crash, bleached or unbleached, 18 inches wide, yard 35c
 - 17 inch part linen bleached crash, yard 25c
 - 16 inch cotton huck crash, yard 19c
 - 16 inch all linen crash, heavy quality 33c
 - 16 inch unbleached Crash, yard 18c
 - 20 inch Red Star Diaper Cloth, 10 yd pc \$1.49
 - 22 inch Red Star Diaper Cloth, 10 yd. pc \$1.69
 - 24 inch Red Star Diaper Cloth, 10 yd. pc \$1.89
 - 27 inch Red Star Diaper Cloth, 10 yd. pc \$1.98
 - 30 inch Kimona Crepes, gay new colors, in pleasing designs, yard 32c
 - New Crepe De Chines, delightful new shades, 40 inches wide \$1.69
 - Devonshire Cloth, 32 inches wide, yard 35c
 - Good Quality Percales, 36 inches wide, the yard 15c, 19c, 25c
 - Outing Flannels, good quality, yard 19c
 - Pequot Pillow Cases, 42x36, each 39c
 - Pequot Sheets, 72x90, each \$1.49
 - Pequot Sheets, 81x90, each \$1.69
 - Berkeley Cambric No. 60, yard 19c
 - Berkeley Cambric No. 100, yard 23c
 - 40 inch Batiste, fine sheer quality 39c, 49c, 59c
 - 36 inch tinted shadow stripe nainsook 49c
 - 36 inch English long cloth, yard 19c, 23c, 29c

- 40 inch English long cloth 29c
- Good Quality House Lining, yard 9 1-2c
- 36 inch unbleached Muslin, yard 14c
- Hope Muslin, 36 inches wide, yard 13c
- Lonsdale Muslin, 36 inches wide, yard 19c
- Good Quality Unbleached Muslin, yard 12c
- 72 inch Pepperell Bleached Sheeting 45c
- 81 inch Pepperell Bleached Sheeting 55c
- 90 inch Pepperell Bleached Sheeting 59c
- 72 inch Pequot Bleached Sheeting 49c
- 81 inch Pequot Bleached Sheeting 59c
- 90 inch Pequot Bleached Sheeting 69c
- Table Oilcloth, Meritas and Sanitas brands, yard 33c
- 45 inch pillow tubing, yard 39c
- 42 inch Pillow Tubing, yard 37c
- 40 inch pillow tubing, yard 35c
- 36 inch Pillow Tubing, yard 33c
- 36 inch White Hospital Gauze, yard 9c, 10c
- 36 inch Rubber sheeting, yard 79c
- 54 inch Rubber Sheeting, yard \$1.23
- 45 inch Rubber Sheeting, double faced yard \$1.23

- #### PENNEY ECONOMIZERS FROM THE SHOE SECTION.
- Men's Muleskin Harvest Shoes \$2.49
 - Men's Brown Elk Harvest Shoes \$2.98
 - Men's Black Calf, blucher, round toe \$3.49
 - Men's Black Gun Metal English \$3.98
 - Men's Brown Calf Work Shoes, sewed and nailed \$4.50
 - Men's Brown Calf Work Shoes, welt soles \$4.98
 - Men's Black Gun Metal, round high toe, high heel \$4.98

- #### FOR THE BOYS
- Muleskin Outing Shoes, 13 1-2 to 2 \$1.98
 - Muleskin Outing Shoes, 2 1-2 to 6 \$2.25
 - Elk Outing Shoes, 13 1-2 to 2 \$2.39
 - Elk Outing Shoes, 2 1-2 to 6 \$2.69
 - Black Calf Blucher, sewed sole, round toe \$2.98
 - Brown Army Shoes, welt soles \$3.69, \$4.25
 - Black English, welt soles \$3.49, \$3.98
 - Brown English, welt soles \$3.49, \$4.50

- #### CHILDREN'S SCHOOL SHOES
- 11 1-2 to 2
- Black Kid Button, light sole, plain toe \$2.98
 - Gun Metal Lace, blucher, heavy sole \$2.25
 - Black Button Kid, patent tip, good sole \$2.49
 - Black Gun Metal English, welt sole \$3.49
 - Fine Black Kid English, welt sole \$4.98

- 2 1-2 to 7
- Black Gun Metal English, welt soles \$4.50
 - Black Gun Metal English, welt soles \$4.98
 - Fine Black Kid English, welt soles \$4.98
 - Brown Calf English, welt soles \$4.98
 - Brown Calf English, welt soles \$5.9
 - Extra Quality Brown Calf, rubber heels, welt soles \$7.50

- #### CHILDREN'S SLIPPERS
- Sizes 2 1-2 to 5
- Kid and Canvas one strap, white and black, \$1.25, \$1.49, \$1.69, \$1.98, \$2.19
 - Patent Leather, one strap and Roman Sandals \$1.25, \$1.69, \$1.89, \$2.25

- 5 1-2 to 8
- White and Black Kid, white canvas and patent leather, one strap, ankle or instep style, Roman sandals and scuffer style \$1.49, \$1.69, \$1.98, \$2.25

- 11 1-2 to 2
- Kid and Patent, one strap, Theo Ties and Patent Oxfords \$2.49, \$2.98, \$3.25, \$3.49

- #### WOMEN'S PUMPS AND OXFORDS
- \$3.49

A special group including plain pumps, plain tongue styles, buckled styles and lace oxfords, all in patent leather \$3.49

- #### WOMEN'S PUMPS AND OXFORDS
- \$2.49

Just the thing for 'round the house, one strap, kid slippers and lace oxfords, medium round toe, military heels, pair \$2.49

- #### NEW STRAP PUMPS

We meet the demands of fashion for strap pumps, black or brown kid, military heels, Louis heels and Baby Louis heels \$4.98, \$6.50

- #### PENNEY ECONOMIES FROM THE MEN'S SECTION
- Men's Soft Collars 25c, 49c
 - Men's Dress Shirts 98c, \$1.49, \$1.98, \$2.49, \$2.98, \$3.49, \$4.98
 - Men's Dress Shirts, with collars attached 98c, \$1.49, \$1.98, \$2.49
 - Men's Blue Chambray work shirts 59c, 69c
 - Blue Chambray Work Shirts, Amoskeag Brand 98c
 - Men's Pay Day Overalls, heavy quality \$1.19
 - Four U Overalls, the best there is, pair \$1.39
 - Painters' Overalls, pair 98c
 - Boys' Heavy Overalls, sizes 3 to 10 89c
 - Boys' Heavy Overalls, sizes 1 to 17 98c
 - Heavy Blue Denim Play Suits 98c
 - Men's good quality Motor Suits \$1.79
 - Men's Shanhouse Motor Suits, extra quality \$2.98
 - Boys' Shanhouse Motor Suits, 4 to 11, suit \$1.49
 - Boys' Shanhouse Motor Suits, 12 to 17, suit \$1.98
 - Canvas Gloves, pair 10c, 15c, 19c
 - Leather Faced Canvas Gloves, knit wrist 29c
 - Leather Faced Gauntlet Gloves, pair 29c
 - Good Quality Leather Work Gloves, short cuff or gauntlet style, pair 98c, \$1.49, \$1.98, \$2.49, \$2.69
 - Men's Khaki Pants \$1.98, \$2.49, \$2.98
 - Men's Work Sox, 2 pair 25c
 - Men's Mercerized Lisle Sox 49c pair
 - Men's Artificial Silk Sox 49c pair
 - Men's Pure Thread Silk Sox 79c, 98c
 - Fancy Silk Plaited Sox 98c
 - Men's Cotton Handkerchiefs 15c, 2 for 25c
 - Men's Linen Handkerchiefs, each 29c, 49c
 - Paris Garters 29c, 39c, 49c
 - Men's Felt Hats \$1.98 to \$5.90
 - Men's Ventilated Khaki Hats 98c
 - Men's Sealpox Union Suits, athletic style 98c
 - Men's Elastic Rib Unions, short sleeves, long leg 98c
 - Men's Mesh Knit Unions, short sleeves and long leg \$1.49
 - Boys' Mesh Knit Union Suits 79c, 89c

Boys' All Wool Suits, 2 pair trousers \$7.90
 Men's All Wool Suits \$21.50

J.C. Penney Co.

A NATION-WIDE INSTITUTION - Incorporated
 312 DEPARTMENT STORES

Opposite Hotel Pendleton. PENDLETON, OREGON

