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## The Tree is Known by the Fruit it Bears

## Square Dealing-Dependable Merchandise Courteous Service-Lowest Prices

From one small acoin planted in 1902 has grown this sturdy oak, the J. C. PENNEY COMPANY, spreading its branches ${ }_{6}$ over three-hundred and twelve communities in twenty-six states.

Out of the principle of square dealing, the GoldenRule, applied to business, has grown the demand for approximately $\$ 50,000,000$ wor th of family outfitting from the J. C. PENNEY COMPANY stores in the past year.

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Suits, Regulation and Young Men's Styles
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Boys' Clothing Made to Give Service



Wash Suits for the Small Boys

 Now Ready The cir 10, s.i.as, 82.08

 Men's Wearables at Lowest Prices

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Buy the Boys' Overalls Now

NOURISHED by sound conservative economical methods, this largest chain department store organization in the world will continue to grow and bear good fruit, Expecting and asking only reasonable profits, you benefit by the lowest possible prices plus the savings effected through our tremendous cash buying power. These savings you enjoy every time you mal» a purchase at J. C. PENNEY COMPANY store.

As You Compare Oar Prices With Those Quoted Elsewhere, You Know Why the J. C. PENNEY CO. Never_Need to Quote Comparative Prines

## (2)




## ew Silk Fabric For Dresses

 Blouses, Skirt[^0]
[^0]:    Opposite Hotel Penidleton PENDLETON, ORE

