

J. C. PENNEY COMPANY, Inc.

332 First Street ... Coquille, Oregon

Opening of Our New Store Saturday, August 17th, 1929

First Presentation Here of Our NATION-WIDE VALUES

The real test of a Store's usefulness is the character of its VALUES. What can this Store do for YOU—in presenting Styles, Qualities, Values, at prices which will mean Service in Thrift, Money-Savings, Lasting Satisfaction, and the fact that other J. C. Penney Company Stores serving millions of families in a satisfactory manner means nothing at all TO YOU, unless THIS STORE measures up to YOUR NEEDS and fulfils—

YOUR EXPECTATIONS OF SERVICE

Kid Gloves

Are Smartly Cuffed

Of soft, pliable imported kid ... these gloves with their fancy cuffs are smart indeed! In the favored colors. Pair,

\$2.98



Girls' Coats

Good Values!

Styles that girls will like—sturdy materials—values to please mothers!



\$4.98-

\$6.90

COATS

Introducing
Fall and Winter
Fashions~

Grouped at

\$24.75

Coat fashions for the new season are delightfully new and different—stressing flared effects, so smartly placed that they do not detract from the slender silhouette that continues to be important. Elaborate trimmings of fur are used on most models—lovely, smooth-finish materials—black, brown and a few high shades. Be sure to see them ... and soon.

For Women

For Misses

For Juniors

Ironing Board Pad and Cover

A soft pad a sturdy unbleached muslin cover which laces snugly over the board.

89c
Cover only,
23c

Ask for "Penimaid" Sewing Silk

50-yard spools fine quality in popular shades.
6c a Spool

APRONS to save your frocks

Rubber aprons in several styles—pretty and practical. Gay colors to brighten home tasks. Sizes for children, too!

23c and 49c

Rubber Aprons To Save Your Frocks

Gay colored rubber household aprons—so very practical.
23c and 49c

Notion Needs at 4c and 8c

Pins 4c and 8c
Safety Pins 4c and 8c
Stocking Darners 4c
Cotton Tape 4c
Buttons 4c and 8c

Gold Finish Safety Pins 8c
Snap Fasteners 4c and 8c
Embroidery Hoops 8c
Camisole Tape 8c
Tape Measures 4c and 8c



"Jaciell" Talcum

A tall, slim tin of fragrant, rance in a glass container.
19c

"Jaciell" Vanishing Cream

Leaves a smooth, velvety finish. In three sizes:
23c 39c

"Penimaid" Sanitary Belt

Light in weight; designed to fit comfortably. Taped-on pins.
19c

Sanitary Apron

New and Dainty
Chiffon-weight rubber; all-over pattern. Practical, light.
49c

Curling Iron

Electric

This easy to use curling iron can be taken on your vacation. Complete with plug and cord for

89c



"Jaciell" Solid Perfume

The easy way—if you like to carry perfume with you!
49c

"Jaciell" Face Powder

A clinging fragrance. Two weights in wanted shades.
39c and 69c

Girdle Supporter



A smart, very comfortable girdle that will help to keep the seams of your hose straight! Rayon and elastic combination and only

49c

HATS

For Fall

Have New Lines



Felt

Velvet

Velour

Smooth-finish, supple materials are used to fashion the new hats because they drape and tuck in soft, becoming lines. The hat silhouettes for fall is individualized and more elaborate than for several seasons. See the new ones from

\$2.98 to \$4.98

Handbags

At Low Prices

Smart handbags in wanted styles ... at economy prices which will please thrifty women!

98c to
\$2.98



Dainty Frocks

For Homewear

A delightful array of pretty frocks in gay patterns and colors which will resist tabbing ... only

79c



Security! Poise! with Pen-Co-Nap

Improved
Sanitary Napkins

The modern woman is as active as she is fastidious about her personal daintiness ... and she appreciates this sanitary aid that is comfortable and absolutely dependable.

Pen-Co-Naps now come in a new shape ... with rounded corners. Ask for them in your J. C. Penney Store.

6 in a box

19c



Oxford Ties for growing girls in Gun Metal, or Brown Calf ... or Patent. Fancy grain trimming. Exceptional at

\$3.98



One-strap patent leather slipper with black grain trim. With comfortable stitchdown sole; leather spring heel.

Sizes 5½ to 8 ... \$1.79
Sizes 2 to 5 ... \$1.49

Hosiery

To Meet Thriftily
Every Campus Need



Your hosiery needs can be solved thriftily by a visit to our hosiery department ... especially noteworthy are these pure silk, full-fashioned hose at only, a pair,

98c

Then—at \$1.49—you may choose to fit every occasion ... service weight ... semi-sheer ... or sheer chiffon—wanted colors, a pair

\$1.49