

# New Managers' Event

## House Frocks

# 75c

50 fast color frocks of finest quality percale at give-away prices!

If you want your share be here early!

### INTRODUCTORY VALUES!

★ No "ceilings" on these prices! They're way down low! Here are some real values in fine quality practical merchandise. . . Don't miss being here for your share of these values! All merchandise goes on sale **FRIDAY, JULY 17**, beginning at 8 A. M. Be here to get your share!

**Mr. Blaine Elliott** who has had 13 years of merchandising experience with J. C. Penney Co. at The Dalles, Ore., and Port Angeles, Wash., has arrived to take over management of your local Penney store. Mrs. Elliott and their two daughters are with him. We know Mr. Elliott will appreciate meeting all the customers and friends of our Heppner store.

**J. C. PENNEY CO.**

**DOWN COMFORTER 8.00**  
You better hurry on this one! Only one at this price!

**BABY PILLOWS 35c**  
Fine for shower gifts! RAYON TAFFETA COVERED!

**WOMEN'S HANKS 5c ea.**  
Plain and Emb. styles! Stock up at this low price!

**INFANTS VESTS 19c**  
Various styles in white and cream, while they last!

**WOMENS BRASSIERES 25c**  
A group of High Quality Brassieres! Close-out priced!

**WOMENS HANKS 1c ea.**  
Plain white practical hanks! Better be here early for this one!

**BED JACKETS 50c**  
Fine quality brushed rayon! Don't miss this one!

**PANELS, Priscilla Curtains**  
Large asst. to choose from **50c, 75c, 1.00**

**SWEATERS 50c, 1.00**  
BARGAINS FOR THE CHILDREN!

**MENS DRESS HATS 2.00**  
Fine quality fur felt hats! JUST 15 AT THIS PRICE—SO HURRY!

**SUMMER PURSES 50c**  
In white and colors! GIVE-AWAY PRICED!

**RODEO SHIRTS 1.00, 1.50**  
Close-out special Rodeo Ties 5c

**STEVENS LINEN CRASH 5 yds. \$1**  
Pure linen unbleached Toweling, 18 in. wide!

**WOMENS SHOES 2.77**  
All white summer dress shoes go at this low price! Be here for yours!

## CHENILLE SPREADS

# 2.00

DON'T MISS THIS ONE! Full double-bed size Heavy Tufted Chenille Spreads in White or Colored grounds in a variety of designs.

## QUILT PATCHES

# 3c bag

ALL YOU CAN STUFF IN ONE OF OUR PAPER BAGS for only 3c! Stock up now for quilt making! Be here early!

### BARGAIN SUPREME!

## Remnants Half Price

Large assortment Prints, Cretonnes, Damasks, Scrims, Rayons and other fabrics!

You'll be needing warm blankets next winter! Stock up now during this great nation-wide thrift and savings event! Use our lay-away plan! Stock up now!

## DRESS PANTS

# 2.00

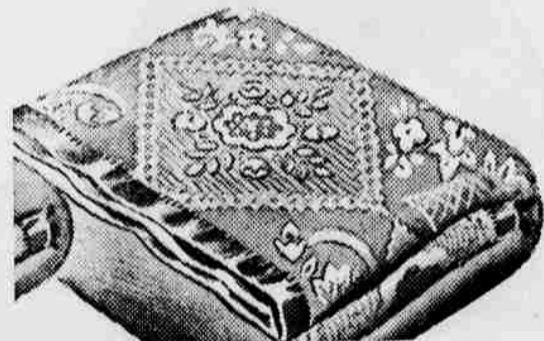
A VALUE FOR MEN! Dressy trousers in all wool and part wool mixtures! Just 20 pair at this special price!

## CORDUROY

# 50c yd.

Extra fine quality narrow wale Corduroy at a whisper of the original price! Your choice of Blue, Red, Rose, Maroon, 36" wide.

## PENNEY'S 40th ANNUAL BLANKET EVENT



Grand Buys in Cozy Winter Warmth!  
**Floral Jacquard Blanket**

A truly luxurious blanket at a LOW Mid-Summer Selling price! Half rayon, half cotton with a soft, springy nap! Handsomely bound with rayon satin! Extra long—72" x 90". **4.98**

### SNUG - WARM - COZY

EXTRA HEAVY WEIGHT SOLID COLOR BLANKETS! Extra large size, 72" x 84"! Woven of a blend of 80% fine quality virgin wool and 20% cotton for extra warmth! **11.50**

### 5% WOOL HEAVY PAIRS

YOU'LL WANT SEVERAL OF THESE DURABLE PASTEL pairs at this special price! Large size, 72" x 84"! Lustrous rayon taffeta binding! 40TH ANNUAL SPECIAL! **2.98**

### INDIAN DESIGN BLANKETS

BRIGHT, COLORFUL DESIGNS! WARM, COZY, DEEP NAP! BARGAIN PRICED! **1.79**

### Soft, Downy Feather Pillows

100% CURLED CHICKEN FEATHERS! Heavy Blue and White ticking cover! A GRAND BUY! **1.49**

# J.C. PENNEY CO.



JACQUARD PAIRS **3.98**

Fine imported cotton — sateen binding! 70" x 80" value!



COMFORTERS **9.90**

100% white wool filled! Elaborate stitched pattern in fine quality rayon satin! 72" x 84".

## Women's Shoes

# 50c - 1.00 - 2.00

PRICED FOR QUICK SALE! Broken sizes and odd lots of Womens Dress Shoes. The price tells the story! If you want yours be here at 8 A. M., Friday.

## Men's Shoes

# 2.50

MENS SPORT OXFORDS in brown ventilated styles and brown and white combinations! Saddle and wing tip styles.