

J. C. PENNEY COMPANY — A NATION-WIDE INSTITUTION J. C. PENNEY COMPANY — A NATION-WIDE INSTITUTION J. C. PENNEY COMPANY — A NATION-WIDE INSTITUTION

Establishing a New Price Basis

The RECONSTRUCTION PERIOD IS ON. Every Article in Our Store Bears Its Proper Reduction. You Can Shop Here With Confidence that Prices Are RIGHT

Revision of Prices

We believe the era of high prices is rapidly passing. Production has overtaken demand and prevailing replacement costs are forcing prices downward. To meet this new condition it is our desire and intention to strike bottom in our first revision of prices.

This means a tremendous loss to us WHICH IS YOUR GAIN. Those who know us know we are not special sale folks and we do not want you to confuse this price revision with the ordinary special ten day sale commonly employed by other merchants. Prices quoted in our stores will prevail until the goods now in stock are sold and will continue to prevail unless market conditions demand further revision. Many odd lots of lines to be closed out or discontinued are priced far below replacement cost. We invite you to participate in these money saving values and suggest you do not delay else you may be too late.

Note carefully every price quoted, make accurate comparison and you will be convinced of our superiority in the merchandising field and the tremendous advantage to be gained by placing your confidence in an institution doing each year approximately a fifty million dollar (\$50,000,000.00) business whose savings in quantity buying are passed on to its patrons.

MEN'S ALL WOOL OVER-COATS

Good snappy styles
RECONSTRUCTION PRICE
\$13.50

MEN'S DRESS SHIRTS

Collar attached and band
RECONSTRUCTION PRICE
98c

MEN'S HEAVY KNIT-WRIST CANVAS GLOVES

RECONSTRUCTION PRICE
15c

MEN'S HEAVY BROWN CALF WORK SHOE

RECONSTRUCTION PRICE
\$2.98

MEN'S BROWN CALF ENGLISH DRESS SHOE

RECONSTRUCTION PRICE
\$3.98

MEN'S ALL WOOL SUITS

Your style, pattern and shade
RECONSTRUCTION PRICE
\$19.75

One Lot LADIES' DRESSES

All Wool Serge and Tricotine
RECONSTRUCTION PRICE
\$9.90

LADIES' ALL WOOL PLEATED SKIRTS

Popular Patterns and Shades
RECONSTRUCTION PRICE
\$3.98

One Lot GEORGETTE WAISTS

RECONSTRUCTION PRICE
\$2.49

OMO DRESS SHIELDS

RECONSTRUCTION PRICE
29c

LADIES' SUITS

All wool serges, tricotines and poplins
RECONSTRUCTION PRICE
14.75 to 29.50

LADIES' ALL WOOL AND SILK UNION SUITS

Bodice Tops
RECONSTRUCTION PRICE
\$2.49

MEN'S BROWN CALF HEAVY WORK SHOES

RECONSTRUCTION PRICE
\$2.98

MEN'S LEATHER TOP RUBBER PACS

10 inch and 16 inch Top
RECONSTRUCTION PRICE
2.49 and 2.98

BOYS' BROWN CALF 10-INCH HI TOP SHOES

Keep feet dry in wet weather
RECONSTRUCTION PRICE
3.69

Size 12½ to 2

RECONSTRUCTION PRICE
4.19

GROWING GIRLS' BROWN CALF ENGLISH DRESS SHOE

Very serviceable
RECONSTRUCTION PRICE
3.98

LADIES' LOUIS HEEL DANCING PUMP

*Black and Brown Kid
RECONSTRUCTION PRICE
3.50 to 3.98

MEN'S BLACK CALF BLUCHER SHOE

RECONSTRUCTION PRICE
4.50



Clothing and Shoes

You need now many items of dry goods, furnishings, shoes, clothing and ready-to-wear apparel. Buy them—you can be sure our prices are right.

ODELL

Dr. O. B. Lundy, of Detroit, Mich., is visiting his mother, Mrs. Lundy, and sister, Mrs. E. E. Gould.

Clifford L. Davis, familiarly known as Lynn Davis, came over from Seattle last week for a short visit at the home of his parents, Mr. and Mrs. Chas. Davis.

C. E. Cople spent several days of the past week in Portland attending the irrigation congress and automobile show.

Nels Hagen went to Portland to be present at the meeting of representatives of the various irrigation interests of the state. He returned home Sunday.

The fine new residence of Nels Hagen near completion and he and his family will enjoy all the comforts and conveniences of a modern city home combined with the advantages of rural life.

Mr. and Mrs. A. L. Benefiel and children expect to leave Odell soon as Mr. Benefiel has selected property one half mile from Hermiston, Ore., which they intend to make their home. Their relatives and friends are sorry they are not locating permanently in Odell, but expect success will reward their efforts in the alfalfa district to which they are going.

Mr. and Mrs. H. C. Johnson are enjoying a ten days' visit with relatives at Eveline, Winlock, Tacoma and Seattle, Wash.

Elmer Annala is attending O. A. C. at Corvallis.

Mrs. O. L. Walter went to Portland Monday for a visit with friends and a shopping trip.

Allison and Leonard Fletcher motored to Portland Monday to attend the auto show. They expected to return home Wednesday.

Chester Cheveron and Harold Hagen expect to go to Portland Thursday to attend the auto show. Harold will also visit friends at O. A. C.

R. E. Miller motored to Portland Tuesday to attend the auto show.

The Willow Flat and Central Vale Mother's Club will meet with Mrs. Geo. Sheppard, of Odell, Thursday, January 29 at 2 p. m.

The Boy Scouts who took part in the missionary program Sunday morning did well and gave evidence of careful training. The following Scouts are those who deserve mention at this time: Richard Ramsey, Leland Purdy, Fred Dick, Isaac Waino, Wesley Alloway, and Glenn Ramsey.

Sunday school at 10 a. m. next Sunday. Service at 11 a. m. Sermon by pastor, "Our Debt to God and How We Can Pay It." Epworth League, 6:45 p. m. Subject, "The Perils of Materialism." Leader, Horace Gilkerson. At 7:30, pastor's sermon, illustrated by stereopticon slides. Last Sunday evening members of Pine Grove Epworth League visited the local League. Next Sunday evening a team of Epworthians under the leadership of Gordon Haskins, will go from this church to visit the Pine Grove Epworth League.

Last Saturday evening the boys of Odell High School gave a Hard Times party. Earl Ramsey was awarded first prize and Agnes Alloway second prize on costume.

Louis Eggert has bought a Ford touring car from Wallace May.

Members of Odell Grange spent Monday and Tuesday at carpenter work, improving the local property of the grange.

PINE GROVE

E. E. Lage, of the East Fork Irrigation district, was in Portland last week attending the irrigation conference.

Mr. and Mrs. Will McGill, of Bend, were guests at P. B. Laraway's last week. On Monday Mr. and Mrs. McGill, Miss Jessie Turney and Mr. and Mrs. A. L. Mason went to Portland.

Mr. and Mrs. Guy Linville and children, of Portland, visited local friends last week.

The Amicus Club will meet this afternoon with Mr. and Mrs. Clifford Porter.

The Ladies Aid Society will meet with Mrs. Julia A. Hunt tomorrow afternoon.

Henry Lage has returned to his home in San Francisco after a visit with relatives.

Mrs. James Clark, who went to Portland for the holidays, returned last week.

Mrs. James Fogarty, of Portland, had been visiting her mother, Mrs. Ralph Johnson.

Miss Eula McCully left yesterday for a short visit to California.

Martin Dragseth entertained a few friends Tuesday evening at 500. In the absence of Mrs. Dragseth, he prepared and served the refreshments, pronounced the equal of the many dinners ever prepared by Mrs. Dragseth.

BELMONT

Mrs. Mary Wolhart left Saturday for Umatilla where she was called to take care of a maternity case.

Lloyd Regnell left Saturday for Portland where he will take passage for San Francisco. Lloyd intends to locate in Eureka, Calif.

Mr. and Mrs. Dan Shelly spent the week end in Hood River at the home of Mr. and Mrs. Walter Forry, Jr., and family.

Mr. and Mrs. Clarence Carnes, of Wyeth, spent the week end at Mr. and Mrs. Marsh Isenberg's.

Jack Deane and Miss Stillman, of White Salmon, were quietly married December 30, at Vancouver, Wash. Jack has been a resident of Belmont for some time. He is the only son of Mr. and Mrs. E. E. Doane, of Belmont. Our congratulations and best wishes to the newlyweds.

Mr. Colo and family have taken up their residence on the Edwin Nordner ranch.

Mr. and Mrs. Wayne Allen and daughter, Glenno, spent Sunday at the home of Mr. and Mrs. Gooch in East Barrett.

Mrs. Marsh Isenberg has been quite sick, suffering with a heavy cold and sore throat.

The Belmont W. F. M. S. met Thursday afternoon at the home of Mrs. J. R. Forden, quite a number of ladies being present, also one visitor. Plans and arrangements were made for the ladies to entertain their husbands with a seven o'clock dinner, January 21. The dinner will be served at the home of Mrs. H. T. Regnell.

We are very glad to hear that fire escapes are to be put on the West Barrett school house, also that the county nurse is doing such good work in our schools.

G. L. Davenport will handle shipments of apples and produce, 147 Front street, Portland, Ore. mlstf

OAK GROVE

Ruth and Florence Taylor spent the Christmas vacation at the Dismore's. T. J. Annala has returned home from spending the holidays at Portland.

Mr. and Mrs. Strand, of Portland, spent the New Year's with the Oscar Hukari's.

Several families gathered at the Samuelson's to see the old year pass out. Among them were the following families: Hukari, Jakku, Hakel, Annala and Edstrom.

A surprise party was given for Mrs. John Stranahan Thursday night. Five hundred was played during the evening.

The Isells have scarlet fever and are quarantined.

Mildred Hewitt is getting better and has her arm out of the cast.

A cougar has been prowling around the H. Frege ranch and has killed 23 goats.

Howard Davis spent the New Year's in Portland.

The John Stranahan's spent New Year's at Vancouver.

MOUNT HOOD

Born—To Mr. and Mrs. C. W. Clark, on January 3, a girl.

C. W. Kitchel was a Portland visitor last week.

Kete Lenz was a Hood River visitor Thursday.

Mrs. Rose Odell returned to her home at Holstein Saturday after caring for Mrs. C. W. Clark and baby last week.

Mrs. Myrtle McElvery and son, Stanley, are here from Stevenson visiting the Chas. Lott family.

Mrs. S. L. Kezel returned to Mount Hood last Monday, after spending the holidays at Corvallis.

E. C. Miller and O. M. DeWitt were Portland visitors last week.

Mr. Shanks is visiting his sister, Mrs. Adolph Patreau.

Mr. and Mrs. W. O. Benthin were callers in our neighborhood Thursday.

Miss Sylvia Clark has withdrawn from school and is home from Nampa, Idaho.

Richard Hanna spent the week end in Portland.

The regular church services will be held Sunday morning at 11 o'clock.

C. W. Kitchel and family spent Sunday at the Louis Meeklin home.

Miss Frances Doggett has been on the sick list for the past week.

MIDDLE VALLEY

Mrs. Patreau, who has been visiting in Portland, returned home Thursday accompanied by her daughter, Susan.

Mrs. S. Walters, who was called to the home of her aunt, Mrs. Davidson, last week, returned home Saturday. We are glad to announce that Mrs. Davidson, who was very ill, is improving.

A number of our ranchers attended the meeting at Hood River last week to discuss the growing of small fruit in the valley.

Our literary club met Friday evening. Had a large turnout and a good program. Several of the young folks from the Mt. Hood vicinity joined the society.

Don't forget the "community sing" Friday evening.

Our Sunday school continues to improve. Had a good attendance Sunday, but there is always room for more.

MOSIER.

Mr. and Mrs. Fred Evans spent a few days this week in The Dalles with relatives.

Mr. and Mrs. O. E. Wilson visited their son, Frank, at the hospital in The Dalles Wednesday, where he had undergone an operation Tuesday for gonorrhea and throat trouble. At this time, (Monday, January 10), the young man is improving very satisfactorily.

Mrs. Bertha Johnson entertained the Ladies Aid at her home Wednesday afternoon.

Miss L. Hunter was a business visitor in The Dalles, Wednesday.

Mrs. E. B. Jose is in the hospital in The Dalles, having had a recent operation for a bad goitre.

Mrs. Ed Denton is visiting her sister in Spokane.

At the joint installation of the I. O. O. F. and Rebekah lodges Tuesday evening, the officers were installed for the new year. About 75 were present. After the work of the evening was finished, music and dancing was enjoyed. Refreshments of sandwiches, salads, cake and coffee was enjoyed during the evening, and all expressed themselves as having passed the hours pleasantly. Some visitors also were present.

On December 30, Lloyd D. Fisher and Miss Bessie Alice Jones, of Mosier, were married in The Dalles, leaving that evening for Julietta, Idaho, where Mr. Fisher has work. The many friends of these two young people wish them every joy in the voyage just commenced.

The masquerade given New Year's eve by the Legion was a success in every way. A large crowd of merry masquers were present and many fancy and comical costumes were in evidence. The prizes for fancy dress were awarded to Miss Mildred Nichol and Joe Weller, while the comic prizes went to Mrs. W. C. Vensel and Glen Wilcox.

Mr. and Mrs. Ray Bailey, accompanied by Clyde Bailey and Lee Evans, Jr., left Tuesday morning for California via the automobile route.

Tuesday morning registered as the coldest for the season so far,—from 8 to 20 above zero. Monday it ranged between 26 and 22. The prospects for some sport at skating now looms big in the near future which, of course, pleases the "kids."

L. J. Merrill spent the week end in Portland with his parents.

Owing to a defective radiator in the school house, some of the sessions through the past few days were omitted, as the rooms were too cold for the comfort of the students.

WHITE SALMON

(From the Enterprise)

The property of Ira Hyde, east of the Legion Hall, has been purchased by the Columbia Dairy Products Co., on which to locate White Salmon's new creamery. Plans and specifications are now out for bids to erect a modern, reinforced concrete building, especially designed for creamery purposes. The building will be 30x50 feet, the property just purchased being 50x100 feet.

Are You One of the Few?

Who are deliriously hunting merchandise that has been reduced the most in price—regardless of quality, style or service it will give—or, are you in the ranks of the big majority of sane buyers who are putting their confidence in their "home folks" who have kept faith with them through every turn of affairs in the past? The Home Stores with good dependable goods which you know by name and which you know the Home Stores will make good if the article doesn't. That's the sort of goods you can buy at home today—not at 40 or 50 per cent discount, but at the very lowest price any sane or honest merchant could sell at. *The Franz Store has been more than fair with its customers.* When prices were advancing, many lines of goods were sold for less than it cost to replace them. And now, when the tendency of prices is downward, goods are being sold on the basis of *today's market value*—regardless of the original cost. Could it be fairer?

PRICES ARE LOWER

in many lines, but they are no lower in Portland, Seattle or Chicago, than in your own Hood River Stores. We guarantee it as we guarantee the faithful service of such reliable goods as these.

- "Keen Kutter" Tools and Cutlery.
- "Acme" Paints and Varnishes.
- "Community" Silverware.
- "Universal" Aluminum Ware.
- "Wearever" Aluminum Ware.
- "Monarch" Ranges.
- "Florence" Oil Stoves.
- "Hot Point" Electric Irons.
- "Hoosier" Kitchen Cabinets.
- "Sellers" Kitchen Cabinets.
- "Hoover" Vacuum Cleaners.
- "Royal" Vacuum Cleaners.
- "Blabons" Linoleums.
- "Armstrong's" Linoleums.
- "Gold Seal Congoleum" Rugs.
- "Bigelow-Hartford" Rugs.
- "Goodyear" Tires.
- "Rubberoid" Roofing.
- "Beaver Board."

E. A. FRANZ CO.