

Building Goodwill In Merchandising

"Do unto others as you would be done by"—the Golden Rule in our ethical life—must needs be carried into merchandising to make it successful.

The merchant, for his own use, wouldn't consider a poorly made garment. He wouldn't continue to patronize a store unless he had confidence in its integrity—bonafide values—merchandise above reproach.

"Doing as you would be done by" is the most solid foundation of goodwill.

J.C. Penney Co.

Silk Materials for Dresses In Colors Most Charming for Winter

Crepe de Chine	\$1.98	Charmeuse	\$1.98
Printed Crepe	\$2.49	16-inch black Peon velvet	\$1.49
Crepe Satin	\$3.49	36-inch black Peon velvet	\$3.49
Satin faced Canton		Radium silk	\$1.98
34 inches wide	\$2.98		

Rayon Tubing In pastel shades

Just what you want for making dainty underwear. 36 in. wide, the yard 89c. 54-inch heavy tubing for making slips, the yd. \$1.49

Rayon Underwear

In peach, orchid and pink. Rayon vest with bodice top, beautiful and only 89c. Rayon bloomers, roomy and well made \$1.49

Wool Dress Goods

Beautiful Colors and Excellent Materials

All wool flannel, 54 inches wide, yard	\$3.49
All wool striped Poirer twill, 54-inch, yard	\$3.69
Checked wool crepe, 54-inch, yard	\$1.98
Checked wool crepe, 40-inch, yard	\$1.69
Wool and cotton dress flannel, checked and striped, 32-inch, yard	\$1.29

Checked Suiting

A very attractive material of cotton with Rayon check, 36-in., including colors of rust, green, brown, orange and blue. Low priced, yard 79c

Ginghams, 32-inch

NEWEST patterns, and standard brands. A very fine value in each of the following prices.

19c 29c 49c

Honor Muslim

A very fine grade of muslim made for the J. C. Penney Company, priced low.

Bleached 18c Unbleached 16c

Ramona Cloth

In predominating fall colors. Colors are guaranteed fast, washes and irons beautifully. Makes durable school dresses. Priced yard 45c

Outing Flannel

Novelty outing, 36-in. 27c Novelty outing, 36-in. 33c White and striped in best brands of outing 27-inch 23c to 33c 36-inch 25c to 33c

Outing Gowns

Outing gowns in novelty patterns, sizes 15 to 17 98c

Outing gowns with embroidered front, sizes 15 to 20 \$1.49

Heavy Outing gowns with embroidered front, sizes 15 to 20 \$1.98

Towels and Toweling

20-inch Terry toweling, yard	25c
20-inch heavy Terry toweling, yard	33c
20-inch Stevens crash toweling, yard	19c
All linen toweling	19c to 27c
15-inch by 28-inch bath towels, white, each	10c
18-inch by 36-inch bath towels, white, each	23c
18-inch by 38-inch bath towels, white, each	25c
18-inch by 27-inch heavy white, each	29c
26-inch by 50-inch heavy white, each	59c
26-inch by 44-inch heavy, with blue and pink ends, big value, each	89c
Wash cloths, each	5c and 12c
18-inch Art linen, yard	33c
20-inch Art linen, yard	45c
36-inch Art linen, yard	59c

Wear A Handsome Hat

Choose from our Stunning Array

You, too, can have a Winner—a hat which everyone will tell you just suits you. Our Fall and Winter millinery is assembled from the style marts—and you have only to choose the hat which takes your fancy most. Priced \$3.98

Frocks—Especially Made For the Junior Miss and Small Woman



Fashioned of shimmering satins, these Junior Dresses captivate your fancy at once! The styles are those which particularly suit svelte figures.

Made of Satin Materials!

In all the new colors—and trimmed so cleverly! One more word—our prices are right!

\$9.90 to \$29.75

J.C. Penney Co. INC.

HOOD RIVER, OREGON

WE BELIEVE IN MAKING A CUSTOMER Making A Sale Is Just An Incident

Princess Slips

Of Rayon, pastel shades, such as orchid, green, blue, brown, tan, rust, also black and navy. Well made of excellent material with ruffled bottom. Please note the price. \$1.49 \$1.98 \$2.98

Umbrellas

With rainy days comes the need for a good umbrella, one that looks well and made for hard use. You will be pleased with our fine assortment of silk or cotton, and they are priced low.

Cotton 98c to \$2.98 Silk \$3.98 to \$8.90

Rain Coats

For Ladies and Misses They are good looking, well made, with corduroy collars, and in many colors. Rainy days are at hand; keep dry under one of these splendid coats.

Misses \$3.49 Ladies \$3.98

Warm Blankets For Cold Nights

Each and every one of our blankets are worthy of every thrifty person's consideration.

Double cotton blankets, size 54 by 74 \$1.89 size 66 by 80 \$2.49 size 72 by 84 \$3.69 size 74 by 80 \$3.79

Wool and cotton blankets in lovely plaids and plain colors, size 68 by 80 \$5.49

All virgin wool blankets made from long staple, 70 by 80 \$12.50

Esmond blankets, and Bathrobe blankets, popular colors and low priced. \$3.98 \$4.98 \$5.90

Outing blankets, single, a warm and useful blanket in khaki and grey wool with a small percentage of cotton. Priced low \$3.69

Bed Spreads Worth while values

White spread, 56x80 \$1.79 White spread, 78x88 \$2.49 Ripplette spread, 81 by 90 \$2.29 Novelite spread, 64 by 90 \$2.69 Heavy white spread, 72 by 84 \$3.19 Heavy white spread, 78 by 90 \$2.98

"PENCO" SHEETS AND SHEETING

Always call for "Penco." That insures you of the best sheeting and will be economical too.

63-in bleached sheeting 49c 72-in bleached sheeting 55c 81-in bleached sheeting 59c 90-in bleached sheeting 69c 45-in unbl'ch'd sheeting 33c 63-in unbl'ch'd sheeting 45c 72-in unbl'ch'd sheeting 49c 81-in unbl'ch'd sheeting 55c 63x90 sheets Penco \$1.39 72x90 sheets Penco \$1.49 72x99 sheets Penco \$1.59 81x90 sheets Penco \$1.59 81x99 sheets Penco \$1.79 40-in. "Penco" tubing 39c 42-in. "Penco" tubing 42c

Choice Styles In Coats Clever Adaptations of Current Modes



Our Coats have "arrived"—which doesn't only mean that they're here in town, but that they have arrived at a happy medium where high style meets low price.

Needless to Say, They're Fur Trimmed

Coats at this price are fastidiously fur-trimmed. The materials are trustworthy. Dignity characterizes the styles.

Epoch-Making Values Greet You Here

Our New York buyers are constantly on the alert for the greatest possible values. And the prices here prove that they find them.

This group, priced,

\$29.75



Children's Hats

For Fall and Winter

Such a fine lot of good looking children's hats, the well made and good looking kind, and priced within the reach of everyone. \$1.98 \$2.98

Suede Blazers

For Women

Just what the ladies are wearing for out door sports. Handsome swagger blazers of first quality suede leather, 23 inches long with 4-inch worsted bottom, Venetian cloth lined, knitted collar and cuffs, two large button flap pockets. In novelty patterns. Priced \$10.90

Women's knitted blazers. A brushed wool blazer in novelty designs, knitted waist and collar, low priced. Each \$7.90

Blazers for young men and women. This is an all wool knitted blazer with two large button flap pockets, knitted collar, many fancy patterns and all wool for only \$5.50

Aprons

Our high quality and low priced Gingham house aprons appeal to thrifty women. They are only 79c

Misses' Unions

This is one of our best union suits; a wool suit with fibre stripe, fits well, wears well, and is low priced at \$1.39 to \$1.89 Sizes 2 to 16.

Misses' Unions

Cotton and lightly fleeced. A suit of quality in white ribbed. A good union for active girls. 59c to 98c

Knitted Waists

For Children An excellent panty waist for only 39c

Mackinaws

For Men and Boys Our mackinaws are values you seldom find. They are well made, of good style, fall patterns, large pockets, large collars, belted and priced reasonable. Boys', ages 4 to 16 \$4.98 to \$5.90 Men's \$5.90 to \$8.90

Winter Underw'r Variety of Styles



Anything women wish in Union Suits is at this Store. Cotton, wool mixed with silk—in short or long sleeves or legs. At each price there is splendid value. Each \$1.29 to \$1.98

An Exceptional Buy

Our New York buyer surely made an excellent buy this time. Please note:

Box paper, four colors, 48 sheets, 48 envelopes 25c Box paper, gold bordered, four colors, 24 sheets, 24 envelopes 49c Box paper, white with gold border, 24 sheets and 24 envelopes 49c

OUR STOCKS ARE CLEAN

Style is Assured

Only goods of strictly reliable quality are presented. "Seconds," "Job Lots," "Bankrupt Stocks" and other undesirable goods are not permitted in this store. Some would have you believe that our Ready to Wear is consigned from one store to another. This is a mistaken idea. No Ready to Wear is consigned; all merchandise received is purchased by our manager for this particular community.

Silk Hose for Women

The Kind That Wears

Full fashioned of ten-strand pure silk thread, this hose will outwear any hose you have worn. The lustrous sheen and the smart fit at the ankle make these the chosen hose of the particular women. The re-inforced heel and toe is an additional assurance of satisfactory service. In black and all the popular colors. Priced only

\$1.49

Misses' Hose

Of Fine Lisle

The thread is lisle and it's strong but fine. These are excellent hose for girls from 6 to 14 years of age. In black, nude and brown. 39c

Ask for "1218" Hose

Try one of these fine silk hose, made of pure silk with re-inforced heel, toe and foot. Just ask for No. 1218. 98c

Children's Quality Hosiery

No. 302, Girls' derby ribbed hose of fine lisle, pair 39c No. 300, Girls' sturdy hose but good looking, pair 25c No. 301, Girls' fine lisle hose, pair 39c No. 202, Boys' heavy hose, durable and only, pair 25c No. 303, Boys' heavy hose, real hose for real boys, 39c Children's wool hose in colors 69c and 79c

Men's "4 for 1" Hose

If you want value here it is and extra fine quality of heavy weight, full mercerized lisle sock with extra heavy heel, toe and double sole. 4 pair for \$1.00

Hose for Men

A Feature Value

Made of an unusually good quality, four-ply mercerized lisle. A value that has become well known among keen shoppers. Moderately priced. 3 pair for \$1.00

Men's Wool Hose

Men's extra heavy wool socks in grey, white and blue. Priced to please. 49c

New Rockford Socks

2 pair for 25c

Men's Cashmere Hose

Men's fine cashmere socks in grey, white and black. A good value, priced only 49c Heavy weight wool socks 35c

Dress Shirts

For Men

Silk striped madras shirts with collar to match, new patterns \$2.98 Broadcloth, in tan, blue, and grey \$1.98 Kyber cloth in tan, blue, and grey \$1.98

Men's Dress Hose

Men's socks of pure worsted and fibre. All colors, novelty designs. Note price: 79c

Flannel Shirts

For Men

Novelty flannels, each \$1.98 Wool mixed shirts in plain colors and checks \$2.98 All wool shirts in checks and plaids \$4.50 and \$4.98

Boys' Blouses

Chambray blouses, plain and colors 79c Flannel blouses, novelty \$1.89

Flannel shirts, plain and novelty \$1.98

Gloves

For Men and Women

Out Weced heavy 15c Canvas 7 for 25c Canvas heavy 2 for 35c Leather faced 39c All leather 49c Goat skin 49c

Laced Leg Breeches

Reclaimed army breeches, sturdy for hard work. They wear well. Priced low. \$1.98

Rain Coats

For Men

Men who want a rain coat at little cost will do well to get one of these reclaimed army rain coats. Very good values. \$1.98 and \$2.98

Becoming Wool Dresses In the Acclaimed New Styles



The chosen Dress now is the Wool Frock. It may be highly tailored or it may be dressy, in style. If you select one here, it is sure to be admired!

Smartly Tailored

The workmanship on these Frocks counts most—and we are careful to select only the best. New colors! And this most moderate price.

\$14.75