

You Perhaps Have Not Thought About This!

It is well to bear in mind that when you say "charge it" after making a purchase that later on you'll pay for the use of the money involved in addition to the actual worth of the goods.

Money is placed in a savings bank to earn four or five per cent.

Cash purchases made from us have a big earning which those who have checked the matter carefully have repeatedly proven to their complete satisfaction.

Have you thought of the matter in this way?

J.C. Penney Co.

J.C. Penney Co. INC

A NATION-WIDE INSTITUTION-
DEPARTMENT STORES
HOOD RIVER, OREGON

HERE ARE VALUES SELDOM SEEN They Are Selected From Our New Fall Stocks

MENS WINTER UNIONS of Wool, Wool and Cotton, and Cotton

Boys' Sweaters Wind breaker sweaters are a heavy yarn sweater with shawl collar just right for cold weather. \$3.49	Children's Sweaters A warm sweater of good quality wool yarn, V neck, knitted waist, good looking and only \$3.49
Men's Coat Sweaters With four-button pockets, a real sweater for the man who works. They're wool, and priced in reach of all. \$4.50 to \$5.90	Sweater Suits For little folks, with cap, pants and sweater to match. What a fine combination for the little fellow. \$1.98 to \$4.98
Men's Coat Sweaters A two-pocket sweater of unequalled value. Knit of worsted yarn and wears well. \$3.98	Boys' Knitted Blazers In novelty designs. Knitted waist, knitted collar, two pockets. Just the kind the young fellows are wearing. They're priced low. \$2.98 to \$4.98

Men's Wool and Cotton Union suits, a feature value, well made of good materials, long sleeve and ankle length. Note the low price. \$2.19	Men's Silk and Wool Unions Made from fine worsted yarn silk, a good looking suit that there is comfort in wearing. Because of the good workmanship they wear well. \$4.98	Boys' Unions In ecru Lightly fleeced, ribbed union for husky boys. They keep you warm and comfortable. Good material and well made sizes, 6 to 16. 79c to \$1.29
Men's All Wool Unions. A heavy all wool suit for cold weather, in white and ecru ribbed. An excellent wearing garment and priced \$4.98	Men's Unions Medium weight A good grade union of cotton, ecru ribbed, cut full, excellent quality. \$1.49	Boys' Fleeced Lined Unions Heavy fleece lined unions for boys. 79c to \$1.29
Men's Cotton Unions Here is a union you will be proud to own. Good looking, long wearing, and cream ribbed with blue trimming. Economically priced. \$1.79	Fleeced Lined Unions For Men In ecru ribbed. Those who want a good fleece lined union will do well to get one of these at \$1.49	Winter Unions For Boys Wool and cotton union suits for boys in silver ribbed. They are well made of good material, the kind you like at first sight because there is value there. \$1.69 to \$2.29

Facts, Not Fiction, Should Guide You!

Fact 1—The Buyers of this Nation-Wide Institution of which this Store is a member, being constantly in the country's largest markets, assure the latest of the worth-while goods.

Fact 2—There being 40 of these Buyers, little escapes them.

Fact 3—Buying for our 676 Stores, they get every conceivable advantage.

Fact 4—Their huge orders assure standard quality merchandise at the lowest possible cost.

Fact 5—Because of this immense buying power, this Store is able to pass these advantages along to you.

Fact 6—That these advantages are real and that they are passed along to the public, you can easily determine by making Quality and Price comparisons where you will.

Fact 7—You can do this every day in the year.

Let these facts guide you!

J.C. Penney Co.

SMART NEW STYLES

Unusual Ideas for Boys 2½ to 8 Years

Just about the cleverest little suits we have ever shown. New ideas in color and fabric combinations. Natty vests, blouse and sweater effects. There are Jersey, corduroy and cassimere. Many new middy models, well made for hard service, as well as smart appearance. Sizes 2½ to 8 years.

\$1.98 to \$4.98

A New Cut-Out Patent Pump Very Attractive

Especially in demand right now. Developed in patent with suede trim, new cut-out effect and military heel with rubber tap. And only—

\$3.98



A New Arrival in Patent
Unusual cut-out design, all leather construction and very distinctive style pump to women seeking unusual effects in fall foot wear, covered Spanish heel.

\$5.90

A Black Satin Fall Slipper



New and very distinctive, in black satin with gun metal ornament and covered Spanish heel. Excellent value at the low price of—

\$6.50

New Side Strap

Black satin. This Frenchy model has new fished design, of excellent materials and workmanship throughout. Low walking heel with rubber tap. Big value at

\$3.98

Oxfords for Girls In tan and black

Girls like this good looking oxford because it is practical. Good workmanship and finish throughout in this shoe. Low walking heel with rubber tap, wide toe, good weight sole. Priced to please.

\$2.98

The Comfort is Built In

In this arch support oxford. Our special combination built in arch feature insures foot, leg, and arch comfort. Of pliable black kid with military heel and rubber tap. Only

\$4.98

Black Kid Shoes For Little Tots

With pliable plain toe, no box, flexible chrome leather sole, roomy for active growing feet.

59c

Patent Cut Out Distinctive

This new and stylish pump is in patent all leather construction, new cut out pattern, with covered Spanish heel. Moderately priced at

\$5.90

Style, Quality, Value!

The display of New Fall Suits for Men and Young Men splendidly combines Style, Value and All-Around Excellence at the moderate price of—

\$24.75



For men who like semi-conservative and conservative models and who demand the most advanced styles in these models, these Excellent Wool Suits are Masterpieces; Three-Button, Single Breasted.

There are dependable serges, worsteds and unfinished worsteds in silk mixtures, checks and stripes; medium, light and dark shades of grey, brown and blue.

Other Conservative and Semi-Conservative Suits, in long-wearing fabrics, at \$29.75, \$34.75 and \$39.75.

High Cut Work Shoes For Men—16-inch

A wonder for work or outing wear and very comfortable. Of chocolate elkskin, Goodyear welt. Will resist cold or moisture and an exceptional value at the low price of—

\$10.90



Quality Rubbers For the Family

Your policy will be written in the right company if you provide your folks with these hardy, durable rubbers. High instep, semi-rolled edge and heel, reinforced toe, bright finish. In sizes to fit all members of the family.

Men's Sizes \$1.10
Women's Sizes 89c
Boys' and Youths' 98c
Misses' Sizes 79c
Children's Sizes 69c

YOUR Overcoat

—the One You've Wanted—the Right Style, Fabric, Price

\$29.75



One of this Fall's style-leaders is pictured, a three-button, double-breasted box coat with fabrics, lines and tailoring associated only with the better coats.

Fancy plaid backs and over-panels, in new pastel shades; also brown, tan, and blue-grey. Others \$19.75 to \$39.75

New Arrivals Men's Oxfords Sturdy Style

Here's exceptional shoe value in tan oxfords for men who like comfort and trimness in footwear. Firmly and carefully made; moderately priced at—

\$6.50



A New High Cut Shoe For Men—16-inch

If you are troubled with wet feet you can avoid this by wearing this high cut. It is weather proof, has double sole, plain toe, full lined foot, inside counter triple stitched. An excellent shoe throughout for only

\$16.50

A Dress Shoe For the Boy

Very well made and good looking, of selected tan calf, Goodyear welt; combining style, comfort and long wearing qualities. An excellent value at a very moderate price.

\$3.39

Children's Shoes

In black, tan and brown. Our shoes for children represent value in every pair; made of all leather, lace or button. When looking for shoes, you will practice economy if you buy at J. C. Penney Company. We are proud of our shoe; let us prove the value. Priced from

\$1.79 to \$3.49

Four-Piece English Suits With Long Pants—For Little Fellows

Suavely-styled little suits for juveniles with all the pep and dash the boys and mothers like so well. English model coat, Vest, Long Pants and Knickerbockers.

Well made and tailored to our high standards. Of long wearing cassimere. Ages 4 to 10 years. Splendid value at

\$12.90

Four-piece, long-pants suits for older boys of 6 to 14 years, at \$8.90 and \$14.75.



Born's Tailor Made Clothes for Men

Are you hard to fit? Do you like a suit especially made for you? One that will fit in every particular? Would you like to choose one out of hundreds of samples? One just to your own liking? Come in and let us show you M. Born's line. Choose what you want and we will have it made just for you. Prices range from

\$22.50 up

English Pants For young men

Wide, but not extreme. They have wide belt loops. The materials are corduroy, cassimere, cheviot. The colors are powder blue, grey, and tan. Priced low.

\$3.98 to \$6.50

Men's "Waverly" Caps for Fall

Young men's models. Satin lined, non-breakable visor, full leather sweat.

\$1.98

A Felt Hat of Big Value

A genuine fur felt hat with lots of style, silk band, and real leather sweat band. New fall shades, Felts and Velours. Here is value for you.

\$2.98 to \$4.98

Look at your hat. Everybody else does.

Our "Pay Day"

Union made overalls, cut full; double stitched. Jumper or overalls.

\$1.39

Khaki Pants For Men and Boys

True value is represented in every pair of khaki pants, cut full, wide belt loops, five pockets, good values at

\$1.69 to \$1.98

Leather Coats

Leather lined moleskin coat, with split leather sleeves. Big value.

\$4.98

Genuine Horse Hide Leather Coat for Men

With leather collar, button sleeve, mackinaw lined with belt.

\$16.50

Genuine Horse Hide Leather Coat for Men

Sheepskin lined, button sleeve, leather collar, with belt.

\$21.50

Genuine Horse Hide Leather Coat for Men

Leather collar, mackinaw lined, button sleeve, with belt, buckskin color.

\$19.75

Genuine Horse Hide Leather Vest for Men

Mackinaw lined, leather collar, button sleeve, priced

\$11.90

Genuine Horse Hide Leather Coat for Men

Mackinaw lined, knitted collar, button sleeve, one of our true values.

\$10.90

Blanket Lined Coats For Men

\$2.98