

OUR 25th YEAR

J.C. PENNEY CO.

A NATION-WIDE INSTITUTION

OUR SILVER YEAR

"where savings are greatest"

HOOD RIVER, OREGON

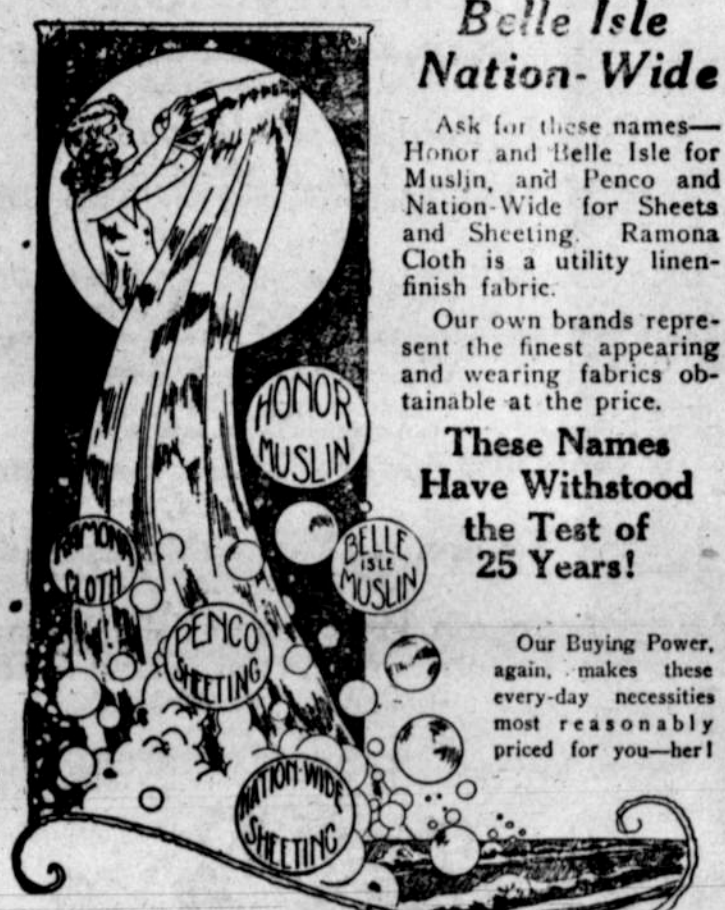
Winter White Goods Week

Hundreds of Household Economies

Every good housewife turns her mind at this time to the needs of her home—perhaps it's new Sheets—maybe the towel supply is low—or perhaps you need to buy good Muslins—but whatever it is, it is well to remember that we have it in better quality at lower price!

Ask for Our Own Brands

Penco--Honor--Ramona



Belle Isle
Nation-Wide

Ask for these names—Honor and Belle Isle for Muslin, and Penco and Nation-Wide for Sheets and Sheeting. Ramona Cloth is a utility linen-finish fabric.

Our own brands represent the finest appearing and wearing fabrics obtainable at the price.

These Names Have Withstood the Test of 25 Years!

Our Buying Power, again, makes these every-day necessities most reasonably priced for you—here!

Penco Leads!

Our Fine Sheeting

From east to west—Penco's best! The improved sheeting, 8-4 bleached or 9-4 unbleached, is now priced, the yard,

49c

Penco Sheets

Hemstitched

Our famous, ready-made Penco Sheets, 81 in. by 90 in., beautifully hemstitched. Buy these for greatest beauty and wear! Only,

\$1.45

Honor Muslin

Standard of Excellence

This stands at the top! For quality, for service, for economy, buy Honor Muslin, bleached, 36 in. wide, unbleached, 39 in. wide, the yard,

12½

Ramona Cloth

Linen-Finish

In white, a very durable, attractive cloth for clothing and home uses. An exceptional value, yard,

23c

All-Linen

Crash Toweling

Bleached, all-linen crash towelling with a cheery color border. Sixteen-in. width, and very serviceable in quality. Yard,

19c to 23c

Our Belle Isle Economy Muslin

Belle Isle Muslin well deserves its great popularity. Bleached,

The Yard, 10c

Durable Quality

Notice that low price! You'll find this muslin most practical and the essence of economy!

Sold Only By Us

It is an exclusive product of the J. C. Penney Company—and represents our Nation-Famous savings.

No "Sales" In Our 25th Year

No, we do not hold "sales" in our plan of modern store-keeping, so-called "sales" are impossible if the savings the public are to enjoy every day are real.

Instead of marking prices up and down now and then for "sales," our plan calls for marking them down as low as is consistent with prevailing market conditions and then keeping them down.

We shall not depart from this plan during the observance of our 25th or silver anniversary which will be in effect this year.

Lowest possible prices every day instead of occasionally at so-called "sales," has been a policy that has won millions of friends for the hundreds of Stores of this countrywide institution.

J. C. Penney Co.



TOWELS

Values which lead the Nation

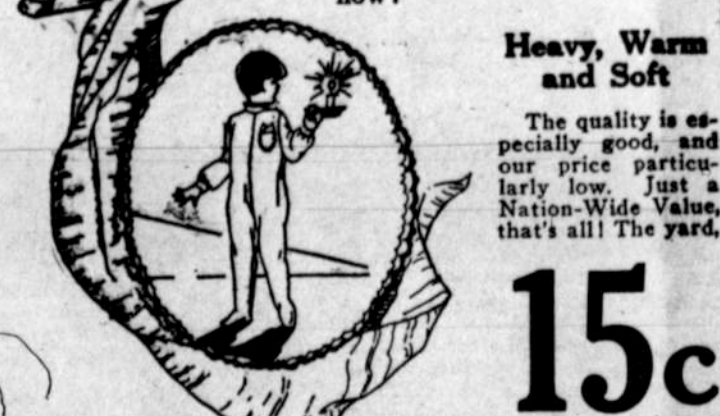
Now is the very time to stock up on Turkish Towels! Never have you seen such values as those which we have prepared for you now! Splendid quality! And our nation-wide low prices.

Single terry, size 17x30	10¢
Double terry, size 18x30	19¢
Extra heavy double terry, 22x44	33¢
Double terry, cord border in white, 24x44	38¢
Extra size double terry, plain 3 in. hem, size 26x50	59¢
Double terry, extra heavy, fine yarn, 24x48	79¢
Double thread terry, large, heavy, finely woven, plain white with colored stripes, size 22x44	25¢

Splendid Outing Flannel

At Our Nation-Wide Savings

Our Outing Flannel is a famous item with housewives who have used it and know just how satisfactory it proves. We are showing light and dark grounds. Buy yours now!



Heavy, Warm and Soft

The quality is especially good, and our price particularly low. Just a Nation-Wide Value, that's all! The yard,

15c

27 in. Daisy Cloth	17¢
36 in. Daisy Cloth	23¢
36 in. Novelty Outing, fine quality, dark or light	23¢
30 in. Canton Flannel	23¢

Linen Damask

Silver-Bleached

All linen—heavy weight damask for table cloths. Here is beautiful linen which will wear. The yd.

\$1.69

Lunch Cloths

Pattern Cloths

In popular colors; excellent values in the size you desire. Note our prices:

56x56	89¢
72x72	\$1.59
64x89	\$1.89

Nation-Wide Famous Sheeting

For greatest economy, buy Nation-Wide Sheeting! Prices never were lower! 8-4 bleached or 9-4 unbleached, the yard,

37c

Lingerie Cloth

For Ladies

Fine novelty materials for ladies' undies. Mercerized Jersey Cloth—Checked Dimity. Priced low—

25c to 49c

MOTOR STAGE LINE OPPOSES RAILROAD

Opposition to the Union Pacific's proposed invasion of the motor bus field in Oregon has been placed on record with the public service commission by the Columbia Gorge Motor Coach system, which operates between Portland and Pendleton, cities between which the Union Pacific has asked a permit to operate two schedules daily.

A public hearing on the Union Pacific's application has been requested by the Columbia Gorge company.

In its protest the bus company sets forth that the proposed schedules virtually duplicate the service already offered, and that under the Oregon law no permit shall be granted a competitor unless the proposed new service shall be the equal in all respects of the service already being rendered.

The bus company points out that it is operating five schedules between Portland and The Dalles, and three between The Dalles and Biggs Junction, way points on the proposed Pendleton schedule. The railroad company only proposes to operate two schedules each way daily, and the bus company contends that for this reason the railroad company is not proposing a service of the same standard as the bus company, and should be denied a permit.

The bus company further maintains that neither public convenience nor necessity justifies additional bus service, and that if it does the bus company asserts that it is willing to render such service.

Notice to Hardware Dealers

Sentinel proposals will be received by the undersigned at Hood River, Oregon, until seven-thirty P. M., Monday, January 17, 1927, for all finish hardware for a high school building being erected at Hood River, Oregon, for School District No. 3, Hood River County.

Plans and specifications may be obtained at the office of Raymond W. Hatch, architect, 320 Henry Bldg., Portland.

The Board of Directors reserves the right to reject any bid or to reject all bids.

Board of Directors
School Dist. No. 3,
By I. R. Acheson, Clerk.

If you do not get your Portland Telegram, or if you wish to subscribe for this evening newspaper, Tel. 3264. Mrs. J. W. Armstrong.



Scene from "OUTWARD BOUND"

"OUTWARD BOUND" GETS HIGH PRAISE

Critics in all parts of the country have given highest praise to "Outward Bound," which will be given by the Moroni Olsen players at the Kialto theatre next Tuesday night. The Salt Lake City Deseret News said:

As their last offering here this season, the Moroni Olsen players presented at the Salt Lake theatre Sutton Vane's new celebrated play, "Outward Bound." And as usual the Olsen players not only entertained but impressed and delighted a large audience.

The Moroni Olsen Players in their long list of successful productions have perhaps never offered a more balanced and altogether excellent presentation. An outstanding feature, as usual, is the notably fine work of Miss Janet Young, who has the role of the character woman. To this character she gives an impressive and appealing portrayal, and in the denouement of her character-

ization she rises to real heights of dramatic power. Mr. Olsen does not have quite as great an opportunity as usual to show the full measure of his own ability yet he makes of Lingley, the unscrupulous business man, an unforgettable character, and to all the details of his delineation he gives a finished touch.

The work of Joseph H. Williams, as Scowley, deserves special commendation. It is the finest of all Mr. Williams' impersonations thus far. Byron Foulger as the drunkard measures up to the high standard we have come to expect of him. Miss Leona Thatcher, as always, contributes noticeably to the success of the presentation. In her portrayal of Mrs. Cliveden-Banks she does some excellent acting. In the difficult roles of the squire's lovers, Dorothy Adams and Harry R. Allen show exceptional sincerity and effectiveness. Gordon Nelson, as Rev. William Duke, and Harry Nelson, as Rev. Frank Thompson, acquit themselves most creditably, completing a cast of balance and ability.



TRAINS RACE WITH MAYTAGS

Above are reproduced the two racing Maytag washing machine trains which have just finished the first cross-continental speed test ever made between electric and steam driven locomotives. This picture was taken at Miles City, Montana, just before the trains left on their fast dash to the Northwest.

The electric Chicago, Milwaukee & St. Paul motor is shown on the first track, the Northern Pacific steam locomotive on the second track.

While the electric train pulled out slightly ahead of the steam engine, the time was made up before the two trains crossed the mountains. The trains whirled back and forth all the way. The steam train made the best time on the level ground, and the electric motor out-pulled the steam on the mountain grades. The two trains finally came in a tie, although it is felt

that block signals and freight yard congestion was somewhat responsible for the close finish.

Both are solid trainloads of Maytag washers being delivered to Maytag Pacific, Inc., distributors for Washington and Oregon, to start their big 1927 campaign.

This is the first time in the history of the world that two solid trainloads of washers have ever been sent to one distributor in one shipment. This is not only the largest shipment of washers ever made to one distributor, but it is also said to be the largest shipment of any kind of merchandise ever made to one distributor.

Maytag Pacific has been selling a solid trainload of Maytag washers every month, which of itself constitutes a world's record, and this latest of washers combined.

activity proved more conclusively than all the statistics and figures that could be brought together the real prosperity of the Northwest and of the individual family of this territory.

This newspaper has been used generously for advertising this commodity, and as Maytag is the sixth largest newspaper advertiser in the world, this is a rather striking example of the constructive force of the newspaper in this community and its power as an advertising medium.

Maytag Pacific organization has set out to sell this record trainload in five weeks and confidently expects to accomplish its purpose, which will be another world's record for that company.

It is claimed for the Maytag company that they are selling as many washing machines as all other makes

MR. GRAVES WOULD LIKE SKI JOURNEY

The following letter has just been received from C. E. Graves, who is now librarian at the California State Teachers College at Arcata, Calif.:

"Enclosed check is for 1926 and 1927. I couldn't get along without the Glacier. Ran across the enclosed clipping recently. Perhaps the Ski club would appreciate your printing it. It certainly made me want to get back to the ski country once more."

The clipping taken from "The Song of the Ski" is as follows:

Norse am I when the first snow falls:
Norse am I till the ice departs.
The curved wind wraps me like a cloak;
The plies blow out their ghostly smoke.

I'm high on the hill and ready to go—
A wingless bird in a world of snow:
Yet I'll ride the air.

With a dauntless dare
That only a child of the north can know.

The bravest ski has a cautious heart
And moves like a tortoise at the start
But when it tastes the tang of the air
It leaps away like a frightened hare.

The day is gloomy, the curtains half-drawn,
And light is stunted as at the dawn:
But my foot is sure and my arm is brown.

I poise on the hill and I wave adieu:
(My curving skis are firm and true)
The slim wood quickens, the air takes fire

And sings to me like a gypsy's lyre.
Swifter and swifter grows my flight:
The dark pines ease the unending white.

The lean, cold birches, as I go by,
Are like blurred etchings against the sky.
One am I for a moment's joy
With the falling star and the plunging bird.

And glad am I, as I near the leap,
That the snow is fresh and the banks are deep.

Come, ye maids of the vanity-box,
Come, ye men of the stifling air:
The white wind waits at your door and knocks!

The white snow calls you everywhere,
Come, ye lads of the lounge and chair,
And gird your feet with the valiant skis
And mount the steed of the winter air
And hold the reins of the winter breeze.

—Wilson Macdonald, in "Out of the Wilderness."

OFF VARIETIES OF APPLES UNDER BAN

The Apple Growers Association is suggesting that off varieties of apples be placed under the ban. The following bulletin was forwarded to growers last week by General Manager Steele:

"Statistics show that in 1924, the year of the last big crop, there were between fifty and sixty thousand boxes of apples of miscellaneous varieties delivered to the Association for marketing. Figures are not yet complete for 1926 crop and we cannot tell exactly how many boxes were harvested this year. Your own experience has shown that this fruit does not bring a profit to the grower. It is useless to continue growing it with the hope that some year it may bring enough return to make up for all the bad years. We believe that most of these trees, even the large ones, could be top grafted to desirable varieties. We would suggest either Delicious or McIntosh for the Parkdale district and Delicious for the Lower Valley. The McIntosh doesn't do so well at lower altitudes. Please give this matter your serious and careful attention before another growing year is upon you. No manufacturer continues to produce an article upon which he makes no profit."

Oregon Snow
(By Anthony Euwer)

I'm glad I'm not in town today
For town folks always have a way
Of hating snow—they stamp it off
Their feet and shake their clothes and cough

And fume and curse it every time
It comes. It seems a crime
To say you love it when it snows
Down in the town. Yet I suppose
They're not to blame—it always brings
A peck of ills and headache things

Down in the town. There's such
A lot of misery—so much
That sleeps along until the touch
Of snow and cold wakes it again
To sudden pain.

You really can't blame folks a bit
For hating snow and cursing it
The way they do
Down in the town—it's natural to.

But here—up here, it's driving white
Across the gray tree trunks; all night
It fell and laid one blanket more
Upon the store

We had.
And I am glad.
For here—up here, it's not a crime
To love the snow in winter-time.

(The rest of this poem, which in its entirety is a lovely thing, can be found in Mr. Euwer's little volume "By Scarlet Torch and Blade.")

Smoky and Smelly Oil Stoves Cured by using Eocene Oil. Try this high grade coal oil next time and see the difference. Any quantity, gallon to barrel, at E. A. France Co.

m291f

MR. AND MRS. BIRGE REACH HONOLULU

A Hawaiian mid-winter welcome was given passengers arriving at Honolulu December 28 on the S. S. Matsushima.

They were greeted with fragrant flower-leis (wreaths). Diving boys dived the ship in the warm waters of the harbor and on the dock the Hawaiian band played native melodies.

Among those arriving were Mr. and Mrs. E. W. Birge, of Hood River.

Visitors who arrived on the Matsushima had an opportunity to see the surf-board races at Waikiki New Year's day. The Japanese New Year's celebration was another interesting feature to tourists.

Great masses of scarlet poinsettia and purple bougainvillea vine are in blossom in the gardens at this time of the year and fresh island fruits are a delectable treat in store for visitors.

Anne Wuest to Deliver Address

Miss Anne Wuest will address the Association of Girls' League at their session at the University of Oregon Friday morning, the first day of the seventh annual high school conference, January 14 and 15. Her subject will be "Organization and Purpose of the Girls' League." Miss Wuest is president of the Girls' League of the Hood River high school.

Friday morning is to be devoted to a general session of the High School Press Association, the Association of Student Body Officers, and Association of Girls' League. Following this joint meeting the groups will separate for their conferences which will continue Friday afternoon and Saturday morning.

Read Alince Semple McPherson's signed story in the February SUNSET, the only authorized, personal article by the famous evangelist who has been the subject of so much notoriety during the past six months. Order from your news dealer in advance (on sale, January 15th) or send 25¢ to SUNSET MAGAZINE, San Francisco. Subscription price \$2.50 per year; 2 years, \$4.00.

H.-R. Auto Wreckers, on the Heights. Parts for all cars. 191

How Big is a Dollar ?