

THE LARGEST CHAIN DEPARTMENT STORE ORGANIZATION IN THE WORLD

# The Tree is Known by the Fruit it Bears

Square Dealing--Dependable Merchandise  
Courteous Service--Lowest Prices

From one small acorn planted in 1902 has grown this sturdy oak, the J. C. PENNEY COMPANY, spreading its branches over three-hundred and twelve communities in twenty-six states.

## Every Woman Will Enjoy These Good Values.

Here is a shopping list that is also a savings account. Every article is well made of the best quality and in the newest styles.

### Summer Dresses

#### Voiles and Organdies

Here is a special purchase of cheap organdie and soft voile dresses in the most desirable summer colors. Many of the models have the newest embroidered effects; others flare into a circular skirt with well defined waist line. Specially pretty are the white collars and cuffs. Sashes of contrasting colors and fancy vestings.

\$4.98 to \$9.90

### New Wool Skirts

#### A Special Value

Very smart are these new wool skirts, plaided, striped and in all the new plaited styles, box and cluster effects; in plain colors and combinations of high colors. When worn with over blouse, the prettiest of costumes is enjoyed.

\$4.98 to \$10.90

### White Flannel Skirts

#### in New Sport Models

An unusual advantageous purchase of these newest Skirts makes it possible for this store to offer new models at a low price. Both plain and blazer effects in plaited, regulation and novelty styles. Extra sizes.

\$6.90 to \$10.90

### Jersey Coats

#### Popular in Colors

Now comes the time for the sport suit and here are some interesting Jersey Coats in both Tuxedo and regulation collar effects. A pretty, practical garment for summer and early fall to be worn with separate skirt. Red, green, blue and black.

\$9.90

### Over Blouses

#### Georgette, Crepe de Chine and Mignonette

Many handsome models in the newest overblouses. Beaded and embroidered in rich designs. Navy, white, flesh and bisque. Also fine Voile Blouse, tailored and fancy styles and the new Pongee Blouse in smart sport model with Peter Pan or Two-in-One collar.

\$1.98 to 9.90

### Cotton Crepe Kimonos

#### Lowest Prices--Special Designs

Now is the time to purchase these pretty comfortable house garments. Fashioned of fine quality serpentine and cotton crepes in a wide selection of colors and styles.

\$1.98

### New Dress Fabrics

#### Voiles, Organdies Crepe Mohair

Lovely wash fabrics for summer dresses at lowest prices, while quality and choice colors and designs are the finest.

Fancy Figured Voiles, 36 in wide 39 to 69 cents.

Dainty Tissue Gingham, 40 in. 49c

Pecales, light and dark colors 15c

Organdies, all Summer colors, 40 inch 69c.

Mercerized Suitings, 36 in. 49c

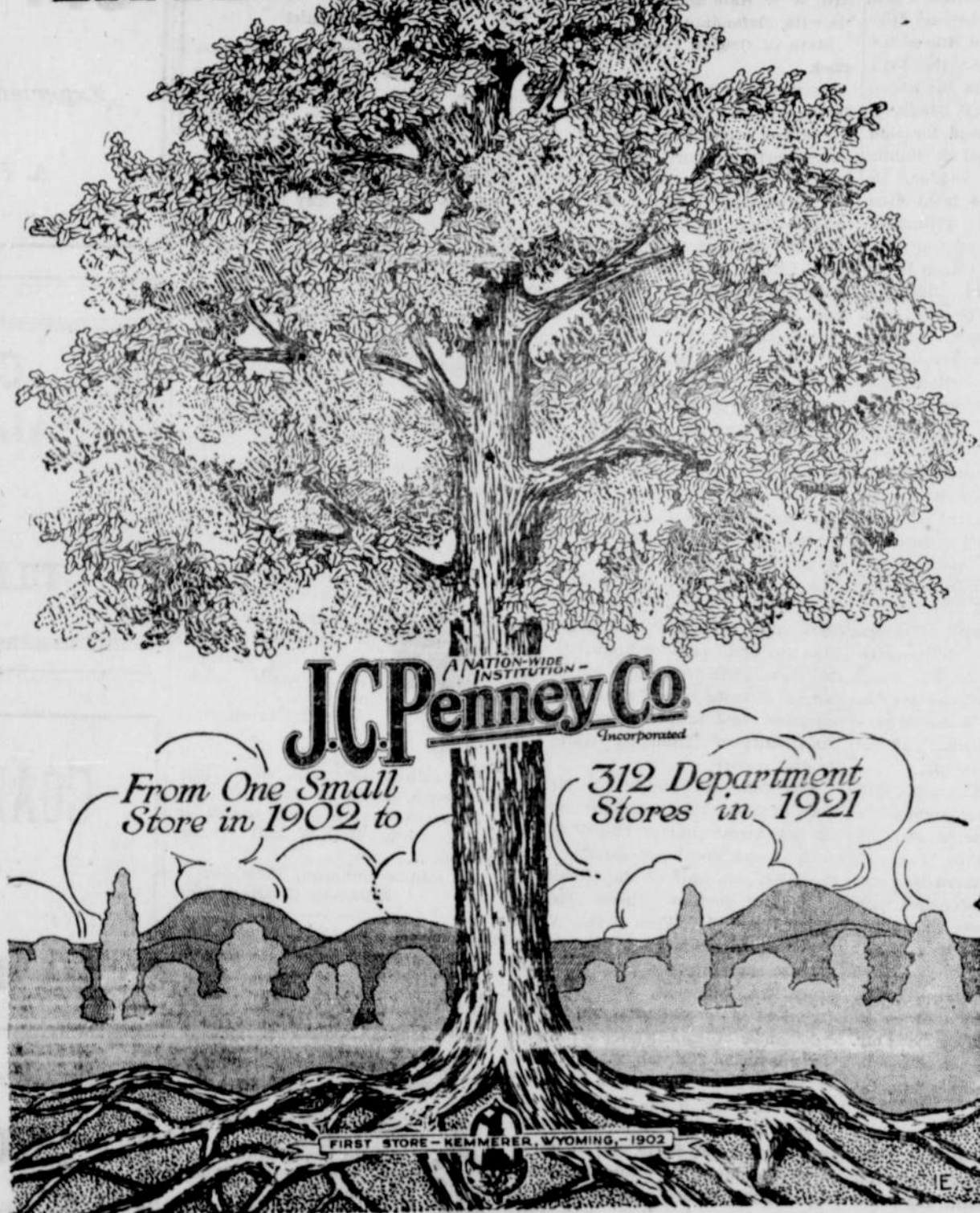
Crepe Mohair, New Sport Fabric, 36 inch \$1.39

Pique Skirtings 27 inch 49c

All New Colors and Designs in Finest Quality

Out of the principle of square dealing, the Golden Rule, applied to business, has grown the demand for approximately \$50,000,000 worth of family outfitting from the J. C. PENNEY COMPANY stores in the past year.

## GREAT OAKS FROM LITTLE ACORNS GROW



NOURISHED by sound conservative economical methods, this largest chain department store organization in the world will continue to grow and bear good fruit. Expecting and asking only reasonable profits, you benefit by the lowest possible plus the savings effected through our tremendous cash buying power. These savings you enjoy every time you make a purchase at a J. C. PENNEY COMPANY store.

As You Compare Our Prices With Those Quoted Elsewhere, You Know Why the J. C. PENNEY CO. Never Need to Quote Comparative Prices.

# J.C. Penney Co.

A Nation-wide Institution  
312 Stores

TILLAMOOK, OREGON

THE LARGEST CHAIN DEPARTMENT STORE ORGANIZATION IN THE WORLD

## A Money-Saving Event for Men

Highest grade materials are used in these Men's Suits. The best workmanship goes into their making; the pockets are hand-turned and stitched and every detail is right.

## Suits, Regulation and Young Men's Styles

Pure worsteds, fine serges, chevots and cassimeres are the materials Here are the Suits you have been waiting for and a big choice of colors for your selection. Buying from us you save money. Note our prices \$19.75 to 24.75.

## Boy's Clothing

### Made to Give Service

This is the season when boys give the hardest wear to their suits. Suits with extra School Pants. Also Suits for vacation and knockabout wear at lowest prices.

\$6.90 to 12.50.

## Wash Suits

### for the Small Boys

A wonderful assortment of Wash Suits that may be laundered without fear of fading or shrinking. The styles are the popular Olive Twist, Russian and Middy Blouse in a variety of materials, plain, striped and color combinations. Just the little Suits for school days and vacation days.

98c. to \$1.49.

## Men's Wearables

### at Lowest Prices.

Special quality Hosiery black, white and grey. Men's collars, the popular brands and styles, 19c. Men's Leather Palm Canvas Gloves, 29c. Men's Muslin Nightshirts, 98c. Men's Overalls and Jumpers, heavy denim,

\$1.19

## Buy the Boy's

### Overalls Now

A big shipment has just come in. Overalls of the finest and most durable quality; Indigo Dye and made with bib, 89c. 3 to 11 years and also at 98c in sizes from 12 to 17.

89c.

## Men's Shirts

### for Hard Wear

Men's blue chambray shirts, made of extra heavy quality material, full cut. Also Boys Bell blouses, best quality 98c. Boy's dress shirts and blouses in plain and fancy stripes 69c.

49c.

## New Silk Fabrics

### For Dresses, Blouses, Skirts

The clever home dress-maker will take advantage of savings on these handsome silk fabrics; she will be quick to see where she can save money and be able to make two dresses where she has felt she could afford but one.

Fine quality Pongees 69c, 98c. \$1.49

Extra quality Poplins 49c

Heavy Crepe de Chine \$1.89

Georgette Crepe \$1.69

Satins, white and flesh \$1.98

Chiffon Taffeta \$1.98

Fancy Stripe Silks \$1.98