

Pay less

J.C. Penney Co. A Nation-wide Institution 312 Stores

Save More!

TILLAMOOK, OREGON

NATION-WIDE

MONEY-SAVING

PROGRAMME

In Our 312 Stores in 26 States

Going on Every Day!

**98<sup>c</sup>** **MEN'S Overalls**

Full Cut  
Best Quality  
220 Weight  
Blue Denim

Union Made

<b>12 1-2c</b>	<b>13c</b>	<b>17c</b>
<b>PERCALES</b>	<b>HOPE MUSLIN</b>	<b>DRESS GINGHAM</b>
36 inch Standard Grade	36 inch Best Bleached	27 inch Fine Quality

**49<sup>c</sup>** **MEN'S Blue Chambray Work Shirts**

Fast Color

WOMEN'S SUMMER UNDERWEAR



Prettiest Styles—  
Low Prices  
Cool Dresses  
All Sizes  
**\$1.90 Up**

SEPARATE SKIRTS  
Sport Models  
**\$4.98 Up**  
Blouses  
Daintily Trimmed  
**\$1.98 Up**

New Gillette Brownie Safety Razor

Imitation Leather Covered Metal Case—Three Blades

\$8.83

Men's Athletic Underwear Full Cut Light Weight All Sizes

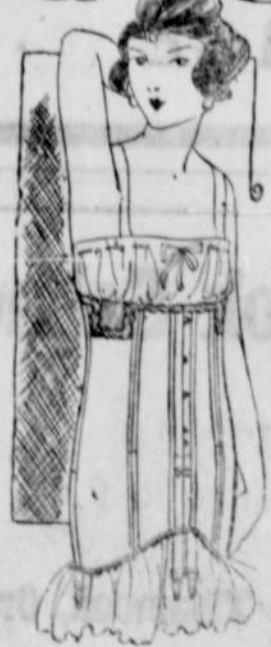
89c

MEN'S QUALITY SUSPENDERS

POLICE BACK LEATHER ENDS Dress Style, cross back, twill web 25c

Men's Fine Summer Weight Caps, from 98c to \$2.49

Lady-Like



All New Models Flesh and White

The Popular Corset of 312 Stores in 26 States

Note the Low Prices 98c to \$2.98

Corset Covers

Prettily Trimmed Lace and Embroidery 47c

BLOOMERS

Regular and Extra Sizes

59c and 19c

Oneida Duro-Plate Silverware

\$5.90 Knife and Fork Set with six embossed medium knives and medium flat handle forks

The People Know What they Want

Today, you with millions of other people are "Cutting your coat according to your Cloth." We are here to help you. The great values in our extra ordinary Money Saving Program will bring from every home in this community, people who know that when J. C. PENNEY COMPANY announces an offering of merchandise at these low prices, Absolute Values will be given. The low prices on this merchandise seem almost unbelievable. They would be if offered by the average retail store, for there are few if any who are able to command the buying markets to the same extent we are and we are passing on these tremendous savings to our patrons. In our nation-wide effort people everywhere are responding to our policy because—it's honest; it's sensible; it's genuine; it's fair and this makes for Prosperity that is constructive, consistent and permanent.

Turkish Bath Towels, 15x30 In. 10c do 1 x34 In. 39c Sheetings, 8-4, 4-4, 10-4, yd 43c to 53c Better grades—Woven to Wear—and bleached

TOILET ARTICLES

Pompeian Bloom, 39c; Pompeian Powder, 39c; Pompeian Rouge, 89c; Pyrene Safety Cleaner, 19c; Palmolive Cold Cream, 39c; Palmolive Shampoo, 83c

TOILET SOAPS

Palmolive, 89c; 8 oz. jar Peroxide, 10c; Laundry Soap, 6 bars for 25c; Lux, 10c; Dental Cream, 9c; Neroxide Cream, 15c

New Fancy Crushers and Bobbette in all leading shades, \$1.69 Latest Hat wear for Sporting and Outing

Beautiful bead chains, 69c. These are exceptional values, as they are sold in most places from \$1 to \$3

Savings of Half--in Some Instances in this Big Reduction Special

What the Children Need

Athletic Underwear

All Sizes

79c

Boys' Blouses Plain Colors 69c

Girls' Bloomers

Firm, Durable Material

79c



Timely Offerings in Fine Piece Goods

Organdies, white and Colors	49c
Tissue Gingham	49c
Percales	12 1-2c
Muslins	10c
Ginghams	17c
Planelette	23c
Fine Pongee, extra value	\$1.49
Wash Satin, 36 inches wide	\$1.98
Georgette, fine quality.	\$1.69

MEN'S WEAR

The New Marathons are Here



\$2.98

to

\$4.98

Neckties

SOCKS

Assorted Colors

Good Quality

from 49c Cotton. 2 pair 25c

to \$1.49 Silk 19 to 98c