THE TILLAMOOK HEADLIGHT

19 years of successful merchandising and rendering efficient service has made it possible to grow from 1 store to a chain of stores with 312 links extending over 26 states.

Our success is largely due to the one price policy which will not and cannot permit changing prices at random.

The J. C. Penney Co. has made a success in the business world without ever conducting A SALE, or trying to gain customers by giving DISCOUNTS or even SOMETHING FOR NOTHING.

We invite you to come in, compare our prices and quality and we shall prove to you that every day is a bargain day at Penney's.



Long Service at Low Cost in These Men's Work Pants FLANNEL SHIRTS--GLOVES--MITTENS

Our Unalterable Policy-One Price To Everybody

For the man whose duties indoo ays supplied with values that bring their purchers distinct saving s. Large quantity buying for 312 stores in 26 States enables us to se- iure the best the market affords for best than the average one-otsre mer chant os oblige to pay; that's why ou'll find quality linked with low c ost in every item you buy at this J. c. Penney Co. store. MENN'S WORK Pants Heavy water repellant pants, two si de pockets, two fip pockets with button flaps and one watch pocket, beit loops and cuff bottoms. 2.98 MENN'S Corduroy Pants Fine grade heavy corduroy in dark drab durable made with strongly

Men's Flannel Shirts Blue or gray heavy cotton or wool material, two pockets, choice of flat or military collar \$1.98 Gray, khaki or brown cotton warp wool sacking, flat and military collar styles; good val-2.49 ue at 98c Gray, khaki brown or ofive wool broadcloth, medium weight, coat style, flat or mili-2.98 tary collar, two button flap pockes O. D. Khaki Army Serge with flat or military collar and two button flap army polkets. 4.50 A real shirt for the money All-wool medium weight flannel in gray, khaki and brown with flat or button-down collar

THURSDAY, NOVEMEBR 24

BUYING

PAGE EIGHT

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