## What Factors Do You Consider

when deciding where to buy your Clothing, Shoes and Dry Goods
Do you buy'for cash to save the difference between Cash and Credit Prices? IF YOU DO--J. C. Penney Co., can serve you to splendid advantage. Do you prefer to buy where Everybody pays the Same Price?

IF YOU DO--the J. C. Penney Co., store is the one you are seeking. Do you desire to buy where the Prices are all marked in Plain Figures? IF YOU DO--remember every article in the J. C. Penney Co., store is so marked.
Do you believe that buying for 197 stores makes it possible to buy at lowest prices?

IF YOU DO,-you will be inclined to expect lowest prices at this store Do you prefeg to carry home the articles you buy to save paying delivery
charges? IF YOU DO--remember nothing is added to our prices for delivery expense. We do not deliver, the saving is yours.
Do you know that you are required to pay the added expense where collectors are employed?

If you desire to avoid paying such unnecessary expense---buy at our stores.
Do you wish to avoid buying "seconds" or other defective merchandise? IF YOU DO --be assured no such undesirable goods are ever bought by us.
Do you prefer newest merchandise to select from when you are buying? IF YOU DO -our rapid selling assures you newest assortments at all
Do you desire the assurance that every purchase will prove satisfactory to
you? IF YOU DO--that is sufficient reason for you to buy constantly at this
store. tore.

Many Other Reasons Why You can Buy to Best Advantage at the J. C. Penney Company Store will be Apparent to you Beginning With
Your First Purchase.

## 5

## All Around Town <br> OREGON <br> APPIES <br> Do you want your Freight and Express out of Portland to arrive quicker? ship via <br> Willamette Valley Transfer Co. PHoNE 1400



