

# THE 5th SEMI-ANNUAL PRICE LIST FROM THE UNITED STORE

Also Announcing the Opening of 42 New J. C. Penny Co. Inc. Stores This Month--Making in all--125 Big Busy Stores--

**IN 125 DIFFERENT CITIES IN 17 WESTERN STATES**—These stores are all linked together as one—They buy as one individual store for many different styles of people—no other “collection of merchants,” “one-store merchants”, nor “chain of stores” enjoy the quantity buying prices The J. C. Penny Co. Syndicate receives from the manufacturing centers. The results are the larger we grow—the more stores we have—the more goods we buy—the greater the opportunity—the cheaper the price (and yet quality must be up to the J. C. Penny Syndicate standard)—the more money you save on your purchases when buying here. Even now in many, many cases we are selling you merchandise for less than we did last year.

**TO THE PEOPLE OUTSIDE OF TOWN**—Remember this is your store—We want you to feel at home any time you enter—Take your time in shopping—even tho’ we are always busy you’ll always find somebody to wait on you. These savings are your savings—We buy this merchandise to meet your needs and your approval.

**TO THOSE WHO CAN'T COME TO TOWN**—Send us your mail orders—don't forget we are 5 per cent under all mail-order houses—We prove it—Be sure and enclose postage enough for package.

**SAVE THIS PRICE SHEET AND READ EVERY ITEM** several times. It will make you dollars every day. **KEEP IT FOR FUTURE USE.** One price to all—We have no special sales—Every Day is Bargain day at The United Store—your smallest child can buy here as cheaply as you—We carry no old goods over—Our low prices turn the goods during season.

**THE FOLLOWING IS TAKEN FROM THE NEW YORK JOURNAL OF COMMERCE AND COMMERCIAL BULLETIN:**

“The Golden Rule Syndicate of Buyers doing business in seventeen western and middle western states, are at their offices at the Broadway Central Hotel in this city. These gentlemen buying for their various stores are heavy users of merchandise and their purchases are largely sought for by the largest and best manufacturers of the East, owing to their immense outlet.

“These stores do an aggregate of five million dollars annually, and are rated in the mercantile agencies as being one of the strongest organizations in the country. In view of this their trade is very desirable, and they as buyers are regarded as experts in their line. They are entitled to buy their merchandise very much lower than the ordinary merchant, in fact are considered to be on a ‘STRICTLY JOBBING BUSINESS.’ The buying power they possess gives them a wonderful advantage over their competitors and the growth of this wonderful organization clearly demonstrates its stability and strength.”



## Prepare for Spring and Easter Now at The United Store

Where Quality, up to the Minute Styles and Rock Bottom Prices Prevail --- **LADIES' SUITS**

As you see them on the screen or in your magazine, and, always priced below all competition—even below all mail-order houses—Our New York Buyers are sending them out as fast as the new styles are shown. Every garment bought since the Spring season started so you could have the newest. Being bought for 125 stores and sold for cash means money saved for you.

**\$9.90 \$12.50 \$14.75 \$16.50 \$18.50 \$22.50 \$24.75**

## WAISTS

- New Styles and color effects in Lawns and Voiles, all sizes up to 52 ..... **98¢**
- Plaid, Silks, Crepe de Chines, Georgette Crepe, and new Chiffon Waists ..... **\$1.98 \$2.98 \$3.98 \$4.50 \$4.98**
- Middies, the newest designs ..... **89¢ 98¢**



## CORSETS

- The Celebrated Crown Corsets—a trial customer is always a constant customer—try one—
- Girls' Ferris Waists **49¢ 69¢ 98¢**
- Girls' Crown Corsets ..... **98¢**
- Fancy Rep Corsets ..... **98¢**
- Nursing Corsets ..... **98¢**
- Maternity Corsets ..... **98¢**
- Lace Front Corsets. **\$1.49 \$1.98**
- All Styles Ladies' Corsets, elastic sides ..... **98¢**
- \$1.49 \$1.98 \$2.49 \$2.98**

## HOISERY

- Infants' Cashmere Hose, a big 25c value ..... **19¢**
- Infants' Cotton Hose, mercerized, 2 for ..... **25¢**
- Girls' Fine Ribbed Lisle Hose, 2 for ..... **25¢**
- Girls' Fine Ribbed Whitelather Hose, a pair ..... **10¢**
- Boys' Boy Ribbed Stockings, a pair ..... **10¢ 12 1/2¢ 18¢**
- Ladies' Cotton Hose, Burson styles ..... **5¢ 10¢ 12 1/2¢ 15¢ 18¢ 25¢**
- Ladies' Black or White Silk Boot Hose ..... **25¢**
- Ladies' Fast Black Silk Stockings ..... **49¢ 98¢**
- Ladies' Fancy Colored Silk Stockings ..... **49¢**

## L. D. S. GARMENTS

- Carrying the stamp of approval of the President:
- Light weight, plain white ..... **69¢**
- Lisle weights, white or Ecu ..... **98¢**
- Medium Heavy Weights, white or Ecu ..... **98¢**

## PETTICOATS

- In Messaline Silks, Changeable Taffeta Silks, Jersey Tops, Striped Taffetas and Plain Colors—all new styles ..... **\$1.98 \$2.49 \$2.98 \$3.49 \$3.98**
- Sateen Petticoats, full size ..... **49¢ 98¢**

## TOWELS—TOWELING

- Turkish Towels, extra large sizes, heavy-weights, a pair ..... **49¢**
- Medium Sizes, a pair ..... **39¢**
- Lighter Weights, a pair ..... **25¢**
- Huck Towels, all sizes, each ..... **5¢ 10¢ 12 1/2¢ 15¢ 25¢**
- Linen Towels ..... **25¢ 49¢ 69¢**
- Crash Toweling ..... **81-3¢ 10¢ 12 1/2¢ 18¢**
- Stevens Crash ..... **81-3¢ 10¢ 12 1/2¢ 15¢**
- Huck Toweling ..... **10¢ 12 1/2¢ 15¢ 19¢**
- Turk Toweling ..... **15¢ 19¢ 23¢**
- Linen Toweling ..... **25¢ 39¢ 49¢**
- Regular Toweling ..... **5¢ 6 1/4¢ 81-3¢ 10¢**

## GLOVES

FOR SPRING AND EASTER

- Plain Black or White Silk Gloves, all lengths ..... **49¢ 69¢ 98¢**
- Plain Black or White Lisle Gloves ..... **25¢ 49¢**
- White Gloves, black stitching ..... **49¢ 69¢ 98¢**
- Simmons Kid Gloves ..... **98¢ \$1.49 \$1.98**

## LADIES' COATS

Just as you see them pictured in your latest fashion magazines ..... **\$4.98, \$5.90, \$6.90, \$7.90 \$8.90, \$9.90, \$12.50**

White Chinchillas ..... **\$8.90, \$9.90, \$12.50**

Silk Coats, black or navy ..... **\$9.90, \$12.50, \$14.75, \$16.50 \$19.50**

Rain Coats, rubberized, Gaberdines, Balmacans or Balmoralls ..... **\$3.98, \$4.98, \$6.90, \$8.90, \$9.90, 12.50, \$14.75**



## GIRL'S SPRING HATS

The daintiest lot of ideas you ever saw in one store. New styles, new colors **49¢, 69¢, 98¢, \$1.49, \$1.98, \$2.98**

## GIRL'S RAIN COATS

All styles ..... **\$1.98, \$2.98, \$3.98**  
Cape styles, red or blue ..... **\$1.98**

## LADIES' STREET SKIRTS

All wool, all styles, plain or fancy **\$2.98, \$3.98, \$4.98, \$5.90, \$6.90**

Silk Styles, all blacks ..... **\$3.98, \$4.98, \$5.90**

Riding Skirts, of khaki ..... **\$1.98, \$2.98**

Walking Skirts, of khaki ..... **98¢, \$1.49, \$1.98**

White Wash Skirts (to be shown later) **98¢, \$1.49, \$1.98, \$2.98**



## LADIES' AUTO CAPS

With or without goggles, or with or without veils. All colors, newest shapes ..... **49¢, 69¢, 98¢, \$1.49**

Girls' Auto Caps ..... **49¢, 98¢**