

FALL AND WINTER MERCHANDISE FROM THE UNITED STORE

Our 6th Semi-Annual Price List To You

Coming to this City—This Valley and its vicinity very near three years ago with the Big Idea of Giving You Bigger Values in merchandise of standard high grade goods and saving you money on every purchase—We are glad to say that in this time-long test we have proven to you and your friends that **WE HAVE MADE OUR WORDS GOOD**—Now— with greatly unsettled market conditions—with merchandise of all kinds going higher in other merchants' hands We are still saving you from 25 per cent to 33 1-3 per cent.

This is due to the Prestige of the wonderful buying power of the J. C. Penney Syndicate—125 Stores—that we go to the world's markets to secure your goods—that in our modern cash methods we absolutely do save you money—that this money goes back into your own pocket—That we have grown from one store to 125 stores in 14 years and now over 18 western states, proves that we have never broken confidence with the buying public—Nor steered from our original course in saving them their money—This with our sound financial footing accounts for our success in every community.

As we grow older and larger we shall always give you greater values from year to year—this season and under present market conditions we are sounding the trumpet of Bigger, Better Bargains into your homes that even beat all mail-order houses by 5 per cent. Can you beat it?—

Then why not become a customer now and join the army of thousands of customers who trade here because we have prices on standard goods that allow them to live with Comfort within their salaries.—



LADIES' READY-TO-WEAR SUITS

Tempting, Stylish New Fall Suits with those graceful long lines carried in this season's models, shown in this foremost department of our store—

Our New York Buyers have displayed exceptional judgment in the values and styles we are offering you this Fall—Here we save you more than 25 per cent:

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

COATS

Here are the winners—they are the talk of this community—ask your neighbors—they've seen them—then come yourself—We save you 33 1-3 per cent and beat the mail-order houses by 5 per cent:

Black Plush Coats
\$19.50, \$22.50, \$24.75, \$26.50, \$28.50

Fancy Mixed Coats
\$8.90, \$9.90, \$12.50, \$14.75, \$18.50

Heavy Velour Coats
\$12.50, \$14.75, \$18.50, \$19.50, \$21.50, \$24.75

Rain Coats
\$4.98, \$5.90, \$6.90, \$8.90, \$9.90, \$12.50

Girls' Coats
\$2.98, \$3.98, \$4.98, \$5.90, \$6.90

Babes' Coats
\$2.98, \$3.98, \$4.98



SKIRTS

"The latest models are the highest qualities at 'let live' prices," is still our motto. All sizes—all the newest weaves.
\$2.98. \$3.98. \$4.98. \$5.90. \$6.90. \$7.90. \$8.90

DRESSES

Our ladies' department has proven a winner. The reasons are many and plain. Nothing but the very best is offered to you and at a saving of 33 1-3 per cent.

All Wool Dresses
\$4.98, \$5.90, \$7.90, \$8.90, \$9.90, \$12.50
Silk Dresses
\$9.90, \$12.50, \$14.75

CORSETS

The Celebrated Crown Corsets—a trial customer is always a constant customer—try one—you'll be pleased, too.—

Girls' Ferris Waists	Maternity Corsets 98¢
..... 49¢, 69¢, 98¢	Lace Front Corsets
Girls' Crown Corsets 98¢	 \$1.49, \$1.98
Fancy Rep Corsets 98¢	All Styles Ladies' Corsets
Nursing Corsets 98¢	elastic sides 98¢, \$1.49
	\$1.98, \$2.49, \$2.98

L. D. S. GARMENTS

Carrying the stamp of approval of the President:
Made in Ogden:

Light weight, plain white	69¢
Lisle weights, white or ecru	98¢
Merium heavy weights, white or ecru	98¢
Wool weights \$1.49, \$1.98, \$2.49, \$2.98	

GLOVES

The "Simmons" Kid Gloves for the lady who cares. 98¢, \$1.49, \$1.98. \$2.98 All Shades	Ladies' Wool Mitts 25¢, 49¢ Children's Mitts 15¢, 25¢ Children's Golf Gloves 25¢, 49¢ Ladies' Wool Golf Gloves 25¢, 49¢ Infants' Mitts 10¢, 15¢, 25¢
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GIRLS' DRESSES

Reliable line of Wash Dresses, sizes 2 to 14 years
49¢, 69¢, 98¢, \$1.23, \$1.49
All Wool Dresses, new and nifty—6 to 14 years
\$2.98, \$3.98, \$4.98, \$5.90

KIMONOS

Highest quality, most attractive patterns at
98¢, \$1.49, \$1.69, \$1.98, \$2.49, \$2.98
All Silk Kimonos at
\$4.98, \$5.90, \$6.90

BATH ROBES

Elegant line of Cotton Velour Robes at
\$2.98, \$3.98, \$4.98
All Sizes

HOUSE DRESSES

The Reliable "B. K." Line—made right, sold right, all sizes,
many neat patterns, long and short sleeves.
Each **98¢ and \$1.23**

XMAS GOODS

We have prepared and bought the largest and best line of
Holiday goods for our patrons this year that will be a
delight and surprise to all. Watch for early announcement
and be here early.

**We Make Our Words Worth 100 Per Cent
We Are the Wage Earners Friends
We Have But One Price—The Same to
Everybody**

BLANKETS

COMFORTS

**98¢, \$1.49, \$1.98, \$2.98, \$3.98
\$4.98, \$5.90, \$6.90**

BLANKETS

Cotton Blankets, 39 x 68	49¢
Cotton Blankets, 45 x 72	69¢
Cotton Blankets, 60 x 76	98¢
Cotton Blankets, 72 x 80	\$1.49
Wool Nap Blankets, plain or plaid	\$1.98
Wool Mixed Blankets 10-4	\$2.98
Oregon City Wool Blankets 10-4	\$3.98
Oregon City Wool Blankets, Mottled 11-4	\$4.98
Oregon City Wool Blankets, Tan or Red 11-4	\$5.90

FURS

Very Attractive Sets for Children
Ladies' Children's
At **\$1.49, \$1.98, \$2.98, \$3.98** Set
Ladies' Marten Muffs **3.98**
Ladies' Water Mink Muffs **\$4.98**
Ladies' Brown Sable **\$6.90, \$7.90**
Sets for Ladies of Marten, Sable, Water Mink, or Fox, at ...
\$9.90, \$12.50, \$14.75

RUGS

Our line of floor rugs represent the best that the country
produces—direct to you from first hands. No extras tacked
on.
Axminster Rugs, 9 x 12 **\$19.50**
Axminster Rugs 8-3 x 10-6 **\$19.50**
Kohrasen Axminsters, 9 x 12 **\$22.50**
Tapestry Brussels, 9 x 12 **\$17.50**
Tapestry Brussels, 8-3 x 10-6 **\$14.75**
Tapestry Weaves, 9 x 12 **\$12.50**
Interwoven Tapestry, 9 x 12 **\$9.90**
Axminster, 3x 6 **\$3.45**
Axminster, 27 x 54 **\$2.98**
Small Rugs at **98¢, \$1.19, \$1.49, \$2.49**