

Here's a Summer Price List From The J. C. PENNEY COMPANY

Showing you that our low prices still continue, even thru these critical times, and that the newest of the new for the summer of 1917 now greet you from our counters. We are recognized today as one of the greatest buying concerns in the markets—as buyers of the best merchandise and in the largest quantities—as giving the buying public the greater values for their money—That means to you—it means at this store in y our midst you can make your salaries go much farther and do your "bit" for your country in meeting your economy plans. —



WAISTS

Voiles 98c
Lawns 98c
Crepe de Chenes
\$1.98, \$2.98, \$3.98
Georgette
\$3.98, \$4.98, \$5.90
Tub Silks
\$1.98 \$2.98

WHITE WASH SKIRTS

Piques, Gabardines, Poplins, plain white or sport designs
98c, \$1.49, \$1.98, \$2.98

WOOLSKIRTS

All Weaves, all colors, new designs
\$2.98, \$3.98, \$4.98, \$5.90, \$6.90
Khaki Riding or "Hiking" Skirts
\$1.19, \$1.49, \$1.98, \$2.49, \$2.98

SUMMER SILK DRESSES

Crepe de Chenes
\$9.90, \$12.50, \$14.50, \$18.50, \$24.75
Georgettes
\$14.75, \$18.50, \$24.75
Poplins
\$5.90, \$6.90, \$8.90, \$9.90

WASH DRESSES

Voiles in Sport Designs
\$1.98, \$2.98, \$3.98, \$5.90
Lawns in Neat Designs
\$2.98, \$3.98, \$4.98
House Dresses
98c, \$1.19, \$1.23, \$1.49, \$1.98

SUMMER SUITS

Sport Styles Khaki Kool \$24.75
Sport Stripes Silk Poplins
\$14.75, \$18.50, \$22.50
Sport Stripes Wash Suits
\$3.98, \$4.98, \$5.90, \$6.90

NEW FRENCH CAPES

Detachable Capes, Jackets as Sport Coats, high colors \$28.50, \$32.50
Fancy Zepher Gingham Dresses
Newest of the new 5.90, \$6.90, \$7.90

SUMMER DRESS GOODS

Cotton Crepes 15c, 18c, 25c
White and Novelty Flaxons 18c, 25c
Batistes, sport stripes 10c, 12 1-2c
Striped and Plain Color Mere. Poplin
25c
Cotton Pongees, all colors 25c
Usona Silk 25c, 39c, 49c
Galatea Cloth 18c
Silk Crepes, all colors, 36-in. 49c
Dress Gingham, plaids and stripes
10c, 12 1-2c
Imperial Chambray 15c



SUMMER PARASOLS

All colors 98c, \$1.49, \$1.98, \$2.98, \$3.98
Little Ladies'
25c, 49c



HOSIERY

Ladies' Silk Hose
25c, 49c, 98c
Ladies' Cotton Hose
15c, 18c, 25c
Ladies' White Hose
25c, 49c, 98c
Ladies' Fancy Striped Hose 98c
Babes' Cotton Hose, all colors, 2 for 25c
Babes' Wool Hose, all colors 19c
Girls' Cotton Hose, all colors 18c
Girls' Silk Hose, all colors 25c, 49c
Boys' Cotton Hose 15c, 18c, 23c

CROCHET COTTON

White 7c, 8c, 9c, 10c, 12c, 15c
Ecru 7c, 8c, 9c, 10c, 12c, 15c
Colors 10c
Pearl Cotton, large size 25c
Pearl Cotton, small size 10c

CORSETS

All Styles, "Crown" Make, all weights
98c, \$1.49, \$1.98, \$2.49, \$2.98
Girls' 49c, 69c, 98c

GIRLS' HATS

Each 49c, 69c, 98c, \$1.49, \$1.98

AUTO CAPS

Each 49c, 98c, \$1.49



UNDERWEAR

Ladies' Muslin Gowns
49c, 69c, 98c
Combination Suits
69c, 98c, \$1.49
Muslin Skirts 49c, 98c, \$1.49
Corset Covers 25c, 49c
Princess Slips 98c, \$1.49
Envelope Combinations 69c, 98c, \$1.49
Gauze Vests 10c, 12 1-2c, 19c, 25c
Gauze Union Suits 29c, 49c
Pantee Waists 10c, 15c, 18c
Rubben Vests 25c, 49c
Children's Bands 25c
L. D. S. Garments 98c, \$1.23, \$1.49
Silk Top Unions 98c
Silk Vests \$1.98
Silk Gowns \$1.98, \$2.98, \$3.98
Silk Envelopes \$1.98
Silk Bloomers \$1.98
Girls' Black Bloomers 39c, 49c
Girls' White Bloomers 25c, 49c



RUGS

9x12 Axminster Rugs
\$22.50, \$24.75
8x3x10-6 Axminster Rugs
21.50
3x6 Axminster Rugs \$3.45
Smaller Axminster Rugs
98c, \$1.49, \$1.98, \$2.98

SHOES

THINK OF THE ENORMOUS QUANTITY OF SHOES THE 175 J. C. PENNEY CO. STORES BUY in a season—then in a year's time—all placed in advance of the season for the making—bought of the best materials and at the lowest prices—Therefore the reason why we show you the newest and the best products at these "less than war prices."

LADIES' SLIPPERS

Kids or Patents
\$1.98, \$2.49, \$2.98, \$3.50, \$3.98
White
\$1.49, \$1.98, \$2.25, \$2.49, \$2.98

UNDERWEAR

Lisle Unions 69c, 89c, 98c
Mesh Unions 49c, 69c, 89c
Boys' Two-piece Mesh 25c
Boys' Mesh Unions 25c, 49c
Boys' Cotton Rib Unions 25c
Men's Two-piece 19c, 45c, 49c
Men's Silk Mixed Unions \$1.49, \$1.98
Also B. V. D.'s and Poros Knits
Canvas Gloves 5c, 10c

LADIES' SHOES

\$2.49, \$2.98, \$3.50, \$3.98, \$4.50, \$5.90, \$6.90

GIRLS' SLIPPERS

\$1.25, \$1.39, \$1.49, \$1.69, \$1.79, \$1.89, \$1.98
White Emma Lous
98c, \$1.25, \$1.39, \$1.69

TOWELS

Turkish Towels, a pair 25c, 39c, 49c, 69c
Huck Towels, each
8 1-3c, 10c, 12 1-2c, 15c
Turkish Toweling, a yard 15c, 18c

WHITE SHOES

Canvas \$2.98, \$4.98
White Kid \$5.90, \$6.90
White Sport Boots \$4.98, \$5.90, \$6.90

BOYS' SHOES

\$1.49, \$1.69, \$1.79, \$1.89, \$1.98, \$2.25, \$2.49, \$2.98, \$3.50

TENNIS SLIPPERS—Boys' or Girls'

Black 49c, 59c, 69c
White 59c, 69c, 79c

CHILDREN'S SANDALS

Tan 98c, \$1.19, \$1.23, \$1.49
White \$1.25, \$1.39, \$1.49

GIRLS' SHOES

\$1.15, \$1.25, \$1.39, \$1.49, \$1.69, \$1.79, \$1.89, \$1.98, \$2.25, \$2.49, \$2.98, \$3.50

BABES' SHOES

Hard Soles 69c, 98c, \$1.19, \$1.39
Soft Soles 39c, 59c

Men's Work Shoes
\$2.98, \$3.50, \$3.98, \$4.98
Men's Elk Shoes, chrome soles \$2.19
Men's Mule Skin Shoes, leather soles
\$1.98
Men's Dress Shoes, gun metal or vici, tan or black, button or lace
\$2.98, \$3.50, \$3.98, \$4.98, \$5.90, \$6.90
Men's Logger's Shoes
\$4.98, \$5.50, \$5.90
Men's Logger's Paces
\$6.50, \$7.50, \$8.50, \$9.50

MEN

IT'S A CASE OF STRETCH YOUR DOLLAR BOYS—The buying for our 175 Stores and cutting out all overhead expense through every business channel does the trick.

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MEN'S SUITS

The best of the market to show you—
Blue Serges \$9.90, \$12.50, \$18.50, \$22.50
Fancy Mixtures \$8.90, \$9.90, \$12.50, \$14.75, \$18.50, \$22.50, \$24.75
Pinch Backs
\$9.90, \$12.50, \$18.50

SPRING OVERCOATS

Chesterfield Styles \$14.75, \$18.50

DRESS PANTS

\$1.69, \$1.98, \$2.49, \$2.98, \$3.98, \$4.98

WORK PANTS

Khaki \$1.19, \$1.49, \$1.69, \$1.98
Mole Skins \$1.98, \$2.49

BELTS

Men or Boys 25c, 49c

OVERALLS

Light Weights 83c
Underhills 98c
Oshkosh 98c
Big 3 98c
Crown 98c



BOYS' SUITS

All sizes, knicker styles, all colors, all weaves.
\$1.98, \$2.98, \$3.98, \$4.98, \$5.90, \$6.90
Wash Suits
49c, 98c, \$1.49, \$1.98

MEN'S SOX

Work Sox 5c, 10c, 15c
Wool Sox, heavy
39c, 49c
Wool Sox, light 35c
Silk Sox 25c, 49c, 69c
Lisle Sox 10c, 15c, 25c

WASH TIES

All Colors 10c, 15c

SILK TIES

Flowing end or reversible 25c, 45c
Ties \$2.25, \$2.49, \$2.98, \$3.49



MEN'S HATS

Felts the dressy 98c, \$1.48, \$1.98, \$2.49, \$2.98
Boys' Felts 49c, 69c, 98c, \$1.25
Boys' Straws
49c, 98c, \$1.49
Boys' Rahs 25c, 49c
Men's Panamas, all shapes \$3.45, \$3.98
Men's Summer Straws, all shapes
98c, \$1.49, \$1.98

SUMMER CAPS

New shapes, new colors
25c, 49c, 98c, \$1.49

WORK SHIRTS

All colors 49c
Polka Dots 75c
Wool Shirts \$1.49, \$1.98
Dress Shirts, band 69c, 98c, \$1.49
Dress Shirts, soft collars 49c, 98c
Sport Shirts 49c, 98c

J. C. Penney Co.
Incorporated
175 BUSY STORES
Formerly the United Store