

THE WESTERN FRONT STANDS!

THE CONTINUOUS BOMBARDMENT OF THE J. C. PENNEY CO. ON EXCESSIVE PRICES IN UNION COUNTY HAS BEEN HEARD BY THOUSANDS OF PEOPLE SINCE APRIL 1914. We are preparing the way now for a Big Spring Drive. Managers and expert buyers of the J. C. Penney organizations are now in Eastern markets, securing the best merchandise obtainable, for your needs of 1918

WE OWN 175 STORES ---- STILL A-GROWING

This means something to you—the bigger we get the cheaper we buy, and the savings go straight into the patrons' pockets. Our growth is rapid, because we render superior service. Our modern methods—buying and selling for cash—no delivery—no credit—no special sales—NO BUSINESS SHAMS. We ask you to visit our store. If you find the desired articles, you pay the lowest cash prices, consistent with quality. We invite criticism from our patrons—our competitors criticise without invitation.

1918—Stylish Coats, Dresses and Suits—1918

<p>The Store Where High Quality and Low Prices Meet</p> <p>New Spring Goods Daily Arriving</p> <p>The Store That Brought the Prices Down and Keeps Them Down</p> <p>We Are Agents for McCall's Patterns</p>	<h3>New Suits</h3> <p>Every day brings newest garments that our New York buyers have selected—in poplins, gabardines, serges, etc. Are certain to please the most critical.</p> <p>Our price\$16.50, \$18.50, \$22.50, \$24.75, \$26.50</p>	<h3>New Dresses</h3> <p>Every whim of fashion for 1918 is embodied in these attractive garments. Silks, Taffetas, Crepes, Georgettes and Poplin. Beautiful new dresses.</p> <p>Our price\$6.90, \$9.90, \$12.50, \$14.75, \$16.50, \$22.50</p>	<h3>New Coats</h3> <p>Fashion has favored strongly the styles that we have chosen in the new Spring Coats—at prices you can afford to pay.</p> <p>Our price\$14.75, \$16.50, \$18.50, \$22.50, \$26.50</p>
	<h3>New Aprons</h3> <p>Every desired style of new apron or apron dress is ready now for your selection. Plain colors and figured patterns.</p> <p>Our price89c, 98c, \$1.19</p>	<h3>New Japanese Kimonos</h3> <p>Just received—wonderful lot of neat and perfect-fitting House Kimonos in most desired styles! Exceptionally fine assortment.</p> <p>Our price98c, \$1.69, \$1.98, \$2.49, \$2.98, \$4.98</p>	<h3>The New Waists</h3> <p>Gorgeous new Waists of silk crepe-de-chene and georgettes; every one a beauty. Our price</p> <p>\$3.98, \$4.98, \$5.90, \$6.90</p> <p>\$7.90</p> 
	<h3>New Petticoats</h3>  <p>Sateen Petticoats, black, at98c</p> <p>Silk Taffetas Petticoats at\$3.49, \$4.98</p> <p>Silk Messaline Petticoats at\$1.98, \$2.49, \$2.98</p> <p>Our own buyers, living in New York, members of this company, experienced and conscientious, select the best for you.</p>	<h3>Dainty, Practical Under-Muslins</h3>  <p>Corset Covers39c, 49c, 98c</p> <p>Brassieres98c, \$1.49, \$1.98</p> <p>Silk Brassieres\$1.98, \$2.49</p> <p>Silk Envelope Chemise\$1.98, \$2.49, \$2.98</p> <p>Muslin Gowns 98c, \$1.49, \$1.98</p> <p>White Petticoats 98c, \$1.49, \$1.98</p> <p>Princess Slips98c, \$1.49</p>	<h3>Women Know</h3> <p>Women know that the right form of conservation is in buying wisely what they need for their family and home; buying where the best values for the money and articles best suited to their needs are to be obtained. Every day more women are finding out that this is a good place to trade.</p>
	<h3>Here Is More Evidence</h3> <p>WE UNDER-SELL</p> <p>Men's New Blue Serge 1918 Suits \$18.50, \$22.50, \$24.50</p> <p>Why pay more?</p>	<h3>Men's Dress Shirts</h3>  <p>Sterling Brand of fine madras cloths and percales; stripes and novelty patterns. Our price</p> <p>98c, \$1.25, \$1.49</p>	<h3>Men's Work Shirts</h3> <p>at prices little advanced from what you paid before the Great War.</p> <p>Our price69c, 79c, 98c</p>

Just Received 500 Dozen LEATHER-FACED GLOVES 23c	MEN'S FAST COLORED OVERALLS, All Sizes, \$1.19	MEN'S UNIONS 89c, \$1.25, \$1.49, \$1.98, \$2.49, \$2.98	MEN'S WOOL SHIRTS \$1.98, \$2.49, \$2.98, \$3.49	MEN'S SWEATERS \$1.49, \$2.98, \$3.98, \$4.98, \$5.90 All Colors	BOYS' KNICKER SUITS \$2.98, \$3.98, \$4.98, \$5.90 \$6.90
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TURN THAT PROMISED LEAF--"Away with Credit Slavery--PAY CASH"

THE STORE WHERE THE
MASSES TRADE

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

FOLLOW THE CROWD----
THERE'S A REASON