

TWO SHEETS FULL OF SPRING AND SUMMER PRICES FROM THE

J. C. PENNEY COMPANY

197 BUSY STORES

(INCORPORATED)

Formerly The United Store

For you to ponder over, they will help you to save, economize, Hooverize, in other words, help you live within your salary and have a saving left.

These prices will prove to you where quantity buying, cash buying, expense eliminating, does lower the cost of goods to the merchant and to you. Did you notice that we have 197 stores now? 20 new ones this Spring as far east as Ohio and Pennsylvania.

With the proper modern merchandising methods in saving money on all personal needs to all wage earners we have placed the J. C. Penney Co., everywhere: What we are doing for others we can do for you.

Get in Line With Our Many Customers, and Be a Money Saver, Too

<h3>Ladies' Wear</h3>  <p>SUITS 1918 Models, Colors, All Sizes—a goodly selection still for you.....\$12.50 \$14.75 \$18.50 \$22.50 \$28.50</p> <p>VOILE DRESSES New Summery Effects \$5.90 \$6.90 \$8.90 \$9.90 \$12.50</p> <p>SILK DRESSES Newest Designs and Patterns, Best of Silks and Workmanship \$9.90 \$12.50 \$14.75 \$19.50 \$24.75 \$28.50 \$32.50</p> <p>Small Lady Dresses Mostly in Silks \$12.50 \$14.75 \$18.50</p> <p>COATS Still a good assortment for you to select from.....\$14.75 \$18.50 \$24.75 \$28.50 \$32.50</p>	<h3>Domestics</h3> <p>Bleached Muslins 16c 18c 22c 24c 27c Unbleached Muslins 12½c 15c 18c 22c Houselining 12½c 15c 16c 18c Cheese Cloth 6¼c Mosquito Bar..... 15c Cantons, bleached..... 19c Unbleached Cantons..... 18c 22c White Outing, 27-inch..... 27c Burlap, 36-inch..... 25c Galatea Cloth..... 25c Silkoline, all colors..... 25c Serpentine Crepe..... 25c Soisettes, all shades..... 29c Poplins, all shades..... 25c Cretannes 12½c 15c 18c 25c Bed Spreads 98c \$1.25 \$1.49 \$1.98 \$2.49 Sheets, 81x90..... 89c 98c \$1.19 \$1.29 \$1.49 Pillow Cases, 42x36..... 15c, 18c 24c Pillows..... 49c 98c \$1.49 \$1.98 \$2.98 Long Cloth 12½c 15c 18c 25c 29c India Linons 8½c 10c 12½c 15c 18c 25c Nainsooks 12½c 15c 18c 25c</p>	<h3>SILKS</h3> <p>Taffetas, 35-inch widths, all colors.....\$1.49 \$1.69 \$1.89 Messalines, all shades..... 89c Silk Mulls..... 25c Jap Silks..... 49c Silk Pongees..... 98c \$1.49 \$1.98 Crepe de Chines..... \$1.19 \$1.39 \$1.49 Georgettes..... \$1.49 \$1.69</p> <h3>House Dresses</h3> <p>All Shades and Models \$1.29 \$1.49 \$1.69</p> <p>KIMONAS. New Jap Models..... 98c \$1.25 \$1.49 \$1.69 \$1.98 \$2.49 Silks..... \$3.98 \$4.98 \$5.90 \$6.90 \$8.90</p> <h3>Girl Dresses</h3> <p>White..... 98c \$1.49 \$1.98 \$2.49 \$2.98 \$3.98 \$4.98 \$5.90 Ginghams 69c 98c \$1.19 \$1.29 \$1.49 \$1.98 \$2.49 \$2.98</p> 	<h3>Dress Skirts</h3> <p>of Every Style and Color. \$2.98 \$3.98 \$4.98 \$5.90 \$6.90 \$7.90 \$8.90 \$9.90</p> <p>Silks— \$5.90 \$6.90 \$7.90 \$8.90 \$9.90 Washskirts, in Gaberdines, Piques, Corduroys, Poplins—and Sport Styles.....\$1.25 \$1.49 \$1.69 \$1.98 \$2.49 \$2.98</p>  <h3>Middies</h3> <p>Khaki and white, with all trimmings.....98c \$1.49 \$1.98 \$2.49 New Garden Smocks, all colors.....\$2.98 \$3.98 \$4.98</p>  <h3>Ginghams</h3> <p>Apron Checks 18c; all others.....22c</p> <h3>Percales</h3> <p>Darks and lights.....22c 30c</p>	<h3>Waists</h3>  <p>WAISTS For Every Occasion.</p> <p>Lawns and Voiles.....98c \$1.49 \$1.98 Jap Silks.....\$1.98 \$2.49 \$2.98 Crepe de Chines.....\$2.98 \$3.98 \$4.98 Georgettes.....\$3.98 \$4.98 \$5.90 \$6.90</p>
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We are starting our 5th year in your midst. In that time we have proven to you our methods, our squareness in dealings. Your friends and your neighbors dress as well as you on less money from our existence in your city. Our successful methods have been copied in other lines. Is not that the best of proof? It's up to you, you can do likewise. We save you money. Our merchandise is first quality, no seconds, no shelf worn stocks---they move to fast. We stand behind our goods to your satisfaction, We ask your best judgement, that's all.

<h3>Corsets</h3> <p>Crown, Alberta and Mme. Pfeil makes; all styles and sizes.....98c \$1.49 \$1.98 \$2.49 \$2.98 \$3.98</p> <h3>Gloves</h3> <p>Silk or Kid, black, white, grey. Silk..... 69c 98c \$1.49 Lisle..... 25c 49c 69c Kid..... \$1.49 \$1.69 \$1.98 \$2.49 \$2.98</p>	<h3>Babes' Rompers</h3>  <p>KNICKER STYLES Elastic or Button 49c 69c</p> <p>Play Suits, blue, red trimmings.....69c 98c Wash Suits.....49c 69c 98c</p>	<h3>Collars</h3> <p>Collars..... 25c 49c 69c 98c \$1.49 Vestees..... \$1.49 \$1.98 \$2.49 Collar and Cuff Sets.....49c 69c \$1.49</p> <h3>Crochet Cotton</h3> <p>J. P. Coats only—White, Fern, Pink, Blue, Lavender,ellow, White and Ecru, sizes 1 to 100 price.....8c to 12c Colors, size 50, price.....10c</p>	<h3>Hosiery</h3>  <p>White, Black or Colors Children's 18c 25c 35c Babes'..... 19c 23c 27c Boys'..... 15c 23c 33c Ladies' Cotton, 2 for 25c, 25c, 35c Ladies' Silk Boot..... 49c, 69c Ladies' All Silk 98c, \$1.39, \$1.49, Ladies' All Silk..... 98c, \$1.39, \$1.49, \$1.69</p>	<h3>Ribbons</h3> <p>All colors, all widths, yd. 3c to 39c Fancy, yd..... 25c Corsage, bolt..... 8c</p> <h3>Threads</h3> <p>J. P. Coats' Cotton..... 4c Corticelli, Silk..... 10c</p>
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