



HAVE YOU NOTICED?

In the Face of Advancing Prices That Our Prices Are Still the Lowest, and That We Still Save You--Between This and Other Stores--Your 25 and 33 1-3 Per Cent!!

Others Are Daily Taking Advantage of This--Why Not YOU?

Clothing

Men's New Spring and Summer 1918 Suits, made by America's best tailors, and of the best of fabrics; New Styles, New Colors--We can fit every style of man--

\$9.90 \$12.50 \$14.75 \$19.50
\$22.50 \$24.75

Men's Rain Coats

\$4.98 \$5.90 \$6.90 \$9.90
\$12.50 \$14.75

Men's Khaki Pants

Belt loops, cuff bottoms, full cuts and weights.
\$1.25, \$1.49, \$1.98, \$2.49, \$2.98

Men's Odd Pants

for Dress or Work Wear--
\$1.98 \$2.49 \$2.98 \$3.98
\$4.98 \$5.90

Men's Underwear

Unions--long or short sleeve
89c, 98c \$1.25, \$1.49, \$1.98
Silk Finish \$2.49, \$2.98
Athletic 49, 69c, 98c
Men's Two-Piece 25c, 49c, 69c
Boys' Unions 49c, 98c

SOX

15c 25c 49c 69c 98c
Work Sox 10c 15c 25c

BANDANA HDKFS.
Two for 25c

CANVAS GLOVES

Knit Wrist 10c 15c
Leather-face Gloves 29c

Men's Overalls

Blue Bibs, heavy weights \$1.49
Blue Bibs, like dad's
79c 98c \$1.19
Blue Stripe Bibs 79c
Khaki Bibs 79c

HATS

New Dressy 1918 Models, new colors; all sizes
\$1.98, \$2.49, \$2.98, \$3.98, \$4.98
Buckaroo Styles
\$1.98, \$2.49, \$2.98, \$3.98, \$4.98
Beaver Cowboy Hats \$7.90
Boys' Rah Rabs 25c, 49c, 98c
Boys' Straws 15c, 25c, 49c, 98c
Boys' Caps 25c, 49c, 98c

Boys' Clothing

A Suit for Every Boy--a Price for Every Purse--Pinch back Trench Models, Knicker-Pants
\$2.98 \$3.98 \$4.98 \$5.90 \$6.90 \$7.90
Little Man Suits, ages 2 to 6; all styles \$2.98 \$3.98 \$4.98 \$5.90.
Boys' Odd Pants 69c
98c \$1.25 \$1.49 \$1.98
Boys' Raincoats
\$1.98 \$2.98 \$3.98
Boys' Khaki Pants 98c



Wash Suits For Your Boy

49c 69c 98c

Play Suits

69c 98c

Unionalls

\$1.49 \$1.98
\$2.49



Men's Dress Shirts

New Blighty Shirts \$1.69
French Cuff Shirts 98c \$1.49
Soft Collar Shirts 69c 98c \$1.49
Silk Shirts \$1.49 \$1.98 \$2.98
Stiff Cuff Band Shirts \$1.49 \$1.98
Boys' Blouses 49c 59c 69c 98c
Boys' Shirts 59c 69c 98c

J. C. Penney Co.
Incorporated
197 BUSY STORES

J. C. Penney Co.
Incorporated
197 BUSY STORES

SHOES We Buy Shoes For 197 Busy Stores

in 197 Busy Cities. We Sold Three Million Dollars in Shoes Last Year

This proves to you that quantity buying saves you money--We sell only standard makes--We guarantee you your satisfaction in service--We carry all newest styles and colors with best grades of leather of superior workmanship--Besides this, we undersell all competition, including the mail order houses--No other institution can offer you as much for the same money--We stand behind every pair.



Ladies' Black Slippers

\$1.98, \$2.98, \$3.50, \$3.98
\$4.98.

New Mahogany Lace Oxfords \$4.98.

Ladies' White Slippers.

Canvas \$1.98, \$2.49, \$2.98
Kid \$3.98 \$4.98 \$5.90 \$6.90

Ladies' White Shoes.

Washable Kid \$5.90, \$7.90
Canvas \$2.98, \$3.98, \$4.98

LADIES' FANCY SHOES.

All Colors, Heels and Heights
\$4.98 \$5.90 \$6.90 \$7.90 \$8.90

LADIES' BLACK SHOES

Low Heels \$2.98 \$3.98 \$4.98
Spool Heels \$2.98 \$3.98 \$4.98 \$5.90 \$6.90
Military Heels \$4.98
English Heels \$2.98 \$3.98 \$4.98
Comforts \$1.98 \$2.98 \$3.98

TENNIS SLIPPERS

Girls' 59c 69c
Boys' 93c
Ladies' 83c
Children's 49c 59c

Girls' Fancy "Emma Lous"
\$1.25 \$1.39 \$1.69 \$1.89

REMEMBER!

--we carry every style shown today, in all colors in vogue, at less money than elsewhere; all lasts, from A to EE.

These prices on these pages are good as long as our present contracts on goods last, in distribution to our trade. When we are forced to go into new markets, we will be forced to make slight advances on the different lines, due to the scarcity of materials and advances of raw cotton.



Boys' Skuffers \$1.98 \$2.49 \$2.98
Boys' Dress Shoes \$1.98 \$2.25 \$2.49
\$2.98 \$3.25 \$3.49 \$3.98.
Boys' English Shoes \$2.98 \$3.98 \$4.98
Boys' Elk Shoes \$1.69 \$1.98 \$2.25
Boys' Heavy Work Shoes \$2.49 \$2.98 \$3.49

Babes' Shoes

Soft Soles 25c 49c 59c
First Steps 98c \$1.49 \$1.69 \$1.98
Play Sandals 98c \$1.19 \$1.39

Men's Shoes

Dress Shoes, black \$2.98 \$3.98 \$4.98 \$5.90 \$6.90 \$7.90
Dress Shoes, tan, English \$3.98 \$4.98 \$5.90 \$6.90 \$7.90
Black Vic Easy Shoes \$4.98
Men's Work Shoes \$2.98 \$3.98 \$4.98 \$5.90 \$6.90
Men's Loggers, "Original Chippewas" \$5.90 \$6.90 \$7.90 \$8.90 \$10.50
Men's Outing Elk Shoes \$2.69

Girl's Shoes

White Oxfords \$2.98 \$3.98
Patents, Vics, Gun Metal--All Styles, \$1.19 \$1.39 \$1.49 \$1.69 \$1.89 \$1.98 \$2.25
\$2.49 \$2.79 \$2.98 \$3.49 \$3.98

TRUNKS

Best of Materials, Best of Sellers
\$6.90 \$8.90 \$9.90 \$10.50 \$12.50 \$13.75
Hand Bags \$1.49, \$3.98, \$4.98, \$5.90, \$6.90

J. C. Penney Co.
Incorporated
197 BUSY STORES

SUIT CASES

Matting \$1.19 \$1.49 \$1.98 \$2.98
Fibre \$1.19 \$1.49 \$1.98 \$2.98 \$3.98
Leather \$4.98 \$5.90 \$6.90 \$8.90