

J. C. PENNEY CO.

Never buy second-hand in any merchandise.
Don't Forget That

J. C. PENNEY CO. - A NATION-WIDE INSTITUTION

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Merchandise is always of first quality.
Always Remember That

FOR SPRING-SUMMER-AND EASTER

WEAR you'll find this the opportune time of year to make your selections and this store is the proper place to buy because, our goods are absolutely new 1919 materials and due to our economic buying power, our prices are the lowest and fit your purse the best

UNDERMUSLINS

Ladies' and Misses'



A money-saving department for the entire family.

- Ladies' Muslin Gowns 98c, \$1.25, \$1.49, \$1.98
- Combination Suits 98c, \$1.49, \$1.98
- Ladies' Envelope Suits 98c, \$1.49
- Ladies' Muslin Pants 69c, 98c
- Princess Slips 98c, \$1.25, \$1.49
- Silk Unions \$3.98
- Silk Bloomers \$2.98, \$3.98
- Silk Vests \$2.49, \$2.98
- Silk Envelopes \$3.98
- Flesh and pink colors.

Notions

- Common pins 8c
- Wire Safeties 2c
- Cabinet Safeties 4c, 8c, 10c
- Crochet Hooks 8c
- Hooks and Eyes 4c
- Snap Fasteners 2c, 5c
- Darners 8c
- Tatting Shuttles 8c
- Hair Curlers 8c
- Curling Iron 8c
- Tape Measure 4c
- Writing Ink 4c
- 3-in-1 Oil 8c
- Talcum Powder 12c
- Gilt Edge Polish 19c
- Lead Pencils 3c
- Safety Pins 5c
- Cuticura Soap 19c
- 72-in. Laces 8c
- Peroxide 13c

Silks



Come to us for your waists. Bought by experts from factory to you. Beautiful plain and fancy designs. Taffetas, stripes and plaids \$1.89 and \$1.98. Jap silk 89c. Tub silk 49c. 69c, 98c. Messaline 89c, \$1.49.

- Duchess Satin \$1.98, \$2.25
- China Silk 49c, 69c
- Georgette Crepe \$1.49, \$1.89
- Crepe de Chine \$1.25, \$1.49, \$1.89

Baby Clothes

- Long Dresses 98c, \$1.40
- Skirts \$1.25, \$1.49
- Band Skirts 98c, \$1.25, \$1.49
- Short Dresses 98c, \$1.25, \$1.49
- Bibs 25c, 49c
- Baby Hoods 49c, 98c, \$1.49, \$1.98
- Diaper Cloth \$2.49, \$2.98
- White Outing 25c
- Baby Hose 15c, 19c, 25c, 49c
- Baby Cuddledown \$2.49
- Baby Blankets 98c
- Baby Night Gowns 98c, \$1.49
- Infants' Layette Sets 3.98, 4.98

Rain Sticks



- Silks and near silks.
- Men's at 98c, \$1.49, \$1.98
- Ladies' \$1.25, \$1.49, \$1.98, \$2.98, \$3.98, \$4.98
- Girls' 69, 98c

Corsets



We handle the celebrated brands, Crown Rengo Belt. A trial customer is always a constant customer.

- Crown Corset 98c, \$1.49, \$1.98, \$2.98, \$3.98
- Rengo Belt \$1.98, \$2.98
- Girls' Crown Corsets 98c, \$1.49, \$1.98
- Girls' Ferris Waists 69c, 98c
- Nursing Corsets 98c
- Maternity Corsets 98c
- Mme. Pfeil Corsets \$3.98
- Mme. Lyn Corsets \$3.49, \$3.98
- R. & G. Corsets \$1.98, \$3.98
- Warren Negligee Girdle \$1.49

TEACH YOUR DOLLARS TO HAVE MORE CENTS AT J. C. PENNEY STORE

Knit Underwear



- Knit Unions 49c, 69c, 98c to \$2.98
- Knit Pants 49c, 98c
- Knit Vests 19c, 25c, 49c, 69c, 98c
- Knit Simon's Bloomers 98c, \$1.25
- Knit Orchid Combinations \$1.25, \$1.49, \$1.98, \$2.98
- Knit Futurist Undergarments \$1.25, \$1.49

Hosiery



- Ladies' Silk Hose 98c, \$1.29, \$1.49, \$1.98
- Ladies' Burson Hose 49c, 59c
- Ladies' Fibre Silk Hose 49c, 69c
- Girls' Hose 25c, 39c, 49c
- Infants' Hose 15c, 19c, 25c
- Boys' Hose 15c, 25c, 39c, 49c
- Ladies' Fine Cotton Ribbed Hose 15c, 25c, 35c, 49c

Table Linens

- 90-in. Irish Linen Damask \$2.49, \$2.98
- 80-in. Irish Linen Damask \$1.49, \$1.98
- 72-in. Irish Linen Damask 69c, 98c
- Colored Linen Damask 98c
- Luncheon Sets \$4.98
- Luncheon Cloths \$2.98, \$3.98
- Napkins, per set \$2.49, \$2.98, \$3.98

CHILDREN'S UNDERWEAR

- Children's Unions 69c, 98c, \$1.25
- Children's Vests 49c, 59c, 69c
- Children's Muslin Panties 25c, 49c
- Acorn and Nazareth Waists 25c, 29c
- Infants' Wrappers 25c
- Children's Reubens 25c, 79c, 98c, \$1.49
- Children's Star Vests 25c, 49c
- Denton Sleeping Garments 79c, 98c

Brassiers and Camisoles

We call special attention to this department. Its ever-increasing sales speak volumes for its merchandise.

- Ladies' Brassieres, Muslin 25c, 49c, 69c
- Ladies' Silk Brassieres 98c, \$1.49, \$1.98
- Ladies' Silk Camisoles \$1.25, \$1.49, \$2.98

Dress Goods



New spring plaids and fancy dress goods are now in. Bought in enormous quantities for 1919 stores. Plain colored wool serges 98c, \$1.49, \$1.98. Plain colored cotton serges 49c, 69c, 89c. Fancy brocades, shepherd checks, all materials, all colors, all widths 98c, \$1.49, \$1.98.

Why Pay MORE---When You Can Pay LESS At J. C. PENNEY COMPANY

Crochet Cotton

We carry Con't's and Clark's, bought in enormous quantities. All colors. All sizes. Our prices—

- 8c, 9c, 10c, 12c, 15c

GLOVES

FOR SPRING AND EASTER WEAR

- All colors. All styles \$1.98, \$2.49, \$2.98
- Silks 79c, 89c, \$1.49
- Listed 49c, 98c, \$1.25

Domestics

All domestics, muslins, sheeting, tubings, house linings, etc. We save you 5c to 15c a yard. We defy competition, mail order houses included. You receive always the advantage of a declining market.

Scrims

New spring 1919 choicest patterns—priced far below competition. Flowered edges, fine or large meshes, and fancy lungalow effects. 12 1/2c, 15c, 19c, 29c, 39c, 49c, 59c

House Dresses

The style, material and workmanship are the best—plain and fancy plaid patterns. All sizes 34 to 54. Our prices—

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

Petticoats

A petticoat to match every dress, changeable taffetas, striped taffetas, jersey and plain colors. Our prices—



- \$1.98, \$2.98, \$3.98, \$4.98 to \$9.90
- 98c, \$1.25, \$1.49

Girls' Dresses

A varied assortment of beautiful pattern gingham dresses; also new Easter white voile dresses from 2 to 16 years. \$1.98, \$2.98, \$3.98, \$4.98, \$5.98, \$6.98 to \$12.50



Play Suits

- Rompers 49c, 69c, 98c
- Red trimmed \$1.25
- Blue stripe \$1.49
- Khaki Play Suits \$3.49, \$2.98

J. C. PENNEY CO.

has one standard—36 inches to every yard—no more, no less—and one price to all.

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Chain of 197 stores is the largest of its kind in the World—hence we save you More.

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