

- Hair Pins 1c
- Carpenter Rulers, Brass Bound 29c
- Alarm Clocks 69c
- Apron Gingham 5c
- Best Calico 5c
- Buttons 2c Card
- Iron Glue 8c
- Honest Carpet Tacks 4c
- Luster Cotton 4c
- Crochet Hooks 4c
- Tatting Shuttles 4c
- Tape Measures 4c
- Needles 4c Pkg.
- Thimbles 1c
- Common Pins 1c Pkg
- Snaps 4c Card
- Hooks and Eyes 3c
- Hair Nets 5c
- Corset Laces 1c
- Rubber Balls 4c
- Cork Insoles 5c
- Button Molds 3c doz.
- 3 in 1 Machine Oil 8c
- Tooth Paste 8c
- Large Rubber Ball 8c
- Cloth Brushes 25c
- Face Powder 8c
- Ladies Hose 10c
- Face Powder 23c

- Colgates Talcum 12c
- Palm Olive Soap 8 1-3c
- School Rulers 1c
- Mucilage 4c
- Pencils 1c
- Composition Books 4c
- Keep Clean Hair Brush 49c
- J. P. Coats thread 4c
- Childrens Coveralls 49c
- Silver Thimbles 4c
- Curling Irons 8c
- Childrens Supporters 8c
- Safety Pins 2c Card
- Hair Curlers 19c, Set of 6
- Darning Cotton 2c
- Dexters Knitting Cotton 4c
- Collar Supporters 4c Card
- Petroleum Jelly 4c
- Pen Holders 4c
- Scrub Brushes 4c
- Hair Brushes 25c
- Brass Straight Pins, 4c Pkg.
- Handkerchiefs 5c
- Childrens Hose 10c
- Machine Oil 4c
- Large Tooth Paste 19c
- Bath Soap 5c
- Carpenter Rulers 10c
- Shaving Powder 19c
- Shaving Stick 19c
- Pocket Knife 10c
- Tape, Three for 5c
- Shields 10c
- Linen Handkerchiefs 10c
- Ladies Belts 15c

We have the distinction of being the only Retail Store in the United States that absolutely undersells the mail order house.

Ladies, it is up to you to help make your husbands' salary go further in your needs, with these prices, and qualities you easily do so by trading at the J. C. Penney Store.



Ladies Suits

The latest in Ladies' Suits, Suits that are worth double the price.  
 Blue Serge Manich Effect ..... \$9.90  
 Blue Poplin cut with the flare, Poplin trimmed ..... \$12.50  
 Belgian Blue Poplin, worth double the price ..... \$14.75  
 Black Poplin, fancy trimmings ..... \$14.75  
 Blue Poplin, plain, Wide, White Braid, Belt Poplin Trimmed ..... \$18.50

LADIES COATS

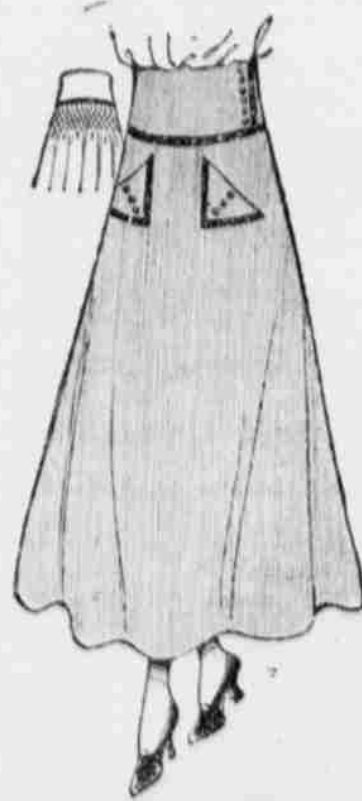
New Coats arriving daily in the latest styles and prices—you cannot beat them in Blue Serge, Poplins, Chin-chilla, White Mixtures, and Novelties  
 \$5.00, \$7.90, \$9.90, \$12.50, \$14.75

DRESS GINGHAMS

Past colors ..... 7 1/2c, 8 1-3c, 10c  
 Pureales, Light and Dark ..... 6 1-1c, 8 1-3c, 10c  
 Fearless Apron Gingham ..... 5c  
 Standard Prints, Light and Dark ..... 5c

WASH SKIRTS

Look at this line and see the big saving that you make on each skirt.  
 White Pique, \$1.25 value ..... .98c  
 Wide Cord White, \$2.00 value ..... \$1.49  
 Linen Skirts, \$2.50 value ..... \$1.98  
 Beach Cloth Stripe, \$3.75 value ..... \$2.98



LADIES SKIRTS

All the latest patterns—Look at this one at ..... \$2.98  
 Poplin and Serpes, worth half the price more ..... \$4.98  
 Fancy Skirts in Poplins—Gray and Navy Blue ..... \$4.98  
 Silk Underskirts, Messaline—In all the shades ..... \$2.25  
 Jersey Top Skirts ..... \$2.98  
 Taffetas ..... \$2.98, \$3.49

LADIES WAISTS

Lawns, High Collar Long Sleeves ..... .98c  
 Crepe De Chene, All Shades and Patterns ..... \$1.98  
 Heavier Crepe De Chene Waists, worth 1-3 more ..... \$4.98  
 Stripe Tub Silk Waists at a big Saving ..... \$1.25

WASH GOODS

Look at this line of fancy wash materials.  
 Printed Lawns ..... .10c  
 Printed Batistes ..... .12 1/2c  
 Flaxons, 25c value ..... .15c

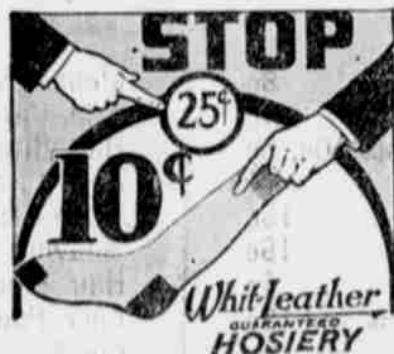
BLACK SATEEN SKIRTS

Here is a dandy ..... .49c  
 Heavy Sateen, Black ..... .98c  
 Gingham Wash Skirts ..... .49c—30c

NIAGARA MAID SILK GLOVES

White and Black, double tip, 75c value, our price ..... .49c  
 Heavy Silk, White and Black ..... .69c  
 3-4 Length Black or White ..... .98c  
 Long Silk Gloves \$1.25 value ..... .98c

HOSE FOR THE WHOLE FAMILY



All we ask is for you to look, examine and compare quality.

Children's White Leather Hose, all sizes ..... .10c  
 Children's Hose, 20c value ..... .12 1/2c  
 Better ones ..... .25c  
 Ladies' Hose ..... .10c  
 Ladies' Hose, Black and White ..... .12 1/2c  
 Ladies' Hose, Black, Tan and White ..... .25c  
 Fiber Silk Hose ..... .45c  
 Silk Boot \$1.00 value, our price ..... .70c  
 \$1.25 Silk Hose ..... .98c

WOOL GOODS

Danish Poplar half wool ..... .25c  
 36 inch Storm Serge, all wool ..... .49c  
 40 inch French Serge ..... .69c  
 54 inch Serge ..... .98c  
 36 inch Silk Poplin ..... .69c  
 27 inch Mercerized Poplin ..... .49c  
 40 inch Silk and Wool Poplin ..... .98c

VOILES

36 inch Voile Striped ..... .19c  
 36 inch flowered Voile, 35c value ..... .25c

KIMONOS

Crepe Kimona, \$1.25 value ..... .98c  
 Crepe, Fancy Trimmings, \$2.00 Value ..... \$1.49  
 Crepe, Satin Trimmed Kimona, \$2.50 Value ..... \$1.98  
 Silk Mull Kimona, \$3.00 value ..... \$2.98

**J.C. Penney Company**



B. K. HOUSE DRESSES

Examine these closely, look at the workmanship as well as the material—They are dandies, worth half the price more ..... .98c  
 Bungalow Aprons at money saving prices ..... .39c—49c

36 inch Taffetas, \$2.00 value ..... \$1.49  
 36 inch Messalines, \$2.00 value ..... \$1.49  
 27 inch Messalines ..... 69c

TABLE DAMASK

White Table Damask ..... .25c  
 White Table Damask ..... .39c  
 White Table Damask ..... .49c  
 Half Bleached Linen Damask ..... .69c  
 Bleached Damask ..... .69c  
 Leached Damask Pure Linen ..... .98c

Best Calicoes ..... 5c

LINENS

56 inch Round Thread Linen ..... .49c  
 36 inch Linen ..... .69c  
 36 inch, Plain Linen ..... .29c  
 27 inch Plain Linen ..... .15c  
 27 inch Plain Linen ..... .18c  
 36 inch White Linene ..... .15c  
 Linene, Blue and Tan ..... .12 1/2c



LADIES CORSETS, NONE BETTER, FEW AS GOOD

Batiste Medium Bust ..... .79c  
 Batiste Low or Medium Bust ..... .98c  
 Compare this corset with any at \$2.00, our price ..... \$1.49  
 Look at this one, you wear one you always will ..... \$1.98  
 Rango Belt the live corset, ..... \$2.98  
 Front Lace Corset ..... \$1.49

Cube Pins 4c

Hair Brushes 10c

Indelible Pencil 4c

Handkerchiefs 2c

Whisk Brooms 12c

Wash Rags 4c

Oil Cloth Bibs 12c

Ladies Belts 15c