

DO YOU REALIZE THE VALUE OF EVERY DOLLAR YOU SPEND?

We conduct no special sales or sensational advertising sales. Did it ever occur to you that to make a big reduction in prices during a so-called sale, that the goods must be marked much higher than they are really worth? We have no sales. Everything in our store is new, and yet our prices are the lowest and always will be.



Muslin Gowns

—Think of it, ladies, buying a good gown for **39c**
Gown, fancy lace yoke, ribbon trimmed **69c**
Gown, Embroidery trimmed **98c**

Envelope Chemises

—Look at this line; worth double the price **98c, \$1.49, \$1.98**
Princess Slips **79c, 98c**

BREAD WINNER WASH SUITS FOR BOYS AND GIRLS
\$1.49, 98c, 49c

CHILDREN'S WAISTS, 23c, 10c.

LADIES' VESTS

Ladies' Gauze Vests	10c
Ladies' Gauze Vests	12 1/2c
Ladies' Gauze Vests	8 1-3c
Ladies' Gauze Vests	23c

LADIES UNIONS

Ladies' Low Neck, No Sleeves, Knee Length	25c
Ladies' Unions, Low Neck, No Sleeves, Lace Knee	49c
Ladies' Vests, Long Sleeves	25c
Ladies' Pants, Lace Knee	25c
Ladies' Pants, Lace Knee	49c
Ladies' Vests, Long Sleeves	49c

CORSET COVERS

Here is a dandy	25c
Better one	49c
Corset Cover, Nainsook, Fancy Trim	69c
Brassiers	40-25c
Silk Corset Cover, Crepe De Chine, Lace Trim	69c

VAL LACE, 5c

RUBENS VESTS

Ruben's Cotton Vests, all sizes	25c
Ruben's Half Wool Vests, all sizes	39c
Ruben's All Wool Vests, all sizes	49c

KID GLOVES, \$1.49, \$1.25, 98c
LAWN WAISTS. They are some beauties, 98c

MIDDIES

All the Latest Patterns	98-89c
Middle Dress, just the thing for: afternoons	\$1.08

Ladies, Here is just the thing for your Outing Trips **98c and 49c**

EMBROIDERIES

All widths and all kinds	5c, 7c, 10c, 12 1/2c, 15c
RUBBER CAPS, BATHING CAPS	23c
RIBBONS, good widths, all widths	15c, 12c
BETTER RIBBONS, all colors, 2, 3, 4, 5, 7, 9, 10, 12, 15, 18c	
CROCHET COTTON, white and ecru	12 and 10c

LADIES AND CHILDRENS RAIN COATS
If you are in need of a Rain Coat you can save money here
Boys' and Girls' Rain Coats, all Sizes **\$1.08**
See our line of English Garbardines, \$18.50 values, our price **\$12.50**
Ladies' Rain Coats **\$2.98, \$6.00, \$9.00**

DUST CAPS, 25c, 49c
ROMPERS, in all the latest patterns, 45c, 25c

NOTIONS!

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Hair Pins	1c
Pencils	1c
Rulers	1c
Luster Cotton	4c
Darning Cotton	2c
Barber's Linen Thread	8c
Novelty Trimming	8c
Black and White Bias Fold Tape	8c
Fancy Buttons	8c
Ric Rac Braid	8c
Pearl Buttons	2c
Pearl Button	5c
Common Pins	1c
Common Pins	4c
Wash Buttons	8c
Safety Pins	2c

Front Corset Steels	8c
Cube Pins	4c
Beauty Pins	25c, 10c, 5c
Needles	4
Button Hole Tape, Yr.	15c
Snap Fasteners, Yd.	18c
Thimbles	1c
Sanitary Belts	25c and 18c
Snaps	4c
Hooks and Eyes	2 for 5c
Hose Supporters	8c
Hose Supporters	15c
Crochet Hooks	4c
Scissors	79c, 49c, 25c
Rattles	8c
Colgates Talcum	12c

Mennen's Talcum	12c
1 lb. Can Talcum	10c
Hair Brushes	10c
Keep Clean, Hair Brush	25c
Keep Clean, Hair Brush	49c
Shaving Brush	5c
Hair Holders	2c
Face Powder	23c, 8c
Combs	8c
Combs	12c, 23c, 49c
Cloth Brushes	23c
Mirrors	23c, 8c
Rulers, Brass Edge	4c
Tooth Brush	12c
Tooth Brush	23c
Carpet Tacks	4c

Mucilage	4c
Iron Glue	8c
Colgates Shaving Powder	19c
Long Tooth Paste	19c
Small Size Tooth Paste	8c
Machine Oil	4c
3 in 1 Machine Oil	8c
Lead Pencils	2 for 5c
Baby Elite Shoe Polish	8c
Rubber Balls	8c, 4c
Kid Curlers	6c, 4c
Petroleum Jelly	4c
Rexoleum	8c
Wash Rag	4c
Whisk Broom	12c



SHOES

SHOES

That are all leather and that will stand the hard knocks. Shoes are an important part of one's dress and you can't get along without them. That's why we appeal to you to buy shoes of us, and save money. Just think of 125 stores buying shoes at one factory at one time for spot cash, you can readily see why we can undersell other merchants.

Ladies' Kid Button	\$1.49
Ladies Kid and Gunmetal Button made in the Latest Lasts \$2.50 value our price	\$1.98
Ladies Emmy-Lou, \$1.75 value	\$1.47
Ladies' Shoes, Patent, Kid, Gunmetal, \$3.00 value, our price	\$2.49
Ladies Shoes, Patent, Kid, Gunmetal, Lace and Button, \$3.50 value	\$2.98
Ladies' Shoes, Patent, Buttons, High Heel, \$4.00 value	\$3.50
Ladies' Shoes in the High Top Military Lace Boot, in Black Kid, Bronze Kid, Mat Top, \$5.00 value, our price	\$3.98
Ladies Lace Shoes, all the Latest Styles and Leathers, Patent, Gunmetal, Kid, High and Low Heels	\$1.98, \$2.25, \$2.49, \$2.98, \$3.50
J. C. PENNEY play shoes the shape of childrens feet in Patent, Kid and Gunmetals	
Sizes 2 1-2 to 5	\$1.25
Sizes 5 1-2 to 8	\$1.89
Childrens Kid Shoes, 1 to 2	49c
Childrens Dongola Button, 2 1-2 to 5	89c
Childrens Patent, Gunmetal, 2 1-2 to 5	98c
Childrens Patent, Gunmetal Kid, Shoes 5 1-2 to 8	\$1.49, \$1.25, 98c
Misses Patent, Gunmetal, Kid Shoes 8 1-2 to 13	\$1.98, \$1.69, \$1.49, \$1.25
Misses Patent, Gunmetal, Kid Shoes, 13 1-2 to 2	\$2.23, \$1.98, \$1.69, \$1.49
Full line of Childrens Slippers, Patent and Gunmetal, 5 to 8	98c
13 1-2 to 2	\$1.98, \$1.89, \$1.49
8 1-2 to 13	\$1.39, \$1.23



J. C. Penney Co.
Incorporated
125 BUSY STORES

In the Following Cities:

Arizona	Jerome	Great Falls	Oregon	Spanish Fork
Bisbee	Kellogg	Kalspell	Albany	Springville
Miami	Lawiston	Astoria	Astoria	Sunnyside
Mesa	Mackay	Minoula	Athens	Tooele
Prescott	Malad	Nebraska	Baker City	Washington
Winslow	Moscow	Beatrice	Dallas	Centralia
California	Prenon	Falls City	Eugene	Chehalis
Bakersfield	Rexburg	Grand Island	La Grande	Colfax
Chico	Rigny	Hastings	Marshfield	Colville
Modesto	Sand Point	McCook	Milton	Doyton
Needles	Shelley	Ord	Pendleton	Everett
Santa Rosa	Shoshone	Nevada	Roseburg	Leaveworth
San Bernardino	St. Anthony	Ely	The Dalles	Montesano
Colorado	Wallace	McGill	South Dakota	Pomeroy
Aguilar	Iowa	Tonopah	Redfield	Pullman
Alamosa	Burlington	New Mexico	Utah	Ritzville
Canyon City	Ft. Madison	Albuquerque	American Fork	Sedro Woolley
Durango	Marshalltown	Gallup	Bingham Canyon	Waitsburg
Florence	Ottumwa	Las Vegas	Bountiful	Walla Walla
Ft. Morgan	Kansas	Raton	Eureka	Wenatchee
Grand Junction	Newton	Roswell	Gunnison	Wisconsin
Los Animas	Minnesota	North Dakota	Heber City	Watertown
Loveland	Fergus Falls	Devils Lake	Midvale	Wausau
Montrose	Hibbing	Dickinson	Murray	Wyoming
Sterling	Little Falls	Fargo	Mt. Pleasant	Cokeville
Trinidad	Mankato	Grand Forks	Price	Kemmerer
Idaho	St. Cloud	Minot	Provo	Laramie
Coeur d'Alene	Montana	Valley City	Richfield	Rawlins
Downey	Anaconda	Wahpeton	Richmond	
		Williston		

We don't expect to get all the business, but if it is value you are looking for we will get yours.

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Help to reduce the high cost of living by trading at the J. C. Penney Co., on Broadway, South.