

The Market



500 FEET FREE PARKING SPACE
Open Evenings Until 9 o'clock

10 STORES IN 1

A pleasant and pleasing place to trade—Almost unlimited free parking space—Each department intent on making your shopping more pleasant and profitable to you.

MARGARINE

Fresh and Sweet
3 Pounds
45c

Solid Pack TOMATOES

JUST RED RIPE TOMATOES
4 LARGE CANS
25c

Rosedale Tender Sweet PEAS

2 LARGE CANS
55c

Fancy Blend COFFEE

REGULAR 35c GRADE
SPECIAL FRIDAY AND SATURDAY
3 POUNDS
95c

Cream Rolled Oats

NO. 10 BAGS
49c

Snowdrift Shortening

4 POUND PAIL
89c

Sugar COOKIES

4 DOZEN
49c

Rosedale Alaska SALMON

MEDIUM RED, BETTER THAN MOST RED SALMON, 2 CANS
45c

Fresh Fruit and Vegetables

FRESH FROM NEARBY GARDENS AND FIELDS

Lake Labish Lettuce
French Breakfast
Radishes

Young Carrots and Beets
Green Onions

Asparagus - Celery
Cauliflower - Spinach
New Green Peas

Hot House Cucumbers
String Beans
Local Strawberries
Fresh Ripe Pineapples

Cantaloupes
Gooseberries

Also other Fruits and Vegetables now in season to select from

FISH DEP'T.

Fresh Shad

PER POUND
10c

Dolly Varden TROUT

SPECIAL POUND
35c

ALSO NICE LOT OF FRESH

Chinook Salmon

Halibut

Cod

Perch

Snappers and large Crabs

AN ESPECIALLY NICE LOT OF

POULTRY

FOR THIS WEEK

White River FLOUR

49 LB. SACK
\$1.95

4 Pound Package RAISINS

29c

10 lb. Bag SUGAR

62c

100 pound sack choice grade Burbank POTATOES

98c

Libby's Fancy Yellow Cling PEACHES

2 LARGE CANS
42c

Broken Sliced PINEAPPLE

2 LARGE CANS
43c

Instant POSTUM

LARGE SIZE, SPECIAL
39c

Oregon Milk

3 TALL CANS
25c

California SARDINES

LARGE OVAL TINS, MUSTARD OR TOMATO SAUCE, 5 CANS
49c

Fischer's Freshly Milled Quick Cooking OATS

LARGE PACKAGE
25c

At the fountain you will find a very pleasing variety of refreshments. Lunch of the highest quality may be had for only 35c, a dinner for only 50c. All in all, a very profitable hour may be spent at The Market in its many departments.

A NATION-WIDE CHAIN OF DEPARTMENT STORES

J.C. PENNEY Co.

A NATION-WIDE INSTITUTION

NO FRILLS! QUALITY GOODS AT LOW PRICES.

"where savings are greatest"

160 North Liberty

Here's the Liveliest Kind of Shirt News

1928

News of Powerful Mass Buying-Bringing Splendid Quality Shirts to You at a Moderate Money-Saving Price

NECKBANDS

Actual size and pre-shrunk, smooth edges. Most shirts are not made this way, on account of expense.

COLLARS

Collars made in Collar factories—cost more. Result is better fitting collars, made by superior class of workers.

AMPLE CUT

Front and back the same length, not sliced away. This means using from 1 1/4 to 2 yards more material per dozen. Cut full and big all over.

WIDTH

Size 14 is 42 inches around the chest—rising 2 inches a size to 15; then 3 inches on size 15 1/2, finishing 49 inches; size 16 finishes 52 inches; size 17—56 inches. Not graded regularly, but each size scientifically correct.

LENGTH

Our shirts vary in length—as they should. From 34 inches on size 14, front and back, to 36 inches front and back on size 17. Ordinary shirts will not finish more than 33 to 33 1/2 on all sizes.

GUSSETS

The Gussets are not less than 17 inches from the bottom to the armhole, to prevent the shirt from pulling out of trousers; they are same material as shirt.

Quality Shirts of Fine Workmanship

We do not mean just ordinary workmanship, but really FINE WORKMANSHIP—from every angle—inside and out—materials, trimmings, workmanship. Every Shirt is cut, made, trimmed and finished to our own exacting specifications. And the Shirt Manufacturer has to be absolutely HIGH CLASS to make Shirts as we insist on having them made.

Exclusive Patterns Confined to Our Stores

Many of our patterns—that are exclusive with our own Stores—are the direct result of the co-operation of our own Buyers with some of the foremost domestic and foreign designers. The result is a great variety of original and unusual patterns CONFINED EXCLUSIVELY TO OUR STORES. This would not be possible except for our enormous Shirt Business—conceded to be the Largest in America.

Tremendous Buying Power Now Greater Than Ever

The combined orders for Dress Shirts for all our Stores, for 1928 will approximate 3,000,000 shirts. Think what this tremendous Buying Power means. It means Advance Styles, Superb Quality, accepting only cloths of the highest standards. It means REALLY FINE SHIRTS AT EXCEPTIONALLY LOW PRICES. See and examine these Shirts at \$1.98 and you will know exactly what we mean.

SLEEVES

The armhole and elbow on each individual shirt is specially cut. They are cut on the curve, to prevent the pulling out of the shirt and to insure comfort when coat is worn.

BUTTONS

The very best quality ocean pearl buttons are used and are firmly sewed on. Button holes are bared at both ends for extra strength and ample thread of good quality is used for good appearance.

LAUNDERING

We pay a bonus to have our shirts fully laundered and thoroughly ironed, a real advantage for the future wear of the shirt.

STITCHING

Short stitches are part of our specifications. Note the large number of stitches to the inch—a distinct advantage for wear. We pay more to have them stitched that way.

CLOTHS

Our Large Buying Power enables us to specify and dictate the construction of the cloths, and to specify only the most reputable mills and finishing works turning out cloth fully up to our high standards.

FINISH

Yokes are sloped and shaped so as to insure a perfect fit; they will not wrinkle on the shoulder. Backs cut wider than fronts; Seven buttons on all collar-attached numbers; shirt will not gape open. Every minutest detail of finish is checked and executed.

Silk and Rayon Socks

A Feature Value

Smart looking and serviceable hose well made of silk and rayon, with mercerized top, toe and heel. Newest fancy patterns for Spring. A really exceptional value at, pair,

49c

"Honor Muslin" Men's Pajamas

Cut roomy over our extra large pattern—

\$1.49

"Honor Muslin" Men's Night Shirts

Cut extra full, large sleeves and arm holes—

98c

Toyo Straws For Men

Diamond-crease telescope. snap brim, fancy band—

\$1.98

LEGHORNS

Sand color, oval sunk crown and wide snap brim; silk folded scarf band. An exceptional value at—

\$3.98

Fastens At Shoulder Knitted Athletic Union Suits

Lightweight, cool. Of good quality white balbriggan, well made and well finished throughout; closed crotch; buttonless fly-front; fastens at shoulder with two buttons like a bathing suit; no other buttons. Low priced at—

98c

Very cool and comfortable; reinforced at all important points. All sizes. Similar Model Priced at

49c

Athletic Union Suits For Men — Checked Nainsook

Cool Underwear For the Hot Weather

Comfort and coolness are yours at a very moderate price with a few of these athletic union suits.

Of quality nainsook, full cut, well made and well trimmed. Another of our exceptional values at the low price of—

49c