

SILK LINGERIE FOR WOMEN
New shipment of ladies' Silk Camisoles all sizes.
\$1.19, \$1.49 and \$2.25 each

OUR LOWER PRICES

Are of Special Interest to Careful Shoppers

GILLETTE SAFETY RAZORS
\$2.98 each
Leather or nickel case with 12 extra blades. Standard \$5 and \$5.50 razors

We Offer Your Choice of Twenty Patterns of forty inch Flowered Dress Voiles

23c Per Yard

These are indeed wonderful values and are excellent for summer dresses and blouses. A wide range of patterns and colors to choose from. Buy them now, even for later use as nowhere will you find these prices duplicated.

MEN'S DRESS SHIRTS 98c

These are new patterns of Percale in assorted stripes and colors. French cuffs, band style. Sizes 14 1/2 to 17 1/2.

Other Shirts \$1.19, \$1.49, \$2.19, and \$3.98.

HIGH GRADE CLOTHING For Men and Boys

Boys' Student Suits, newest styles. Priced at \$19.75, \$22.50, \$24.75, \$29.50

Men's and Young Men's Suits at prices that save you dollars.

\$18.50, \$19.75, \$27.50, \$44.75

JUST now when prices are so irregular and vary so much in different stores, one has difficulty to know where or when to trade and be sure that he is paying the right price and getting his money's worth. A visit to our store or a careful comparison of prices will definitely decide this question for you and result in your saving many dollars on your purchases.

Buying in large quantities for 312 stores, selling for cash, a business policy refraining from misleading special sales and a disposition to, at all times, maintain lowest prices for standard merchandise, enables us to sell for less and do it every day in the year. When you buy at our store you are trading with the largest Chain Department Store Organization in the world and you are served accordingly.

You Can Be Sure of Your Money's Worth Here

We Offer Ladies' Trimmed Hats

\$2.98 each

All new Spring styles just in today from the New York manufacturers and shown now for the first time. A wide assortment of excellent styles and colors to choose from and values you will not find usually offered at double this price. Come early to get best selections.

New Spring Apparel for Women

LATEST CREATION FROM FASHION'S CENTER
EXQUISITE STYLES--LOWEST PRICES

Fashionable Spring Coats priced from \$10.90 to \$39.50
Smart New Suits priced from \$19.50 to \$49.50
Charming New Dresses, Taffeta, Messaline and Charmeuse. Priced from \$10.50 to \$29.75
Beautiful New Blouses, each \$2.98 to \$10.90

Buying in huge quantities, for cash, for our 312 stores, makes it possible for us to quote these extremely low prices.

BEAUTIFUL NEW SILKS

40 inch Charmeuse, Black, Brown, Gray and Navy Per yard \$2.69
40 inch Crepe de Chine, all colors. Per yard \$1.79 and \$1.98
Black Taffeta and Messalines, yard wide, per yard \$1.79 and \$1.98
40 inch Pure Silk Georgette Crepe. Yard \$1.49

BEAUTIFUL NEW BLOUSES of Jersey, Canton, Crepe

Tricollette or Georgette. All the best colors and styles for spring wear.
\$2.98, 3.49, 4.98, 5.90, 8.90, and 10.90

Dainty Laces and Embroideries

Dainty Val and Tortion Laces, 6c to 15c yard.
New Venetian Collar Laces 69c, 98c, and \$1.49 yard.
Embroidery Edges from 6 to 27 inches wide, 19c to \$1.48 per yard.

Linings for Spring Suits and Dresses

New fancy Silk dress Linings, 36 inches wide, \$1.49 and \$1.69 yard.
Flowered Sateen Linings, all the best shades. Per yard 69c.

Curtains and Drapery Goods

Curtain Screens with colored borders. 75c to 49c yard
Fillet Curtain Net, white and ecru, 39c to \$1.19 yard.
Cottons, beautiful new colorings and qualities, 45c to 98c yard.

Notions!

At Lowest Prices

Mavis Toilet Water 98c
Melba Face Powder 43c
Melbaline Powder 23c
Colgate's & Williams' Talcum Power 19c

MEN'S AND BOY'S HATS AND CAPS

Men's Felt Hats, all the leading colors and shapes for Spring, \$2.49, \$2.98, \$3.98, \$4.98.
Men's Caps, 98c to \$1.98.
Boys' Hats, 98c to \$1.49.
Boys' Caps, 49c and 98c.
Men's Cloth Hats, \$1.49 to \$3.98.

BOYS SHIRTS AND BLOUSES

Full cut and well made. Nothing skimpy about these shirts. All good standard materials.

Blouses and Shirts from 6 to 14 1/2 of Blue Chambray, Khaki, Black Sateen and Fancy Stripes, 79c, 98c and \$1.39.

MEN'S WORK SHIRTS AND OVERALLS

Men's Blue Chambray Work Shirts, all sizes, 59c to 79c.
Stout and Slim models, 89c.
Men's best Bib Overalls or Jumpers \$1.19.

Save Money on Shoes

This is the Family Shoe Store Where You Get Honest Values at LOWEST PRICES

MEN'S SHOES

Men's brown calf, Welt Sole, pair \$5.50, 6.50
Men's black calf English, heavy sole \$4.98
Men's Black calf shoe, round toe, heavy sole \$3.49 to 4.50
Extraordinary values in Men's work shoes, priced \$2.19 to 5.90

BOYS' SHOES

Youth's Brown calf dress shoe, Semi-English last, welt sole \$3.79 and 4.25
Boy's Gun Metal English shoe, heavy sole at \$3.98
Boys' Gun Metal Button shoe, round toe at \$3.49
Boys' Elk shoes, size 10 to 6, \$1.98, 2.19 and 2.49

WOMEN'S and CHILDREN'S SHOES

Ladies' Brown Kid shoe, Louis heel, medium sole \$5.90
Ladies' Brown Kid shoe, cloth top, medium heel \$4.98
Ladies' Black and Brown Lace Oxfords, Military and Louis heels \$6.90 to \$7.90

LADIES UNDERWEAR

Ladies' Summer Union Suits, all styles and sizes 66c to 98c.
Ladies' Summer Vests, 23c, 25c, 35c and 39c.
Ladies' Silk Jersey Vests and Bloomers, \$2.98 and \$3.49 each.
Ladies' Knit Bloomers, flesh color, each 59c.

MEN'S AND BOY'S UNDERWEAR

Men's Summer Weight Union Suits, 98c to \$1.69.
Men's Two Piece Shirts and Drawers, summer weight, per garment, 69c and 98c.
Boys' Summer Union Suits, mesh or ribbed, 89c per suit.

HOSIERY

Ladies' Pure Thread Silk Hose, black and brown, 98c pair.
Ladies' Lisle Hose, black and brown 43c, 45c and 49c.
Children's Ribbed Hose, black and white, 29c and 49c.
Ladies' Black Cotton Hose, 23c pair.

Muslin Underwear

Ladies' Muslin and Cambric Gowns, lace and Embroidery trimmed, \$1.19, \$1.49 to \$2.49.

Children's Gowns 79c to \$1.25.

Ladies' Envelope Chemise, \$1.49 to \$1.25.

Beautiful Gingham Dresses for Girls 2 to 14 years

beautifully made and trimmed. Good Standard Ginghams. \$1.19 to \$1.98 each.

Children's Play Suits, Blue Denim or Khaki, 76c to 92c.

Notions!

At Lowest Prices

Pebeco Tooth Paste 39c
Colgate's Tooth Paste 3c, 13c
Hind's Honey and Almond Cream 43c
Palm Olive Face Powder 49c

BUYING MOST WE BUY FOR LESS **Mail Order Satisfaction Guaranteed or Money Refunded** **SELLING MOST WE SELL FOR LESS**

J. C. Penny Co.

A Nation-Wide Institution--312 Stores
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