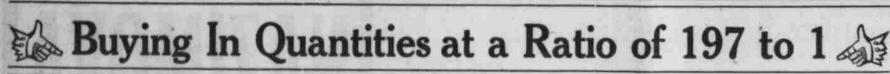
Service To Our Fellow Men

The J. C. Penney Company, Operating 197 Stores in 25 States

With Its Tremendous Purchasing Power CAN AND DO

Undersell ALL Competition



THINK OF IT. OVER 197 TIMES THE AMOUNT OF MERCHANDISE USED BY THE ORDINARY STORE. BUYING DIRECT FROM FACTORY, NO TRAVELING SALESMEN COMMISSION, PAYING CASH, TAKING OUR CASH DISCOUNTS, AS WELL AS QUANTITY DISCOUNTS, WE SAVE THOUSANDS OF DOLLARS, TOGETHER WITH OUR MODERN WAY OF SELLING HONEST GOODS FOR CASH IS RESPONSIBLE FOR THE VERY LOW PRICES YOU WILL ALWAYS FIND HERE. YOU PAY NO ONE ELSE'S BILL, NO DELIVERIES, YOU GET THE DIFFERENCE IN REDUCED PRICES. THESE METHODS AND THESE ALONE, ARE RESPONSIBLE FOR PHENOMINAL GROWTH, AND HAVE MADE US THE GREATEST CHAIN OF RE-TAIL DEPARTMENT STORES IN THE WORLD. WE HAVE ALWAYS GIVEN THE BEST GOODS FOR THE LEAST MONEY. ANY MERCHANT CAN MAKE THE CLAIM OF "GREATER VALUES", BUT CAN HE DELIVER THE GOODS?---THE POWER OF SELLING LIES IN THE POWER OF BUYING---TAKE ADVANTAGE OF THESE PRICES, AND SAVE THE DIFFERENCE

Children's Hats

OF THE VERY LATEST FALL STYLES, AND NEAT ONES THEY ARE, FOR

Boys or the Girls

WE HAVE A BIG STOCK FOR YOU TO SELECT FROM, SO YOU WILL FIND SOMETHING TO PLEASE YOU, AND AT THE SAME TIME SAVE YOURSELF MONEY.

.89c, 98c, \$1.25, \$1.49, \$1.69, \$1.98 and \$2.98 .69c and 98c

Don't Overlook Us For LADIES COATS, SUITS, and DRESSES

As we have the best of quality at the

LOWEST PRICES giving the seasons lat-

.\$16.50 to \$47.50 Coats \$22.50 to \$45.00 .\$9.90 to \$42.50

LADIES' OUTING FLANNEL

NIGHT GOWNS 89c, 98c, \$1.25 and \$1.49 Children's Gowns 79c and 89c

We will make your money go farther in this important line. For example here is a few every day prices:

NOTIONS

Colgates Talcum Powder... Colgates Shaving Cream Colgates Bath Soap . . Palmolive Soap ... 10c Long Round Shoe Laces

Our low prices in shoes continue to Surprise, and the HIGH QUALITY of Them Continue to Please. We have good ones In Every Way for the ENTIRE FAMILY

BUYING FOR 197 STORES ENABLES US TO UNDERSELL

We Are Well Stocked To SUPPLY YOUR WANTS IN

SILKS

We have just received another big shipment of select patterns of striped and plaid silks of the best quality.

We have just what you have been wanting, and When you see them you will appreciate the low prices.

MESSALINE (35 inch, plain colors)\$1.49 MESSALINE (35 inch plaids, and stripes) .\$1.79

TAFFETA (35 inch plain colors) \$1.49

\$1.79 and \$1.98 TAFFETA(35 inch plaids and stripes) \$1.79

GEORGETTA CREPE (40 inch) \$1.49 and \$1.79

CREPE de CHINE (40 inch, in big range of

We Underbuy For Cash, And We Undersell Our Competitors

A splendid Showing of Ladies and Children's Coats at Popular Prices. Buying our Coats Direct from New York and Philadelphia Factories Saves You all the Middleman's profit.

Children's Coats \$3.98 to \$7.50 Ladies Coats \$14.75 to \$42.50



Our Prices Always The Lowest

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PHONE 1072

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Formerly Chicago

A. E. HARRIS &SON

Buy Grain And Hay

Sacks for Sale at Warehouse

Full Market Prices-Special

Coming Events

Aug. 24.—Nebraska Associa-tion annual picnic state fair

Aug. 24.—Registration of men who have reached the age of 21, since June 5, 1918. August 25.—Billy Sunday at armery 2 p m. for Salvation

Kaiser," at Liberty theatre. Sept. 1-4,-D. W. Griffith's 'Hearts of the World', Oreon theatre.

the KAISER

Prices paid for Sacks. Get our prices before you sell. THE PEOPLE'S JUNK & 2ND HAND STOKE O HELL With

DR. W. E. STANTON

Skin and Scalp Specialist Treats all eruptions and piemishes of skin and scalp. Latest appliances for treating the feet. Satisfaction guaranteed.

Lady Assistant

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Highest Cash Prices Paid for Used Furniture

E. L. STIFF & SON

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Your Junk and give you a square business deal. I always pay the highest cash prices.

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