## Nation Wide Institution <br> That has built and kept its business on the principal <br> GOLDEN RULE <br> J. C. Penney Co. OPERATING 197 BUSY STORES <br> WILL ALWAYS GIVE YOU THE BEST OF <br> CE, AND MERCHANDISE AT <br> THE LOWEST PRICES <br> You <br> Should not fail to look over what we have, before you <br> buy. We will SAVE YOU MONEY

## Look, Read and Think

Of the wonderful savings we will make you. It matters not what department it is in, whether for Man, WE LEAD. OTHERS FOLLOW

## NICE, NEW NIFTY

## Party Dresses

 Of fine Georgette Crepe i $\$ 18.50$ to $\$ 24.75$FIBER SILK

## SWEATERS

That please in colors that are good. Look them over. $\$ 7.50, \$ 8.90, \$ 9.90$ and $\$ 10.90$

## DOMESTICS

Of all kinds,
clean stock.
Ginghams, yard
Kiddy Kloth, excellent, fost colors, 19c to 35 Percales, yard Sheeting, yard 45-inch Cabot Pillow Tubing, yard 42 Pequot Pillow Tubing yard. Bleached Muslin, yard
Ladies Shoes

## SKIRTS

We have a fine offering in this important line of apparel in Woolen and Silk Fabrics in solid colors and plaids: $\$ 3.98$ to $\$ 12.50$

We have as fine a line of Oxfords, Pumps and Shoes as there is to be found in the city. We can supply your wants having them in White Canvas and the best of Kid Leather in BLACK, WHITE, BROWN and GREY WHITE CANVAS, in prices from...... $\$ 1.98$ to $\$ 4.98$ KID OXFORDS and PUMPS in a splendid variety of
 The only way to
is to SEE them.

SILK AND MUSLIN
Underwear

## Made of the best of nainsool

 crepe de chine and satin, daintily trimmed with lace and embroidered Camisoles98c, \$1.15 and \$1.49 Chemise $\$ 1.49$ to $\$ 4.98$ Gowns $\$ 1.79, \$ 1.98, \$ 2.49$, and $\$ 2.98$

## All Around Town



## HOSIERY

You will find us stocked with such leading makes as Armor Plate, Burson, Lawrence, Oc tagon and Bear Brand
Ladies Silk Hoge \$1.39 to $\$ 2.49$ Ladies' Lisle Hose 68 c to 98 c Ladies Cotton Children's Hose 2 for 25 c to 49 c

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