NORTH PLATTE SEMI-WEEKLY TRIBUNE

# 297 Busy Stores.

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# J. C. PENNEY CO.

**Busy Stores**.

297

# "The Largest Retail Organization Of Its Kind In The World."

Our buyers have been on the market CONTINUALLY since prices began to decline and have secured a vast amount of NEW, CLEAN UP-TO-DATE merchandise at almost unheard of prices. The mills and manufactures were greatly overstocked with high priced goods and were in need of money. The J. C. PENNEY CO. had the money and were able to secure these goods at remarkably low prices. We are now receiving our apportionment of this tremendous buy and are passing the savings on to you. Our policy to buy for less and sell for less has always been and will continue to be a part of our system of merchandising. Below we give you an idea of what we mean by new, clean, up-to-date merchandise at a tremendous saving. An opportunity you can not afford to overlook.

## **Dry Goods Department**

36 inch Percales and French Cambric, that sold in the old market price up to 49c, in light and dark colors, new price per yard \_\_\_\_\_19c & 25c Fancy Dress Ginghams, 27 inch Plaids and stripes, good assortment of colors and patterns, at \_\_\_\_\_15c Apron checks staple Ginghams at per yd 12c Plain and Plaid Cotton Blankets, full size, full weight, at per pair\_\$198, \$2.98 & \$3.49 Bed Spreads, full size, none better for style, design and quality, new price \$2.98-\$3.98 Outing Flannel, in white, light and dark fancy, extra quality, new price\_\_\_\_\_17e Bath Towels, standard weight, full size, special lot, 25 dozen, at each \_\_\_\_\_25c

Oil Cloth, standard quality, plain white and fancy colored, per yard \_\_'\_\_\_45c

Cheviot Shirtings, you know this old reliable shirting, plain, striped and fancy 25c



Ladies' muslin underwear, corset covers, gowns, teddy bears, petticoats and union suits. All new, complete stock, make your selections now for your spring and summer needs. Wide range of patterns and

58tf work. North Platte Buick Co.

he treated well.

#### SILKS

Our stock of silks has been selected with great care as to quolity, design and material and you will find them to be the best the market produces. Plain black, brown Messalines, Taffetas, Charmeuse and Jap silks at per yard \_\_\_\_\_\$1.58 to \$1.98 All yard wide.

Big stock of plain and fancy Georgettes that sold on the old market up to \$4.98 per yd., J. C. Penney Co. price per yard \_\_\_\_\$1.98

- Wool goods in Serge, Ottoman, Tweeds, etc., good assortment of colors and patfferns, 36 inches to 54 inches wide, priced at
- Ladies' Silk Petticoats-Our stock is complete, patterns and colors new and desirable, select yours now at \_\_ \$2.28 to \$3.49

When you are in need of anything in the notion line remember the J. C. Penney Co. We have just received a big shipment of these and our stock is more complete now than it has ever been. our needs of notions will be our concern in the futur.

Genuine Woolnap Blankets in plaids and plain colors, 66x80 size \_\_\_\_\_\$4.98

|30th and 31st

MEN'S WORK CLOTHING Best high grade Overalls \_\_\_\_\_\$1.39 Standard Work Shirt \_\_\_\_\_89c Corduroy extra heavy pants \_\_\_\_\_\$4.50 Moleskin pants, tan and grey \$3.98 to \$3.69 Cotton Flannel Gloves \_\_\_\_\_15c Men's red and blue Handkerchiefs. 24x24, 2 for \_\_\_\_\_25c J. C. Penney Special Faced Leather Gloves per pair \_\_\_\_\_35c Men's heavy lined Work Mitts \_\_\_\_\_69c Good warm moleskin vest, heavily lined 

#### **OVERSHOES**

Speaking of overshoes and rubbers, let us say that our entire line of rubber goods is made by a reliable manufacturer under our own label and will stand the hard wear. Every pair sold on the condition that if you are not entirely satisfied with the wear they give you, we stand back of them and are willing to make you satisfied. Get our prices first. It means a saving to you.

Our Policy-Better Merchandise for Less money-297 Busy Stores.

Men's heavy all leather work shoes, brown and black at \_\_\_\_\_\$3.98 skin \_\_\_\_\_\$3.98

### UNDERWEAR Men's ribbed, good weight and fits right at per suit \_\_\_\_\_\$1.79, \$2.98, \$3.98, \$5.90 Men's heavy and medium cotton fleece union suits, per suit \_\_\_\_\_\$1.79 to \$2.98 Men's two piece suits in wool, wool mixed, fleece lined and ribbed, per garment from -----98c to 83.49 LADIES' UNDERWEAR In our stock of Ladies' Underwear for fall, winter and spring wear you will find cotton ribbed, cotton fleeced and wool, low neck, sleeveless, ankle length, high neck, long sleeves, and in fact any style or weight you may desire, suit \$1.49 to \$4.98

Misses' and Children's Underwear in white, crean, tan or grey, all styles and prices. per suit \_\_\_\_\_98c to \$2.49

#### HOSIERY

Ladies' cotton and lisle Hose in black, grey and brown per pair from \_\_\_\_15c up to 79c

