



Muslin Gowns 79c
 Fine grade Muslin Gowns Neatly trimmed 98c, \$1.19, \$1.49
 Fine Muslin Teddies 98c
 Petticoats 98c

Extra fine light weight knit union suits, fine trimmed 58c

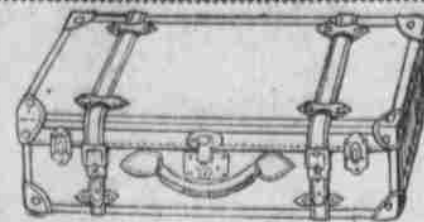
Domestics

9-4 sheeting	49c to 69c
Cambric	15c
Indian Head	25c
Glass Toweling	18c
Cotton Crash	10c-15c
Terry Cloth	33c
Long Cloth	19c-23c
Nainsook	17c
Checked Dimity	25c
Table Damask	69c to \$1.98

COATES THREAD 5 CENTS

Mercerized Poplin, brown, blue, grey, old rose, and white 49c
 Camosoles, embroidered designs, blue, grey, pink, black, green and lavender, exceptional value, choice \$1.98

We carry at all times a very complete line of Trunks and Suit Cases.



Trunks in fibre and metal covered with and without straps, prices \$8.90, \$9.90, \$10.75, \$12.50, \$14.75
 A dandy suit case for \$1.49
 Fibre Suit Cases, good and roomy, with solid leather straps \$3.49, \$4.98
 Genuine Leather Cases at \$12.75
 Genuine Leather Bags at \$11.75
 A good heavy, large size house broom at 49c
 Men's out seam Horse Hide Work Gloves at per pair 98c
 Brown Canvas Gloves, leather faced, leather extending around to back of fingers, fingers all leather tipped 49c

Choice line silk camisoles, several colors 69c
 Fine white cambric for underwear 23c
 Large assortment kimona crepes, per yard 39c

Are You Getting Your Money's Worth?

You are Entitled to the Most that Your Money Will Buy.

We can and do sell good shoes for less money. Because--we buy direct from the manufacturer in tremendous quantities, thus eliminating all middlemen's profits and other usual expenses of marketing. These savings go into the pockets of our patrons through our lower retail prices. More than SEVEN MILLION DOLLARS WORTH of good shoes are sold by us annually. All made according to our specifications. You are cordially invited to come see the Exceptional Values we are offering. We sell nothing but solid leather shoes.

You Always Get the Most for Your Money Here

WE FIT THE ENTIRE FAMILY



No. 4026 comes in gun metal, low heel, same style as shown. a good dressy school shoe, sizes 2 1/2 to 7. \$3.98

A dandy good brown shoe, same style priced at \$3.98 and \$4.98

5949 in black vici kid leather, a fine shoe like out \$4.98

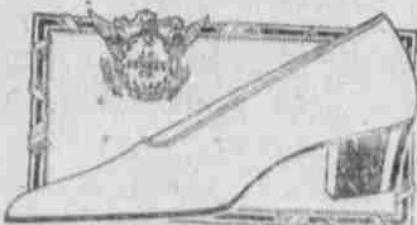


We have the above shoe in brown vici, a very popular shoe, comfortable and dressy, comes in C and D widths. No. 5969 \$4.98

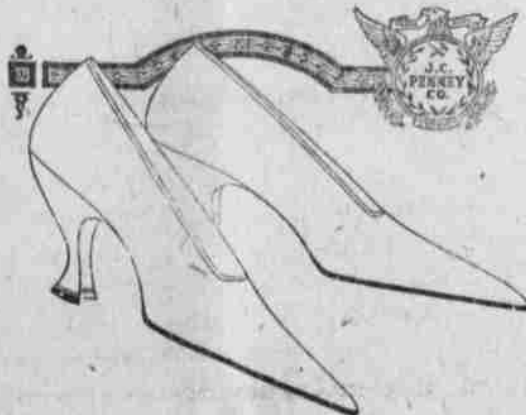


For the Hot Weather
 Comfort for the Kiddies

The above Sandal in brown, size up to 8 \$1.19
 8 1/2 to 11 1/2 \$1.49
 11 1/2 to 2 \$1.98



Lot No. 1, pumps in vici kid and calf leather, Oxfords in vici kid and calf leathers, black and brown, sizes 2 1/2 to 8. \$3.49



Lot No. 2, pumps as shown in cut, patent and vici kid leathers, your choice \$2.98

Same style as above in Patent Colonial, Brown Colonial, Field Mouse, wonderful value, widths A to D sizes 3 to 8, choice \$4.98

Men's First Quality Red Rubber Hip Boots, just what you will need \$6.00



Lot No. 3, Men's Gun Metal Dress Shoe—
 Men's Heavy Calf oiled shoe—
 Men's Brown Calf Dress Shoes.

Men's Heavy Brown Blucher, Real Shoes for \$3.98

Lot No. 4, Men's Elk Outing Bals, either brown or white, also



Blucher Dress Shoe, and a heavy work Shoe, all good values, choice \$2.98



Men's black or brown English last kid or calf leather \$4.98, \$5.90
 Better grades \$7.90, \$8.90, \$9.90

Boys' English Walkers, in black and mahogany, sizes up to 2 \$2.98
 2 1/2 to 5 1/2 \$3.98

No. 187, Black Vicolized blucher, a great work shoe \$4.98

All Leather mule skin men's shoes \$3.25

SOLID LEATHER

Same shoe comes in brown \$4.98



No. 8607, the shoe for comfort, Munson last, tan Army shoes, one

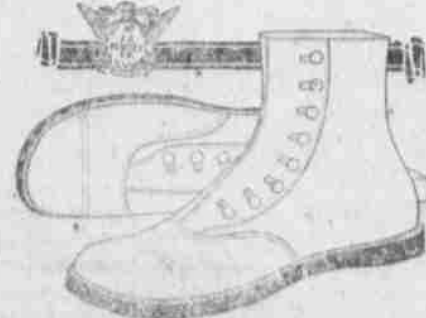
of the best values we have in the shoe line, rubber heel, pr pair \$4.98

Order by mail—we will give you prompt service. Make your order from this circular.



No. 2439 comes in an oiled Elk Blucher, oak tanned sole, a good work shoe, easy on the feet, either black or brown, all sizes \$4.98

A NATION-WIDE INSTITUTION -
J.C. Penney Co.
 Incorporated
 312 DEPARTMENT STORES



Scuffer, the sensible shoe for children, comes in either black or tan, button or lace
 5 1/2 to 8 \$2.25
 8 1/2 to 11 \$2.69