

The Sun of PROSPERITY is rising

The Clouds of Doubt and Uncertainty Have Rolled by

WE ARE emerging from the Shadow and entering the Sunshine of PROSPERITY. We are standing upon the threshold of a New Day. Out of imaginary chaos and temporary depression come OPTIMISM and CONFIDENCE in the Future. Speculative orgies are rapidly being replaced by Sound Constructive Business Policies. Fictitious Values and High Prices have had their fling and now step aside to make way for REAL VALUES based upon present Replacement Costs.

THIS is a Prosperous Condition and we are proud that our 312 DEPARTMENT STORES were among the VERY FIRST TO LOWER PRICES and thus help to bring about this new PROSPERITY that promises to be SOUND and ENDURING.

Our Ready-to-Wear department offers great opportunities for the woman who wants to save; watch our windows for the new things.

10,000 Dresses Purchased at One Time

J. C. Penney Company makes gigantic purchases of dresses and distributes among our 312 stores. You can readily realize the tremendous advantage and savings for the buying public.

BEAUTIFUL NEW ORGANDIE DRESSES

A very desirable lot of dresses just arrived. Beautifully trimmed with ruffles and hand embroidered designs. Some dotted Swiss dresses, \$5.90, \$10.90, \$12.50.

WHITE VOILE WAISTS 98c, \$1.49, \$1.98, to \$3.98.

A large assortment of dainty waists trimmed in lace, embroidery and stitchings, unusual values at our regular prices, 98c, \$1.49, \$1.98 to \$3.98.

GEORGETTE WAISTS \$2.98, \$3.98 TO \$9.90.

A beautiful range of pastel shades.

GABARDINE WASH SKIRTS 98c, \$1.98 TO \$3.98.

Here is an exceptional chance to save on desirable white summer skirts.

WHITE SERGE SKIRTS \$3.49 TO \$14.75.

GINGHAM STREET DRESSES \$3.98 TO \$7.90.

You'll be surprised at the handsome gingham dresses we are showing at these low prices.

VOILE AND ORGANDIE DRESSES \$4.98 TO \$9.90.

A wide range of pretty patterns and colors, trimmed in late and charming models.

GRADE A JAP CREPE, PER YARD, 35c.

This is the very grade obtainable, dyed in the yarn; Japanese Crepe in a good assortment of colors.

A. F. C. DRESS GINGHAMS 19c.

A beautiful range of patterns in fast colors, 27 and 32 inches wide.

RENFREW DEVONSHIRE CLOTH, PER YARD, 39c.

A very desirable cloth for children's clothes, wide range of colors and patterns.

VOILES 29c, 39c, 49c AND 58c

A wide range of the wanted patterns and shades.

CREPE MOHAIR, PER YARD \$1.49

Genuine Mohair cloth in sport stripes for skirts and sport clothes.

WOMEN'S PURE THREAD SILK HOSE 98c

Re-inforced heel and toe; Brown, Black and White.

WOMEN'S FIBRE SILK HOSE 49c

An exceptional value, Brown and White.

MEN'S ATHLETIC UNION SUITS 98c AND \$1.25

J. C. Penney Brand, extra strong material and seams; knit waist band, closed crotch.

BOYS' ATHLETIC UNION SUITS 69c AND 79c.

CHAMBRAY WORK SHIRTS, 83c AND 63c

Strong material, full sizes. Big Yank, Uncle Sam, Pay Day and other brands, blue and gray.

MEN'S DRESS SHIRTS, 98c

A wide assortment of stripes, with or without collar attached.

This Is the Family Shoe Store

WOMEN'S WHITE CANVAS OXFORDS AND PUMPS

\$1.98, \$2.49 AND \$2.98.

Women's black and brown oxfords and pumps, \$2.98, \$3.50, \$4.98, \$6.90, \$8.90.

Men's white canvas oxfords, \$4.49.

Men's Brown and Black dress shoes, \$3.98, \$4.25 and up to \$9.90.

TAKE A PEEP IN OUR WINDOWS EVERY DAY, IT WILL MEAN THE SAVING OF MANY A DOLLAR FOR YOU.

BUYING MOST WE BUY FOR LESS

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

SELLING MOST WE SELL FOR LESS

300 W. Washington St.

THE LARGEST CHAIN DEPARTMENT STORE ORGANIZATION IN THE WORLD

CALL FOR BIDS FOR PAVING OF GRAND AVENUE

Improvement Of The Highway From Phoenix To Glendale Expected To Be Completed Before Coming Autumn

Paving of Grand avenue will be under way in another three weeks. The highway department yesterday issued a call for bids for the paving of the avenue from Phoenix to Glendale, to be opened May 23. It is expected that construction work will be begun shortly after that date and that the paving of the highway will be completed during the late summer or early autumn.

The financing of this project was made possible at this time by the passage of the omnibus bill, the cooperation of the Maricopa county highway commissioner and the state highway department and federal aid. The omnibus bill, as originally introduced, carried an appropriation of \$100,000 for improving the road from Buckeye toward Yuma to the county line. Through the efforts of Senator Wilkinson the act was amended to permit the temporary use of this money in improving the Glendale road provided it could be repaid before Oct. 1, 1921, either from proceeds of the issue of bonds or from federal aid received on account of any other road in the Maricopa county program.

Federal Aid Project
The former proposition was out of the question as it would not be possible to sell the \$4,500,000 bond issue prior to Oct. 1, so negotiations were started between the state highway department and the Maricopa county highway commissioner looking to the early construction of this important project. Since Grand avenue from Phoenix to Glendale was not included in the first bond issue of \$4,000,000, the highway commissioner could not use any part of that money but would have to wait until the second bond issue of \$4,500,000 had been sold, which would delay construction until next winter. The result is an arrangement whereby the Buckeye road and Grand avenue are both made federal aid projects.

The highway commission will at once pave the Buckeye road from Phoenix to the Agua Fria river. The state highway department will pave Grand avenue from Phoenix to Glendale, using the \$100,000 provided for in the omnibus bill and federal aid; the \$100,000 to be repaid from federal aid received on the Buckeye road. Through this arrangement work can be started as soon as a contract can be let and one of the most important pieces of highway work in the county will be disposed of.

The paving of Grand avenue is of interest not only as a local proposition between Glendale and Phoenix, but to all the northwestern part of the state. It is on the route between Phoenix and Wickenburg over which passes traffic en route to Prescott, Kingman, northern Arizona, Parker, Los Angeles and many other points.

Hope for Apache Trail
It is expected that congress will in the near future, appropriate additional money for federal aid, in which event an additional \$250,000 secured as federal aid on other portions of the Maricopa county program will be used to improve the Apache trail in connection with the appropriation of \$75,000 in the omnibus bill. In this manner the Apache trail will be restored without cost to Maricopa county.

The highway department has been trying for nearly two years to finance the paving of the road between Phoenix and Glendale. Several previous attempts in this direction have failed and the consummation of this road building was only secured when all the interested road officials were induced to co-operate.

SHE EARNS MONEY TO GET OUT YEAR BOOK

When Mrs. Henry D. Ross, state president of the Arizona Federation of Music Clubs, discovered that there was not sufficient funds in the treasury to cover the publication of a year book, she determined to raise the amount necessary. In view of the fact that the members had been "taxed to their eyebrows," this year Mrs. Ross decided to go out and earn the money and at the same time give the people value received, and then some.

The wife of the chief justice of the supreme court went about in a business like way and talked over-riding to every important musical firm in the city, to the best teachers of music here and elsewhere and, as a result, she not only will get out one of the most comprehensive year books, but will have "left over" funds for the treasury.

The year book will be sent to every musical club in the state and the music section of every club affiliated with the state federation. In addition to this wide circulation, Mrs. Ross will take 75 copies back to the biennial convention which will meet in the Tri-Cities, Davenport, Moline and Rock Island, on June 6, which will be attended by 5,000 women from all over the country.

GRADE SCHOOL GIRL RESERVES TO MEET

Grade school Girl Reserves will hold a rally tomorrow afternoon at the Roosevelt school, the ten different corps uniting for the last meeting of the season. It is expected that 125 reserves will be present at the gathering, which will be featured by a program followed by outdoor stunts and base ball. In the evening a picnic supper will be served on the grounds of the Roosevelt neighborhood club house.

The reserves will leave the Y. W. O. A. at 1:30 o'clock and will be transported south of town in trucks. Joe V. Prochaska, state game warden, will be the principal speaker, giving a talk on "Birds." Miss Mary Lee, girls' work secretary of the "Y," will discuss the work of the organization, and there will be songs and stunts by the reserves. There will be two baseball games, Roosevelt playing Monroe and Kenilworth the Adams Reserves.

PROMINENT KANSAS CITY BANKER JOINS LOCAL INSTITUTION

Of unusual interest in financial circles was the announcement yesterday that John M. Moore, president of the Fidelity National Bank and Trust Co. of Kansas City, has acquired a substantial interest in the Commercial National bank in this city. Mr. Moore has been actively identified with many successful financial institutions and is one of the well known bankers of the country.

Coincident with the announcement, the board of directors at its regular meeting yesterday elected John R. Hampton chairman of the board of directors, and F. D. Treckell, capitalist and land owner of Phoenix and Los Angeles, president of the institution. Mr. Treckell is well known in Arizona, as he has had large interests here for many years. He is interested in several banks and is recognized as an unusually successful business man.

Hugh B. Cassidy, who has been cashier at the Commercial National bank since its opening, was continued by the board in that position, and was also elected vice president at the meeting yesterday.

Mr. Treckell said he has absolute confidence in the Salt River valley, and that while times have been somewhat hard, he looks for local conditions to improve rapidly. He was well satisfied with the affairs of the Commercial National bank, and said he was surprised at the remarkable showing made. In support of his statement he called attention to the condensed statement of the condition of the bank at the close of business yesterday.

COLORED STUDENTS TO PRESENT PLAY

"At the End of the Rainbow" will be presented at 8 o'clock tonight at the high school auditorium by the colored students of the high school. The play is a three act comedy with a cast of 25, including practically all the colored pupils. The plot revolves about an attempt to steal some important papers, and the locale is a college town, many of the characters being college students.

In this store we feature Strafford Clothes

—because we haven't been able to find another make that so thoroughly satisfies the demands of the best dressed young men in this city.

All the essentials of good clothes are embodied in this famous make—style, originality, quality and right prices.

We want especially to call your attention to the prices which are considerably lower than they were a few months ago.



THE HUB

18-20 West Washington St.

Goodrich Price Readjustment Endorsed by Users and Dealers Throughout the Country

The decisive reduction of twenty per cent in the prices of Goodrich Silvertown Cords, Goodrich Fabrics and Goodrich Inner Tubes which took effect Monday, May 2, received the endorsement of both tire users and dealers.

It was accepted at its full face value as a helpful economic move in tune with the times.

It conforms to present conditions and carries out in a straightforward way constructive merchandising methods.

Goodrich Tires have earned their reputation and standing with motorists by sheer quality of construction and complete dependability of service.

Quality in a tire rests not only upon the materials of which it is made, but also upon the experience and skill of its makers.

Every advance in construction and improvement in making, with many exclusive betterments is in the Goodrich Tires you buy today.

Your Goodrich dealer is ready to supply your needs.

B. F. GOODRICH RUBBER COMPANY
AKRON, OHIO