

Pay Less! **J.C. Penney Co.** **Save More!**
A NATION-WIDE INSTITUTION - Incorporated
312 DEPARTMENT STORES

Nation-Wide Money-Saving Program

In Our 312 Stores in 26 States

Going On Every Day

Men's **98c** **Khaki Pants**
 Full Cut
 Best Quality
YOUR SAVING

15c PERCALES 36 inch STANDARD GRADE	13c HOPE MUSLIN 36 in BEST BLEACHED	17c DRESS GINGHAM 27 inch FINE QUALITY
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Men's **79c** **Blue Chambray Work Shirts**
 FAST COLOR

WOMEN'S SUMMER WEAR



Prettiest Styles
 Low Prices
 Cool Dresses
 All Sizes
\$2.98 to \$6.90
 Separate Skirts
 Sport Models
\$4.98 to \$10.50
 Blouses
 Daintily Trimmed
\$2.98 to \$9.90

Men's Tennis Shoes

Exceptional Values

Odd lots that you should take advantage of, sizes 7 1/4 to 10 **98c**

The People Know What They Want!

Today, you with millions of other people are "Cutting your coat according to your Cloth." We are here to help you. The great values in our extra ordinary Money Saving Program will bring from home in this community, people who know that when J. C. PENNEY COMPANY Announces An Offering of merchandise at these low prices, Absolute Values will be given. The low prices on this merchandise seem almost unbelievable. They would be if offered by the average retail store, for there are few if any who are able to command the buying markets to the same extent we are and we are passing on these tremendous savings to our patrons. In our nation-wide effort people everywhere are responding to our policy because—it's honest; it's genuine; its fair and this makes for Prosperity that is constructive, consistent and permanent.

WHAT THE CHILDREN NEED



Athletic Underwear
 All Sizes
49c to 79c
Boys' Blouses
 Plain Colors
49c to 89c
Girl's Bloomers
 Firm, Durable Material
39c and 49c

Men's White Handkerchiefs

5c each

Men's Knit Underwear

Full Cut—Light Weight—All Sizes
79c

Men's Quality Belts

Slip Buckle, Good Leather, Well Made
 Good Looking
25c

Men's Fine Summer Weight Caps, 98c to \$1.98

TIMELY OFFERINGS IN FINE PIECE GOODS

Organdies, white and colors, 44 in. wide, 79c
 Tissue Gingham, 39c
 Percales, 15c to 23c
 Muslins 10c to 23c
 Gingham 12c to 27c
 Flannelette 19c

Fine Pongee Extra Value 98c	Taffeta 36 in. Wide \$1.89	Georgette Fine Quality \$1.49
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Lady-Lyke ALL NEW MODELS
 Flesh and White
 The Popular Corset
 of 312 Stores
 in 26 States
 Note the Low Prices
98c to \$2.98
Corset Covers
 Prettily Trimmed
 Lace and Embroidery
69c
Bloomers
 Regular and Extra Sizes
98c

Savings of Half--in Some Instances More on These Household Needfuls

Japanese Lunch Cloths
 48 x 48, - 98c
 60 x 60, - \$1.49
 72 x 72, - \$1.98
 Napkins, - 50c

Laundry Soap
 Pure White, 6 bars, 25c
 Ivory, 3 bars for - 25c
 "Gets It" Waterless,
 2 cans for 25c

TURKISH Bath Towels
 Colored Border, 69c
 Large Size
 18 x 34 Inch, 25c

BEDDING
 Sheets, . . . \$1.49
 Pillow Slips, 35c
 Better Grades, Woven to
 Wear, and Bleached.

Toilet Articles
 Palm Olive Shampoo, 49c
 Colgate's Tooth Paste 19c
 Hind's Honey and Almond Cream, 39c
 Colgate's Tale. P'd'r. 15c

Toilet Soaps
 Palm Olive Soap, 3 for 25c
 Armour's Bath Tablets, 3 for 25c
 Cuticura Soap, . . . 19c
 Woodbury's Facial Soap, 19c

MEN'S WEAR

The New Style Hats are Here

\$2.98 to \$4.98



NECKTIES
 Assorted Colors, from
25c to \$1.49

SOCKS
 Good Quality
 Cotton, 2 pair, 25c
 Silk, 69c to \$1.19

THE LARGEST CHAIN DEPARTMENT STORE ORGANIZATION IN THE WORLD