

OUR AIM:
TO SERVE
YOU WELL
AND
FAITHFULLY
—ALWAYS

J.C. Penney Co.
A NATION-WIDE
INSTITUTION—
DEPARTMENT STORES
CORNER OF CASS AND STEPHENS, OPPOSITE POSTOFFICE

BUYING MOST
WE BUY
FOR LESS—
SELLING MOST
WE SELL
FOR LESS

Quality Plus Style Plus Savings

Equals Pocketbook Satisfaction and the Fact That You Are Buying Right!

These Exclusive Names

—Of Merchandise assure you of Tried-and-True Qualities that have passed the high standard of value necessary to become known as J. C. Penney Company Brands:

Honor Muslin
Belle Isle Muslin
Gladio Percale
Ramona Cloth
H. C. S. Gingham

Penco Sheeting
Nation-Wide Sheeting
Lady Lyke Corsets
Pen-i-Net Hair Nets
True Blue Boy's Shirts

Compass Work Shirts
Big Mac Work Shirts
Pay Day Engineer Shirts
Pay Day Overalls
Marathon Hats

Solar Straw Hats
Waverly Caps
Kyber Cloth Shirts
Big Pay Men's Hose
4-for-1 Men's Hose

701 Men's Hose
445 Women's Hosiery
449 Women's Hosiery
303 Boys' Hose
202 Boys' Stockings

Nation-Wide Work Suits
Nation-Wide Work Shirts
Nation-Wide Play Suits

These names and the merchandise they represent spell Satisfaction, Thrift and Actual Money-Savings for every dollar you spend in our stores. They are sponsors for Quality and Worth.

IT IS NOT necessarily the price you pay that means **POCKETBOOK SATISFACTION**. It's what you receive for the price, that in the end **PROVES** the genuineness and extent of the satisfaction you experience. Bear this in mind, should reflections be cast upon the Quality we offer you. Time will demonstrate the complete superiority of our Quality and Value in each and every instance.

It's the Style, Quality and Workmanship in your purchase at a price, that eventually determines the **LOWNESS** of the price!

A quality-providing ability of this kind is the result of a store's buying power—whether the buying in the market was made for cash or upon long credit; whether it was made for one store or hundreds of stores; whether it was done with a thorough understanding of the every-day needs of the store's patrons or bought wildly and haphazardly to be sold eventually at "reduced prices" or so-called "sales."

The buying for our 676 Department Stores obtains lowest possible prices on enormous quantities of goods. Furthermore, it assures the pick of Style and Quality. Our prices to you are based upon a **REASONABLE PROFIT** the year round. We do not find it to the public's advantage to hold "sales." We prefer to treat everybody alike every day in the year. That's the **Golden Rule Way**; it's our way!

When buying at our Stores you know you are buying right.

"buy where savings are greatest"