

**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 OVERALLS**  
 Full Cut  
 Best Quality  
 220 Weight  
 Blue Denim  
 (Union Made)

**89c**

<b>8c</b> J. P. Coats Crochet THREAD	<b>15c</b> Misses' White Cotton HOSE All Sizes	<b>10c</b> Duro-Belle Double Mesh CAP NETS	<b>33c</b> Sanitas OILCLOTH White-Tile Dark-Marble
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**79c**

**MEN'S BLUE CHAMBRAY WORK SHIRTS**  
 (Fast Color)

**LADIES SUMMER WEAR**

The Newest Styles  
 At Lowest Prices

**COOL DRESSES**  
 Voiles—Organdies—Ginghams  
**\$3.98 to \$14.75**

**SEPARATE SKIRTS**  
 Silk Sport Models  
**\$5.90 to \$12.50**

**SPORT JACKETS**  
 Tricollette—Flannel—Jersey  
**\$5.90 to \$9.90**



**LADIES WHITE WASH SKIRTS**

**\$1.49**

A fresh, clean skirt for every day  
 Gaberdines—Twills—Piques  
 Easily Laundered

**What the Children Need**

Play Suits	69c
Half Sox	29c
Blouses	49c
Shirts	69c
Boys' Unions	79c
Misses Dresses	98c, \$1.49
Tennis Slippers	98c
Misses Unions	49c
Boys' Hose	25c
Girls' Hose	25c
Pin Garters	10c
Wash Hats	49c
Straw Hats	10c, 19c
Wash Suits	\$1.49, \$1.98



For Every Home that Houses a Boy

**Boy's Suits**

With Two Pairs of Pants—All Wool and  
 Wool Mixed. Prices **\$6.90 and \$8.90**

"Shanhouse"  
**Overall Suits**  
 Blue Denim—Khaki Twill  
**\$2.98**  
 For Boys—Just Like Dad's  
**\$1.49**





**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 extraordinary Money Saving Program will bring from every 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 sensible; it's genuine; it's fair and this makes for Prosperity that is constructive, consistent and permanent.



**TIMELY OFFERINGS FOR HOT DAYS**

Imported Swiss Organdie **98c**  
 45-inch in White and Colors  
 Printed Voiles, **23c to 59c**  
 36 and 40 inch Widths  
 Ginghams, 27-inch, **12 1/2c to 23c**  
 Apron and Dress Patterns  
 Nainsook—Longcloth—Dimity **19c to 49c**  
 White, Pink and Figured

Japanese Silk PONGEE	Tussah Silk CREPE	GEORGETTE
Extra Value <b>89c</b>	36-in. width All Colors <b>\$2.25</b>	<b>\$1.39</b> Crepe de Chine <b>\$1.69</b>

**Ladylyke Corsets**  
**98c to \$2.98**

Wonderful Corset Vines—made in our own factory—Models for every figure—Every Corset of genuine Court Cloth.

**CROWN CORSETS**  
**\$2.98 to \$4.98**

**MME. PFEIL CORSETS**  
 Front Lacing  
**\$1.98 to \$5.90**

"MODEL"  
 Your Figure With a Model BRASSIERE  
 Prices **49c to \$3.69**

"FERRIS"  
 CORSET WAISTS  
 For Growing Girls  
 A correct style for every youthful figure. Prices **\$1.49, \$1.98**



**A SAVING HERE FOR EVERY PART OF THE HOME**

NOTIONS	TURKISH BATH TOWELS	TOILET ARTICLES
Sewing Thread ..... 5c Pearl Buttons doz. .... 5c Darning Cotton ..... 4c Needles ..... 8c Snap Fasteners ..... 4c, 6c Stickert Braid ..... 8c Knitting Cotton ..... 8c Crochet Hooks ..... 5c, 8c Elast. Hair Nets ..... 5c Nail Brushes ..... 10c Wire Hair Ping 26, 3c, 4c Duplex Safety pins 8c, 10c, 12c Pins ..... 5c, 8c	<b>15c</b> 16x30 inches <b>15c</b> inches <b>25c</b> 20x38 inches <b>25c</b> inches Pure White <b>LAUNDRY SOAP</b> 6 Bars <b>23c</b>	Cold Creams ..... 45c Vanishing Creams ..... 45c Talcums ..... 12c Lip Sticks ..... 25c Rouge ..... 45c Toilet water, 6oz. 98c Complexion Powder, 2oz. 45c
<b>MEN'S SHOES</b> Work Styles <b>\$2.49 to \$5.50</b> Dress Styles <b>\$3.98 to \$7.90</b>	<b>BOYS' SHOES</b> <b>\$1.98</b> Dark Brown Canvas Uppers, heavy rubber, welt sole, sizes 11 to 5. <b>\$4.69</b> Muleskin Uppers, oak screen sole. Sizes 8 1-2 to 2.	<b>TOILET SOAPS</b> Creme Oil 4 bars 25c Palm Olive 3 bars 25c Woodbury's ..... 10c Cuticura ..... 10c Armour's ..... 8c Stork Casteel ..... 10c

Straws Like These

**Would Never Break**

A Camel's Back

**PANAMAS TOVO SAILORS**

**98c to \$3.98**

**MEN'S ATHLETIC UNIONS**  
 69c to \$1.29  
**MEN'S KNIT UNIONS**  
 \$1.19 to \$1.69

"Marathon"  
**FELT HATS**  
**\$1.98**  
 Our own make  
 All Fur Felts Silk Ribbon trimmings.  
 Leather Sweats

