

SELLING
MORE
WE SELL
FOR
LESS

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

BUYING
MORE
WE BUY
FOR
LESS

WE ARE BEGINNING THE NEW YEAR

WITH A TREMENDOUS SHOWING OF NEW MERCHANDISE

We have no old unseasonable merchandise to dispose of. Our stocks are at the lowest point in our history. We have anticipated this condition and have prepared to meet your January needs with fresh clean new merchandise. Many new stocks are already here, others will arrive daily. You will find your needs here, at prices you can afford to pay.

Making a Store Attractive.
There are many things in our store which you can see with the naked eye.
There are many things you will never see but they are here nevertheless.
You cannot see the complete plans we have made for your convenience.
You cannot see the extensive preparations we have made to save you money on goods you daily need.
You cannot see these things, but when in our store, you will appreciate them none the less.
Our immediate selling program has many superior advantages for shoppers.
New goods are arriving almost daily.
And each item is marked at a price which is really a price you can afford to pay.

Here You Enjoy
Quantity Prices

You can imagine something of the service we are rendering to the people of 312 communities where we have our own stores.

In each community, the same good merchandise, the same new styles, the same superior values and the same low prices are being enjoyed as those here for your enjoyment.

This in itself does not mean much to you but the fact that in supplying our many stores with all the merchandise they need, we have had the benefit derived from quantity-buying, which, as you know, makes it possible for us to quote quantity-prices to you on your purchases here.

A visit to our store now is a matter of opportunity, thrift and pleasure.

J.C. Penney Co.



L'AIGLON
DRESSES
\$1.98 to \$7.50

Just forty-eight of these dresses have arrived in time for this showing. Smartly styled, tailored and trimmed attractive new patterns and colorings in checked and plaid gingham. They are splendid values at these prices.

New Aprons
\$1.19

Just five dozen aprons in this showing. A variety of pleasing styles in fine checked gingham and percales. These are values you will find hard to duplicate later.

RENFREW ZEPHYR

GINGHAMS

29c

Thirty new pieces in this showing of fine quality, 32-inch gingham. Plaids, checks and plain colors.

PERCALES

21c

Twenty new pieces of light colored percales, width 36 inches. Check stripes, dots and small figures.

TURK TOWELS

25c to 49c

They vary in size and weight as they do in price, but each one is an exceptional value at the price.

**SHEETS
PILLOW CASES**

are again in stock. You will find all the sizes in various quantities in this showing.

LADIES'

COATS
\$16.50

A high purchase by our New York Buyers enables us to offer at this time, these tremendous values in ladies' coats.

There are just 25 coats in this showing. Velvets, Zibelines and Novelty sport coatings in blues, browns and tans. Smartly styled, perfectly tailored, full silk lined, fur and embroidery trimmed.

PRICE

\$16.50



DOMESTICS

Sheetings, Muslins, Cambrics, Indianhead, Tubings, and gauze are again in stock. Supply your needs now.

BLANKETS

Cotton blankets for which many have been waiting, are again in stock. All sizes, priced from \$1.98 to \$2.98.

BARRACK BAGS

From the government surplus war supplies. Large size, set in bottom, draw-string tops. Price 30c

GINGHAMS

27-inch gingham in a great variety of plaids and plain colors. Prices 19c and 21c.

RIPPLETTE

A rough dry fabric requires no ironing, the ripple is woven. For aprons, dresses and children's garments. Priced 8c yd.

PEET'S
NAPTHA SOAP

A great soap value, suitable for washing the finest fabrics. Full 10 oz. cakes, 15c

SWIFT'S
SUNBRIGHT
CLEANSER

For cleansing, scouring and general house hold use. Large cans 25c

OUR FIRST SHOWING OF
OVER 3000 PAIRS IN THIS FIRST DISPLAY

SPRING SHOES

These shoes have arrived since X-mas, and go on sale tomorrow. There are shoes for men, women and children. For work, dress, house, school or play wear. Lasts and leathers for every foot. Styles to please everyone.

They represent just one-half of our first spring purchase the balance will arrive within the next few days. We believe them to be the greatest values obtainable. Every pair is all leather, built to our own specifications, and we stand behind them for satisfaction.

In 1921 the J. C. Penney Co. sold nearly \$9,000,000 in shoes, and the tremendous power of this cash buying volume enables us to offer money saving prices to you.

OUR NAME ON EVERY PAIR IS YOUR
GUARANTEE OF SATISFACTION



HAYNES'

Union Suits

\$1.39

Medium weight, fine ribbed cotton unionsuits, elastic wrists and ankles, reinforced at all points of strain. There are just 12 dozen of these.

CHIPPEWA
LOGGING SHOES

\$8.90 \$9.90

Plug-Weiler "hand made" shoes paws and drivers, peg soles, French Kip uppers, 8 and 10 inch tops.

BOYS'
UNIONSUITS

89c to \$1.19

Haynes union suits for the boy. Made the same as those for dad. Sizes from 6 to 14 years.

MEN'S

SWEATERS

\$5.50

Pure wool shaker knit, slipover style sweaters in a variety of plain colors.

BOYS'

SWEATERS

\$3.98

Pure wool sweaters, slipover style, others with striped bodies. Priced at \$4.98.

WORK SHIRTS

79c

"Uncle Sam" heavy weight, blue and grey chambray shirts, full cut and well made.

BOYS'

OVERCOATS

\$8.90

Heavy all wool coats, Belters, Raglans and Plain, sizes 6 to 16 years.

BOYS'
BLOUSES

69c

Blue and Grey chambrays, light striped percales. A full cut perfectly made blouse.

MEN'S

Mackinaws

\$8.90



Pure wool, heavy weight coats, plaid and plain colors, belted and plain backs, sizes 36 to 50.

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Incorporated
312 DEPARTMENT STORES

THE LARGEST CHAIN DEPARTMENT
STORE ORGANIZATION IN THE WORLD