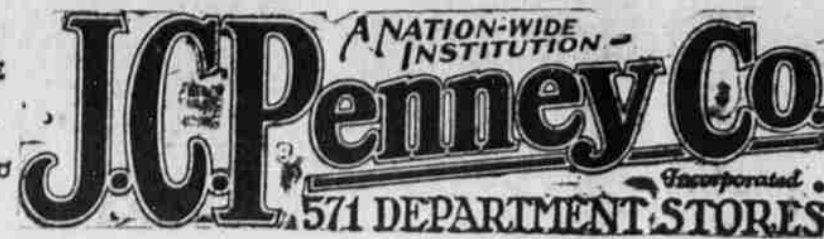


Mail Orders Promptly Filled Compare Our Prices with Mail Order Houses and Don't Be Misled.

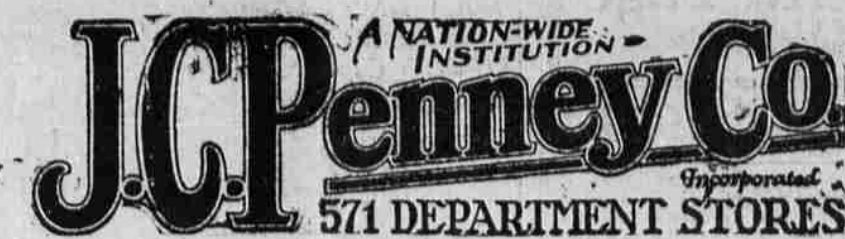
OUR 571-STORE BUYING POWER SAVES YOU MONEY



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

This Store a Real Magnet To People Who Want to Save Money!

OUR AIMS TO SERVE YOU WELL AND FAITHFULLY—ALWAYS



WHERE SAVINGS ARE GREATEST THRUOUT THE YEAR

Mail Orders Promptly Filled Compare Our Prices with Mail Order Houses and Don't Be Misled.

The Romantic Month When Plans Are Made June—the month when love-dreams picture new homes. The days when new family budgets are planned. The time when thrift should be uppermost in the minds of people, old as well as young.

Paying cash for the necessities of life and enjoying the savings which result from such practices is one of the first steps toward thrift and future happiness.

That paying cash brings large and important dividends to the family purse and mind can be definitely established by concentrating a large part of your buying at this Store.

Buying for several hundred stores means large savings; lower prices to you; better values to all our customers.

Men's Unions in SUMMER WT. Athletic Style. Checked Nainsook Union in a popular summer style. Full-cut sizes. Only 49c.

Boys' Unions in SUMMER WT. Athletic Style. Checked Nainsook Union in a popular summer style. Full-cut sizes. Only 49c.

Our "Pay Day" Overalls Have the Value! Union Made! Biggest Value the World Over, Overalls or Jumper at—\$1.39

THERMOS BOTTLES Genuine Thermos Bottles will keep water at even temperature over a good period of time. 89c

ROCKFORD SOX A big Work Value! Men's Rockford Sox, so popular for summer wear—2 for 25c

MEN'S SUSPENDERS Suspenders for work or dress wear—first quality staple—well made. 49c

LUNCH KITS An all-metal Lunch Kit with compartment for Thermos Bottle. A remarkable value. 59c

Striped Hickory Vests This Vest needs no introduction—the same light striped hickory Vest, V-neck and long sleeves as always stocked here. \$1.39

Carpenters' Overalls First quality heavy weight white duck—full cut sizes. A well-made Overall which gives words of service. \$2.49

Painters' Overalls Painters' White Overalls of first quality material. Made on full-cut sizes. A splendid overall, at only \$1.39

Canvass Leggings Army Leggings of heavy brown canvass duck. A serviceable legging for vacation time. Only—39c

Slim Jim Ties Standard 'LL' Houselining 8c Men's and Boys' Knit Ties in popular narrow style. Shown in a variety of pleasing colors. Only—15c

Apron Checked Gingham A new shipment of Apron Checked Gingham has just been received. Shown at a price very low. 10c

Japanese Crepes A varied assortment of colorings in Japanese Crepes at a price within reach of all. The yard—20c

Texas-C Houselining Medium weight House Lining—a favorite with contractors. Sold at a price below comparison. 10c

Glasgow Gingham These new 27-inch Gingham have just been received. Shown in plain colors and checked patterns, at only—15c

Belle Isle Muslin Belle Isle Bleached Muslin—a fine grade muslin at a price truly low. Another J. C. Penney Co. value. 12 1/2c

GLADIO PERCALES Here is a value worthy of your immediate attention—25-inch Percales in many attractive designs. The yard—15c

Nu-Way Stretch Suspenders Something New! Men's Suspenders with spring stretching device. Will give excellent wear. Priced—49c - 69c

Boys' Play Suits Boys' Play Suits in a medium weight striped cotton. Full-cut sizes. Long sleeves, ankle length. 98c

Boys' Pay-Day Overalls Our famous brand—famous for wear and full-cut size. Of first quality blue 27 1/2 denim. 77c a pair! \$1.10 - \$1.19

Mens' Cashmere Hose Men's Light Wool Cashmere Hose in black and natural color. A hose serviceable and very comfortable. 49c

Boys' Jazz Caps, Boy's Shine Shoe Polish 39c Boys' Suit Knit Caps in a variety of leading colors. A favorite with children—at a low price, only—39c

P & G Laundry Soap A big Laundry Soap Value—famous P. & G. Soap is stocked here at a price that means a saving. 5c bar

DUTCH CLEANSER A well known Washing Powder, a necessity to every household. Buy here—each can only—8c

RINSO Large size package of Rinso Soap Compound—lathers easily—economical to use. 23c

LUX This famous Washing Compound is a favorite with housewives. Priced at only—10c

CREME OIL SOAP A famous Toilet Soap sold at a price made possible by J. C. Penney Co. buying power. 4 for 25c

PAY DAY SHIRTS Another Big Work Value! Pay Day Shirts in blue and grey chambray. Full cut. 89c

SUN VISORS For tennis, auto driving—a splendid Sun Shade. Shown at a low price. 19c

SHOP CAPS Men's Black Station Shop Caps with colored band. Shown at a low price. 23c

BANDANA HDKFS Big full-cut Red and Blue Handkerchiefs. Real value at this price. 2 for 25c

STRAW HATS Men's Big Straw Shade Hats for summer wear. Very cool and economical. 12c

BIG PAY SOX Men's Heavy Cotton Work Socks in corduroy and black. Sold only by J. C. Penney Co. Stores. 2 for 33c

TOKONATEERY Genuine Imported English Earthenware Teapots. In several different sizes—at only—98c

ENGLISH TEA POTS Genuine Imported English Earthenware Teapots. In several different sizes—at only—98c

KOTEX Large size box of Kotex containing 12 rolls. A very unusual value at only—39c

CURLING IRONS Electric Curling Irons—complete with good length Cord. A very popular item. Only—59c

HAIR NETS Our own brand of Hair Nets—Pen-Nets—a first quality net in all desired colors. Only—10c

Big Mac Work Shirts THE WORLD'S BIGGEST WORK SHIRT VALUE 73c —big, outstanding value; —fast color chambray in plain blue and green; —two large button pockets; —square cut tails; —large, roomy sleeves and body; —all sizes; 14 1/2 to 17 "Big Mac" is our registered trade mark.

Work Gloves FOR REAL SERVICE Split Leather Men's serviceable Work Gloves of split leather—real value. 79c

BOYS' TWO-KNICKER SUITS SUITS FOR SERVICE—REAL VALUES Thousands of Boys' Suits are sold annually by J. C. Penney Co.'s 571 stores. For this reason we try in enormous quantities, securing savings by which you are benefited. \$6.90 to \$14.75

Men's Dress Shirts AT LOW PRICES A Dressy Shirt Here are indeed unusual values in Dress Shirts—band style. 98c

Men's and Young Men's Suits IN BEST STYLES AND FABRICS The latest styles are shown in these Suits of cassimere, unfinished worsted and serge. The best of colorings—Tans, Blues, Greys, Powder Blues and Browns—are shown in plain colors, checks and overplaid. You will find them moderately priced. \$14.75 to \$29.75

Womens' Sport Sweaters In Many Gay Shades A new shipment of Women's Sport Sweaters has just been received. These are sweaters of every description in this showing. Many gay light colors for sports and street wear, priced at a saving. \$3.98 to \$4.98

Lady Lyke Corsets Our Own Brand Lady Lyke Corsets are made for and sold exclusively by J. C. Penney Co. Stores. Of first quality materials and made by skilled workmen, you will find them serviceable and perfect fitting. As well as exceptionally low in price. 98c - \$4.98

Toiletries AT LOWEST PRICES POSSIBLE Colgate Tooth Paste 19c New Mix Tooth Paste 45c Pepsodent Tooth Paste 45c Pebecco Tooth Paste 45c Cuticura Medicinal Soap 19c Woodberry's Facial Soap 19c Packer's Tar Soap, bar 19c Guest Ivory Soap, bar 7c Mulsified Coconut Oil Shampoo 45c Mavis Face Powder 45c Djer Kiss Face Powder 45c Pompeian Beauty Powder 45c Pompeian Massage Cream 45c Pompeian Day or Night Cream 45c Pompeian Talcum Powder 19c Hind's Honey and Almond Cream 45c La May Compact 25c Heck—An odor preventative 39c

Our Notion Stock IS ALWAYS COMPLETE Bias Fold Tapes—White Lawn 12c Ricrac Braids—In colors 12c Fancy Edgings and Trimmings 4c Military Braids—In colors 7c J. P. Coats Sewing Threads 4c J. P. Coats Silk Thread—Colors 12c J. P. Coats Crochet Cottons 12c J. P. Embroidery Floss 3c Safety Pins—12 on card 8c Straight Pins—Good quality 5c Tree Snap Fasteners—Black and White 8c Hooks and Eyes, Fasteners 5c Millinery Needles—Per packages 12c Embroidery Needles—Per package 12c Sewing Needles—Per package 8c "Thimbles"—All sizes—at only 5c Hair Nets—Dura Belle Brand 10c 2-In-One Shoes Polish—Liquid 10c Dye and Shine Shoe Polish 39c

Full Fashioned Hosiery At this Low Price! We are indeed glad to announce this really wonderful full fashioned hose at this astonishing price. It is a remarkable value. 98c

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Money Savers BUY HERE Gillette Razor Blades Why pay more when you can buy here? Our blades are the best at 49c.

Hats of Khaki For Men or Women Full, generous shape; screen of plain front good leather sweats; correctly sized; fast color, excellent grad' khaki. Only—49c

Khaki Riding Pants For Outdoor Men Pants of light and medium weight. Khaki drills and moleskin so popular for vacation wear—at these prices—\$1.98 - \$2.98

SILK DRESSES Here is an interesting grouping of Women's Crepe Frocks, displaying the latest style developments. These are frocks in various colors attractively trimmed in many pleasing effects. There are printed Crepes so much demanded by the season's tendencies—all priced at only—\$5.90 to \$9.90

VOILE DRESSES Misses' Voile Dresses, the result of an enormous purchase by our Eastern buyers. It is an attractive grouping of these dresses in many pleasing styles in these wanted Summer Frocks. Come in and see them! \$3.49

SUMMER COATS There are Summer Coats here of every description and Coats at every price. A truly fine selection of the season's most fitting models. There are Tailor-Tails so favored this season, in all the beautiful gay colors revealed by Fashion. \$4.98

Womens' Sport Sweaters In Many Gay Shades A new shipment of Women's Sport Sweaters has just been received. These are sweaters of every description in this showing. Many gay light colors for sports and street wear, priced at a saving. \$3.98 to \$4.98

Other Sweaters AT \$3.98 to \$4.98 Every woman needs a light Summer Sweater for wear with sports costume or for street wear. Our stocks are most complete—just the right weight and shade—at a moderate price range.

Gowns and Combinations CREPE AND VOILE GOWNS Dainty Crepe and Voile Gowns in a splendid grouping of attractive colors. Charmingly trimmed with ribbon and lace. 98c - \$2.25

Men's and BOYS' FOOTWEAR For Wear On Any Occasion A REMARKABLE VALUE This shoe features a canvas in split leather and stands in all sizes. A favorite for Summer, as it is light in weight and is exceptionally durable. Comes in two heights. \$1.98

ARMY STYLE SHOES A Real Favorite One of our best shoe values! Cheapest quality leather, well made, with soft rubber heel. A comfortable and serviceable, light weight shoe. \$1.79

BOYS' ARMY SHOES For Service Boys' Army Style Shoes of chevron grade leather. A medium weight shoe adaptable for use in every-day wear. \$1.49

Boys' 'True Blue' Blouses WEAR LONG—COST LITTLE True Blue Blouses are made for and sold exclusively by J. C. Penney Co. Stores. They represent the best in boys' blouse values at a price within reach of all. 79c

Crepe Sole Oxfords So Popular Now Smoothing new! Crepe rubber sole Oxfords in tan, coffee, black and dressy oxford. 12 to 2 \$4.25 2 1/2 to 5 \$4.25

Roma Cloth -- Muslins REAL VALUES—COMPARE PRICES RARA CLOTH Another J. C. Penney Co. Value! Sold only at stores. A fabric for all occasions. 33-inch 29c 36-inch 33c 44-inch 39c 54-inch 49c

Misses Underwear SUMMER WEIGHTS UNIONS Misses' Tube Top, Tight Knee Union, in a light Summer weight. Serviceable and very cool. At only—79c

Womens' and Misses' Footwear Newest Styles and Lowest Prices "Theola" Arrives A New Cut-Out A DRESSY SATIN Very Popular This clever style of cut-out Patent Leather is shown in military and low heel. A very dressy number and very serviceable. At a very low price, only—\$3.69

Womens' Oxfords Military Heel Women's fine kid Oxfords in military heel. Shown in black and brown leathers. Try a pair of our Arch-Support Oxfords. Extremely comfortable and serviceable. \$2.98 to \$3.90

Girls' Cut-Out One-Strap Sandal This attractive style is shown in a light tan calf leather. A very popular little cut-out slipper—dressy and serviceable. Shown in three sizes. \$1.98

SAVINGS IN DRY GOODS BUY YOUR DRESS MATERIALS HERE SILKS OF ALL KINDS Crepe de Chine—All colors \$1.98 Flat Crepes—Leading shades \$2.69 Printed Crepes \$2.59 Satin Faced Crepes \$3.19 Crepe Back Satin \$3.98 Pongee 79c