## THE PUBLIC MAKES PRICES!

The buying public of 26 states through 312 stores commanded a working capital last year of $\$ 50,000,000$

- While other retail stores suffered from constant inflation and destructive price reductions, these the J. C. PENNEY COMPANY that always reckons first with the public, what it wants to pay. It is good old-fashioned policy of giving full value for every cash dollar spent. It creates CONFIDENCE and in return this CONFIDENCE has created and re-created business. It is making a beaten track from the COMPANY to give unquestionable values for every dollar of the millions spent for their customers.

Outing Flannels Galore 12 ca ard


## Table Oil Cloth

 29 c a yad너nation

| J. \& P. Coats Crochet Cotton <br>  proached by other stores, we now announce a new pric of 10 c a ball on Coat's white and ecru crochet cott |
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Youths' Khaki Pants 98c
A Real Opportunity!


## Warm Blankets

Men's Velour Hats $\$ 3.98$
 Genuine Pequot Sheets \$1.69

Overalls and Jumpers $\underset{\text { Denim }}{220} 89 \mathrm{c}$

Turkish Towels


Unapproachable Value Men's Underwear

| color, fabric and the prices cry out to you. |  |
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| Gmay Woil Mr, god Gray |  |
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| Shirts and Dravers |  |
| Genuine Hanesis praty nibbed |  |
| Giny Woil | (1, |
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Men's Work Clothing
Our Prices on Men's and Boys' Rubber Footwear Is the Lowest
Prepare for the Rains Now!
All our R



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 Genuine Esmond
Crib Blankets $\$ 1.29$

