

This is no sale.  
Our Everyday  
Prices are the  
same for New  
Merchandise.

# J. C. Penney Co.

Incorporated

## 83 BUSY STORES

We do not buy  
bankrupt stocks  
We buy nothing  
but New mer-  
chandise from  
the factory first  
hand.

# MIDSUMMER ANNOUNCEMENT

Have you visited the J. C. Penney Store and looked over the money-saving articles that we have to offer you in Furnishings for Ladies, Gentlemen and Children? In many instances we are selling Merchandise for what it costs our competitors. How can we do this? We are buying for 83 BUSY STORES instead of ONE. Think of the enormous number of one article that we purchase at one time. We buy direct from the manufacturer, eliminating the profits of the jobber cutting out the expenses of the traveling man and all that goes to run the price of merchandise up.



**STOP**  
25 CENTS  
FOR HOSE  
"WHIT  
LEATH-  
ER"  
Brand 10  
pair for  
\$1.00.

Black and  
Tan Hose per  
pair . . . 12½¢  
Silk hose per  
pair . . . 25¢  
Plain everyday work sock . . . 5¢  
Rockford seamless work sock, per pair . . . 8 1-3¢  
Wool Sox, per pair . . . 12½¢

**Whit Leather**  
GUARANTEED  
HOSIERY

### MEN'S GARTERS

Paris 25¢ value, our price . . . 10¢  
Boston, 25¢ value, our price . . . 10¢  
Congress 20¢ value, our price . . . 15¢

### MEN'S SUITS

If you are in need of a suit come in and look this line of suits over and get our prices, then you will be convinced that we have the right prices and THE QUALITY.

Blue serge worsteds and novelty clothing in \$15.00 values, our price . . . \$9.99  
Fine tailored serges and business suits . . . \$18.00 value, our price . . . \$12.50  
Extra quality unfinished worsteds, and blue serges \$25.00 value, our price . . . \$14.75

### DRESS SHIRTS

Coat styles, cuffs attached, 75¢ value, our price . . . 49¢  
Extra quality, cuffs attached, \$1.50 value, our price . . . 98¢  
White pleated front, \$1.50 value, our price . . . 98¢  
Saisette and fancy patterns in dress shirts, military collars, at a saving of 50¢, our prices . . . 98¢ and \$1.49

### WORK SHIRTS

FOR MEN AND BOYS.  
Extra quality, blue and gray, 14½ to 17, full cut, 50¢ value, our price . . . 25¢  
Jumbo cut extra heavy chambray blue, gray and tan 60¢ value, our price . . . 45¢  
Black sateen, double back and shoulder, regular \$1.50 value, our price . . . 98¢  
Black Sateen, extra full, at . . . 45¢  
Special J. C. Penney Co. pattern in blue cherry valley flannel shirts can not be duplicated for \$1.50, our price . . . 98¢

### LADIES' AND CHILDREN'S HOSE

Whit Leather hose for the ladies . . . 10¢  
A better one . . . 2 for 25¢  
Hudson hose 25¢ value, our price . . . 19¢  
Lisle Thread, black and white, 50¢ hose . . . 25¢  
Silk hose in black and white, 50¢ value, our price . . . 45¢  
Turkish towels—a dandy for . . . 2 for 25¢  
A larger one, 50¢ value, our price . . . 49¢  
The big heavy kind, 70¢ value, our price . . . 49¢

### SHOES



Have you tried our shoes, the all leather line and money savers they are made of best of leather, and in the latest styles? Viet Kid Button, \$2.00 value, our price . . . \$1.60  
Gun metal, button or lace, \$2.50 value, our price . . . \$1.98  
Take a look at the patent leather shoes with the cloth tops in the latest styles. They will wear \$3.00 value, our price . . . \$2.49  
How about the next pair of shoes you are going to have of these \$3.25 value, our price . . . \$2.09

### HATS

Want of space forbids us a long description of our hat line. The latest patterns and blocks are subject to your inspection.

These hats are worth from 50 to \$1.00 more, our prices . . . 98¢, \$1.49, \$1.98, \$2.49.

**JOHN B. STEINSON**, No. 1 quality, \$5.00 value, our price . . . \$3.45  
Boys hats and caps, quality felt hats, 75¢ value, our price . . . 49¢  
Blue, brown and gray extra fine value at . . . 89¢

### YOUNG MEN'S AND BOYS' SUITS

This line is also a money saver. No old stock. Every suit is a new one.

Young Men's Suits, long pants, \$10.00 value, our price . . . \$7.39  
Boys knickerbocker suits in blue serges, tweeds and home spun at a big saving.

Sizes 7 to 15 Years

\$2.50 value, our price . . . \$1.98  
\$4.00 value, our price . . . \$2.98  
\$5.00 value, our price . . . \$3.98  
\$6.50 value, our price . . . \$4.98  
Latest fashion, Balkan, Patch pockets, belts.

### UNDERWEAR

FOR MEN AND BOYS.

Light Weight Jersey Union Suit . . . 49¢  
Medium Weight Jersey Union Suit . . . 98¢  
Heavy Weight Two-thread Union Suit . . . 79¢  
Fine Wool Union Suits, \$3.00 value, our price . . . \$1.98  
"Wright's" Health Union Suits, \$3.50 value, our price . . . \$2.49  
Light Weight Shirt and Drawers, Pink, Flesh, Brown, 50¢ value, our price . . . 39¢  
Light Weight Extra Quality, 60¢ value, our price . . . 45¢  
Extra Heavy, Brown and Flesh, 60¢ value, our price . . . 45¢  
Pure Wool Shirt and Drawers, \$2.00 value, our price . . . \$1.49  
BELTS WITH PATENT BUCKLE, 25¢ and 45¢



### HAIR SWITCHES

Stop Paying Five Dollars for HAIR SWITCHES when you can get Baman Hair Switches for \$1.98, \$2.98

### FACTORY UNBLEACHED MUSLIN

A Dandy, 36-in. wide, 4½¢ value, our price 3½¢  
Heavier one, 5½¢ value, our price . . . 4½¢  
L.L., 36-in. wide, 7¢ value, our price . . . 5¢  
NTR, 36-in. wide, 8 1-3¢ value, our price 7½¢

### MUSLINS

This line is a little low at the present time, but soon we will have a complete line again.

Hops, 10¢ value, our price . . . 7½¢  
Fruit of the Loom, 12½¢ value, our price 8 1-3¢  
A dandy line at . . . 5¢, 6 1-3¢

### LADIES' DRESS SHOES OF ALL KINDS

Patent Brocade Tops, Plain Toes, High Heels, \$3.50 value, our price . . . \$2.98  
Nurses Shoes in the Plain Toe, Rubber Heel, Viet, Button, \$3.50 value, our price . . . \$2.98  
See those shoes in the window with cloth tops, \$4.00 value, our price . . . \$3.25  
The better ones, Patent Leather, Lace, High Heel, \$4.50 value, our price . . . \$3.50  
Soft Soles for the Children . . . 25¢ and 45¢

### CHILDREN'S HARD SOLE SHOES

Button and Lace, 1 to 3, . . . 49¢  
2½ to 5, . . . 69¢  
Patent Leather, Mat Top, \$1.25 value, our price . . . 98¢

### SHIRT INGS

In a various line of patterns, 10¢ value, our price . . . 8 1-3¢  
A better one, 15¢ value, our price . . . 10¢  
Star Twill, . . . 10¢ and 12½¢  
Quilt Silkoline, 36-in. wide, 15¢ value, our price . . . 10¢  
Quilt Galcees, 8 1-3¢ value, our price . . . 6 1-3¢  
Cretons, 10¢ value, our price . . . 8 1-3¢  
Zephyr Gingham, 32-in. wide, 15¢ value, our price . . . 12½¢

### NECKWEAR

Four-in-Hand, assorted patterns and colors, Extra value . . . 23¢  
Very Latest Patterns in Silk Ties, large assortment and money savers . . . 45¢  
Fashioned Bow Ties, 25¢ value, our price . . . 15¢  
Fashioned Four-in-Hand Ties, 50¢ value, our price . . . 23¢  
50¢ Values in Bows at . . . 23¢

### UNDER HILL OVERALLS UNION MADE

Men and Boys, extra full cut, 7 pockets, \$1.00 value, our price . . . 83¢  
Heavy Waist, 90¢ value, our price . . . 69¢  
Boys' 75¢ value bib, Our price . . . 49¢

### MEN'S WORK PANTS

Cottonade Pants, \$1.75 value, our price . . . \$1.25  
Wool Pants, \$3.00 value, our price . . . \$1.98  
Blue Serge, \$4.00 value, our price . . . \$2.98  
Extra Quality, all wool serges, \$5.00 value, our price . . . \$3.49  
Youth's Wool Pants, 28 to 32 waist, \$2.75 value, our price . . . \$1.89

### GLOVES

Cotton Flannel Gloves, 8-oz., knit wrist, pr. 5¢  
Cotton Flannel, extra heavy, 11oz., knit wrist, 12½¢ value, our price, pair . . . 8 1-3¢  
Leather Faced Gauntlet, 25¢ value, our price, 10c  
Mule Skin, full welt, one piece, palm extra heavy, 50¢ value, our price . . . 39¢  
Extra Good Quality Gauntlet, 98¢  
Extra Heavy Horse Hide, Short full welt, \$1.50 value, our price . . . 98¢  
Extra Heavy Logger, outside seam, welt tips, patched thumb . . . \$1.39

### SUSPENSORS FOR MEN AND BOYS

Cross Back in Fancy and Work Patterns, 25¢ value, our price . . . 25¢  
Police Brace, extra quality, 50¢ value, our price . . . 39¢  
Extra Heavy Police Suspensiors, 60¢ value, our price . . . 45¢  
Boys Extra Good Suspensiors, . . . 42¢, 55¢, 71¢  
Flowered Rice Cloth, . . . 12½¢  
Rippotte, Plain, White and Stripes, 18¢ value, our price . . . 12½¢  
Mercerized Poplins, all colors, 25¢ value, our price . . . 19¢

### TICKINGS

Straw Tickings, . . . 12½¢ and 15¢  
Feather Tickings, . . . 19¢

### HUCK TOWELING

8 1-3¢ 10¢ 12½¢ 19¢

### CRASH TOWELING

White, 7¢ value, our price . . . 5¢  
Half Bleached, 12½¢ value, our price . . . 10¢  
Natural, 10¢ value, our price . . . 8 1-3¢  
All Pure Linen, 15¢ value, our price . . . 12½¢  
A Better one, 20¢ value, our price . . . 15¢

### MISSES' SHOES

5½ to 8, Button and Lace . . . 80¢  
5½ to 8, in Patent Leather Button . . . 98¢  
A better one in Button and Lace . . . \$1.25  
8½ to 12, Vici Lace . . . \$1.25  
8½ to 2, Gunmetal Button . . . \$1.79

### BOYS' SHOES

8½ to 12, Gunmetal Lace . . . \$1.19  
8½ to 12, Gunmetal Button, Break toe . . . \$1.79  
12½ to 2, Gunmetal Button, Corker toe, a dandy for wear . . . \$1.98  
Mule Hide Outings for the Boys, \$1.50 value, our price . . . \$1.39  
12½ to 2, Boy's Heavy Shoes, double-wear soles, stronger than the law, \$3.00 value, our price . . . \$2.49  
This shoe is made in Button or Blucher, 2½ to 5, in the same shoe, . . . \$2.98  
2½ to 5, Seamless Kangaroo, \$2.50 value, our price . . . \$1.98



### CROWN CORSETS

**RUST PROOF**  
Medium Bust, 4 supporters, \$1.00 value, our price . . . 79¢  
Medium Bust, double Batiste, 4 supporters, \$1.50 value, our price . . . 98¢  
Extra Good Quality, \$2.00 value, our price, \$1.49  
Low Bust, 6 supporters, \$2.50 value, our price . . . \$1.98  
RENGO Belts, Low Bust, 4 supporters, \$4.00 value, our price . . . \$2.98

### TABLE DAMASK

Red Table Damask, 35¢ value, our price . . . 25¢  
Red, Blue, Tan Damask, 75¢ value, our price . . . 49¢  
White Table Damask, 50¢ value, our price, 25¢  
White Table Damask, 50¢ value, our price 30¢  
Half Bleached, all Linen, 75¢ value, our price . . . 49¢  
All Linen, 90¢ value, our price . . . 69¢  
Imported Irish Linen, \$1.55 value, our price . . . 98¢

### WOOL DRESS GOODS

Danish Popular Cloth, 36-in. wide, red, black and blue, 35¢ value, our price . . . 25¢  
Shepherd Check, 36-in. wide, 30¢ value, our price . . . 21¢  
Wool Shepherd Check, 42-in. wide, 75¢ value, our price . . . 43¢  
All Wool Albatross, white, 36-in. wide, 75¢ value, our price . . . 43¢  
We have a complete line of Wool Goods of different kinds at prices that we can save you from 25 per cent to 33 1-3 per cent on 40¢, 79¢, 98¢, \$1.25, \$1.39  
Silk and Wool Poplins in Black, White, New Blue, \$1.25 value, our price . . . 80¢

### CREPE DE CHINE

40-in. wide, an exceptionally good piece, Black and Light Tan, \$1.25 value, our price . . . 80¢  
Wash Silks in Black and Light Blue, 35¢ value, our price . . . 23¢

### NOTIONS

Hair Pins . . . 1¢  
Common Pins . . . 1¢  
Thimbles . . . 1¢  
Hat Elastic, per yard . . . 1¢  
Corset Laces . . . 1¢  
Pearl Buttons . . . 2¢  
Dress Snaps . . . 2¢  
Safety Snaps . . . 2¢  
Hooks and Eyes . . . 2 for 5¢  
Tape . . . 5 for 5¢  
Needles . . . 8 for 5¢  
Thimbles . . . 4¢  
Collar Supporters . . . 4¢  
Common Pins . . . 4¢  
Curling Irons . . . 4¢  
Curling Irons . . . 4¢  
Crochet Cotton . . . 4¢  
Dexter's Cotton . . . 4¢  
Tape Measures . . . 4¢  
Crochet Hooks . . . 4¢  
Safety Pins . . . 4¢  
Mucilage . . . 4¢  
Carter's Ink . . . 4¢

### NOTIONS

Lead Pencils . . . 2 for 5¢  
Pen Holders . . . 4¢  
Sticker Braid . . . 5¢  
Bias Seam Folds . . . 5¢  
Pearl Buttons . . . 5¢  
Hair Nets . . . 5¢  
Shaving Brushes . . . 5¢  
Rie Rac . . . 5¢  
Williams Shaving Soap . . . 4¢  
Shoe Laces, per doz., 4-4 . . . 5¢  
Shoe Laces, per doz., 6-4 . . . 6¢  
Envelopes, per package . . . 4¢  
Talcum Powder, . . . 7¢  
2-IN-1 SHOE POLISH . . . 7¢  
Combs . . . 8¢  
Curling Irons . . . 8¢  
Novelty Trimming . . . 8¢  
Supporters . . . 8¢  
Pearl Buttons . . . 8¢  
Clothes Brushes . . . 12¢  
COLGATES' TALCUM . . . 12¢  
WILLIAMS' TALCUM . . . 10¢  
MENNEN'S TALCUM . . . 12¢  
Bath Powder, 1-lb. can . . . 10¢  
Whisk Brooms . . . 12¢  
Tooth Brushes . . . 12¢  
Cube Pins . . . 8¢  
COLGATES' DENTAL CREAM . . . 10¢  
Carpot Warp . . . 12½¢  
Gilt Edge Shoe Polish . . . 10¢  
Baby Elite . . . 8¢  
J. P. COATS THREAD . . . 4¢  
Dress Gingham, a dandy 10¢ value, our price . . . 7½¢  
A better one, 12½¢ value, our price . . . 10¢  
Amoskeag Apron Gingham, 10¢ value, our price . . . 7¢  
Apron Gingham, a good heavy grade, 7¢ value, our price . . . 5¢

### GALATEAS

In all patterns, plain black, plain white, plain tan, 20¢ value, our price . . . 15¢  
A heavier one . . . 18¢

### SCRIMS

Curtain Scrims in all the latest patterns and designs, . . . 10¢, 12½¢, 15¢, 18¢, 25¢

### MEN'S DRESS SHOES

A dandy Dress Shoe, Blucher . . . \$1.98  
Gunmetal, Button or Lace, \$3.00 value, our price . . . \$2.49  
Gunmetal, Button, Re-inforced shank, good heavy sole, Cyclone toe, \$3.50 value, our price . . . \$2.98  
A dandy in Gunmetal, Button or Lace, wide or narrow toe, \$3.75 value, our price . . . \$3.25  
Atlantic Shoe for Men, Gunmetal, Button or Lace, \$4.00 value, our price . . . \$3.50  
John C. Roberts Shoe, for particular men, Gunmetal, Blucher, \$5.00 value, our price . . . \$3.98

### MEN'S WORK SHOES

Mule Hide Outings, \$2.25 value, our price \$1.79  
Mule Hide, wide toe, Blucher, \$2.50 value, our price . . . \$1.94  
Men's Heavy Cap Toe Blucher, one full sole and a slip, \$3.00 value, our price, \$2.49  
Plain Toe, \$3.25 value . . . \$2.70  
Heavy Horse Hide Cap Toe Blucher, \$3.50 value, our price . . . \$2.98  
Soft and Good, in Tan and Black, Cap Toe Blucher, \$3.75 value, our price . . . \$3.25  
Honesty the shoe that wears Black Cap Toe Two Full Double soles, Blucher, \$4.00 value, our price . . . \$3.50

