

PROSPERITY SWEEPING OVER THE NATION

The J. C. Penney Company's 312 Department Stores add the strength of their vast stocks of Dependable Merchandise at Lowest Prices

THE J. C. PENNEY COMPANY'S 312 DEPARTMENT STORES EASILY ACCOMPLISH PROSPERITY

In the respective communities through savings which grow out of elimination of waste of every sort.

Our Nation-wide Institution, serving millions of people, saves for them—through its economic conservative methods.

—The loss of bad accounts—collection expenses—middlemen's profits (because of buying, largely direct, from manufacturers).

—Buying for cash—selling for cash—and last but not least, the J. C. Penney Company stores are content with very small profits.

Such service brings the savings that are really the foundation of prosperity. Coupled with fair dealing and the inherent desire to serve, such savings have built this nation-wide institution; and every community served by one of our 312 Department Stores is materially benefitted because these savings are passed on to patrons in Standard Quality Merchandise at the Lowest Price.

Participate in this National Movement—Help Keep the Wheels of Industry Turning



A Wonderful Purchase of Ladies' Spring Coats \$9.90 each

Here is indeed a rare opportunity for you to buy a new Spring Coat of latest style at a most economical price. These coats were just received today. The materials are of Polo Cloth in all the good Spring shades.

DON'T PUT IT OFF BUT SEE THEM TODAY

Tomorrow they may be gone. A wide assortment now to choose from.

MEN!

ARE YOU TAKING ADVANTAGE OF OUR BETTER CLOTHING VALUES?

Hundreds of men are finding more and more every day that it pays them to buy all their clothing needs here. It's a matter of a good substantial saving on every suit of clothes. Come in and let us show you and explain why we can give you better values for less money.

See some of the new Spring Suits just in this week.

Young Men's Suits at \$18.50, \$22.50, \$24.75 to \$44.75
 Men's Staple Suits.....\$19.75 to \$44.75
 Student's Suits\$19.75 to \$27.50

MEN AND YOUNG MEN'S ODD TROUSERS

Here are some excellent values in odd trousers. Staple and young men's models. Blue Serges and fancy stripes.

Priced at \$4.50, \$4.98 to \$6.50 pair.

MEN'S DRESS SHIRTS

Now is the time to look to your shirt needs as you will soon want to go without a coat and new shirts will be in order. You'll get better values here.

98c to \$4.50

Silk ones \$4.50 to \$7.50

LADIES' DRESS KID GLOVES

98c pair

Here is another demonstration of our savings we offer through our combined purchases of 312 stores. These excellent gloves come in Black and Brown, all sizes. Two button length.

Get your size today

BUY YOUR NEW CURTAINS

HERE and SAVE

— Beautiful filmy new Curtain Nets that have the air of Spring. Neat dainty patterns in serviceable Filet Nets that will add much to the attractiveness of every home. Priced, per yard

35c, 39c, 53c and 59c

32 Inch ZEPHYR GINGHAMS

25c yard

Beautiful plaids, checks and stripes in all the good Spring colors to be found here in these 32 inch Zephyr Gingham. Excellent for summer tub dresses.

New Silk Gloves 79c to \$1.69
 Plain and fancy strap.

LADIES' SPORT HATS

\$4.50 Each

A new shipment of these beautiful new hats just in by today's express. All the new spring high colors for women and girls at this low price of

\$4.50 Each

Sailors and trimmed hats at

\$2.98 to \$7.50

Hind's Honey and Almond Cream 39c Bottle

Mentholatum 19c jar

Pebeco Tooth Paste 39c

MISSIE'S AND CHILDREN'S FANCY SOX 23c, 35c and 49c Pair

Half and three quarter length Sox for Children Girls in White and fancy colors Sizes 5 to 9.

CHILDREN'S GINGHAM DRESSES 98c to \$1.98

Why worry with sewing when you can purchase these excellent dresses of good standard Gingham at these prices. Ages 2 to 14 years.

LADIES' NEW VOILE WAISTS 98c

Every woman should have one or two of these good serviceable waists at this extremely low price. In White or Tan, lace and embroidery trimmed. Sizes 36 to 44.

BOYS' KHAKI PANTS \$2.75 pair

Just the thing for school wear. Well made of good heavy khaki with cuff. All sizes.

Gillette Razor Blades 39c set of six
 Woodbury's Facial Soap 19c cake
 William's Shaving Soap 7c cake
 Colgate's Tooth Paste Large size 19c

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

