

WE NEVER HAVE A SALE

Silk Jersey  
**Petticoats**  
**\$2.98**

Georgette  
**Waists**  
**\$4.50 to \$6.90**

Gillette  
**Safety Razors**  
**\$3.98**  
Blades, 6 in package 45c  
Blades, 12 in package 89c

**Sewing Thread**  
**5c**

Corticeila  
**Silk Thread**  
**13c**

J. C. Penney Co.  
Pure White SOAP  
**6 for 25c**

Standard Width  
**Oil Cloth**  
**49c**

# Back To Old Time Prices

Establishing New Price Standards for Thrifty Buyers. By Shopping at the J. C. PENNEY COMPANY STORE, You Are Able to Get the Best Quality of Merchandise, at Prices Much Lower Than Any Other Store Can Give You. Be Sure You Read Every Price Quoted on This Page. They Are Our EVERY-DAY PRICES.

## COME HERE FOR YOUR CHRISTMAS SHOPPING

PRICES THROUGHOUT THE STORE ARE IN PROPORTION TO THOSE SHOWN HERE

Children's  
**Play Suits**  
**98c**

Men's Silk  
**Ties**  
Beautiful patterns  
**69c to \$1.98**

Ladies'  
**Rubbers**  
All styles and best grade  
**69c**



# NOT A SALE



Lady-Like  
**Corsets**  
Our own make  
**\$1.25, \$2.98**

Ladies'  
**Bath Robes**  
**\$4.98 to \$12.50**

Men's  
**Bath Robes**  
**\$6.90 to \$8.90**

Do not construe this price revision as a "sale." The J. C. Penny Co. does not believe in "sales." We believe that if merchandise can be sold at a certain "sale price" on "sale," it can be sold at that same price every day. Moreover, so-called "sale prices" are temporary. These are permanent prices. We have delayed this announcement until our buyers, who are located in the heart of New York's greatest market district, could thoroughly sift the price decline. We are convinced that the market has touched bottom—at least for several months—and we unhesitatingly advise that you cover your needs NOW.

We were ready, and have bought at the bottom. This fact is amply reflected in every price we quote. The saving thus effected is Yours.

## MAKE USE OF IT!

### Blankets

We have a great showing of Blankets at lower prices than you have heard of for years.

Cotton Blankets ..... **\$1.98 to \$5.90**  
Wool Blankets ..... **\$7.90 to \$11.50**

### Ginghams and Percales

New shipment arriving show almost unbelievable reductions in price. Beautiful patterns, exceptional quality.

27-in. Ginghams, Toile Du Nord, Bates, Red Seal, Amoskeag, A F C and other, good grades ..... **25c to 35c**  
Apron, check Ginghams ..... **18c to 25c**  
28-inch Best quality Percales ..... **15c**  
36-inch Best quality Percales ..... **21c**  
36-inch Devonshire Ginghams, Renfrew Dyes ..... **49c**  
Sateens ..... **35c to 79c**

### Men's Work Clothing

These new price levels will surely please the workman. It means best quality work clothes at prices you can afford. Take advantage of this saving.

Men's best Blue Denim Bib Overalls ..... **\$1.79**  
Men's Expressman Stripe Overalls and Jumpers ..... **\$1.79**  
Men's Heavy Stifel Stripe Overalls and Jumpers ..... **\$1.69**  
MEN'S WORK SHIRTS, Uncle Sam, Pay-Day and other best grades ..... **98c**  
Men's Flannel Shirts ..... **\$1.98 to \$2.98**  
Heavy Black Sateen Shirts ..... **\$1.49**  
Khaki Pants ..... **\$1.98 to \$3.49**  
Moleskin Pants ..... **\$3.98**  
Parafined "Tin" Pants ..... **\$3.98**  
HEAVY WATER-REPELLENT PANTS, double seat and knee ..... **\$3.98**  
U. S. Army Socks ..... **18c**  
Automatic Seamless Sox, 6 pair for ..... **\$1.00**  
Wool Socks ..... **49c to 98c**  
Heavy All-Wool Stag Shirts ..... **\$8.90 and \$9.90**  
Heavy All-Wool Mackinaws ..... **\$9.90 to \$10.90**  
MEN'S EXTRA HEAVY FLEECE-LINED UNDERWEAR ..... **98c**  
Men's Union Suits ..... **\$1.98 to \$5.90**  
BOYS' UNION SUITS ..... **98c**  
Men's Heavy Outing Flannel Gowns ..... **\$1.98 to \$2.98**  
Men's Heavy Outing Flannel Pajamas ..... **\$2.98 to \$3.69**  
MEN'S DRESS SHIRTS ..... **98c to \$3.98**

### Men's Overcoats \$13.50

These coats are among a large shipment of Men's and Young Men's Overcoats we have just received. They were bought on the new lower market, and the savings are passed direct to our hundreds of thousands of satisfied customers throughout the United States.

—You will agree these coats we are offering for **\$13.50** are equal to any offered elsewhere for \$25.00.

—Other Overcoats received in this shipment are equally good values, priced at **\$22.50 \$34.75 \$49.00**

Be sure and see these Coats!

### Men's and Young Men's Suits

We have also just received a new shipment of Men's and Young Men's Suits in the newest styles and best qualities. They were bought at the new low prices, and you will agree they are the best values offered any time for the last four years.

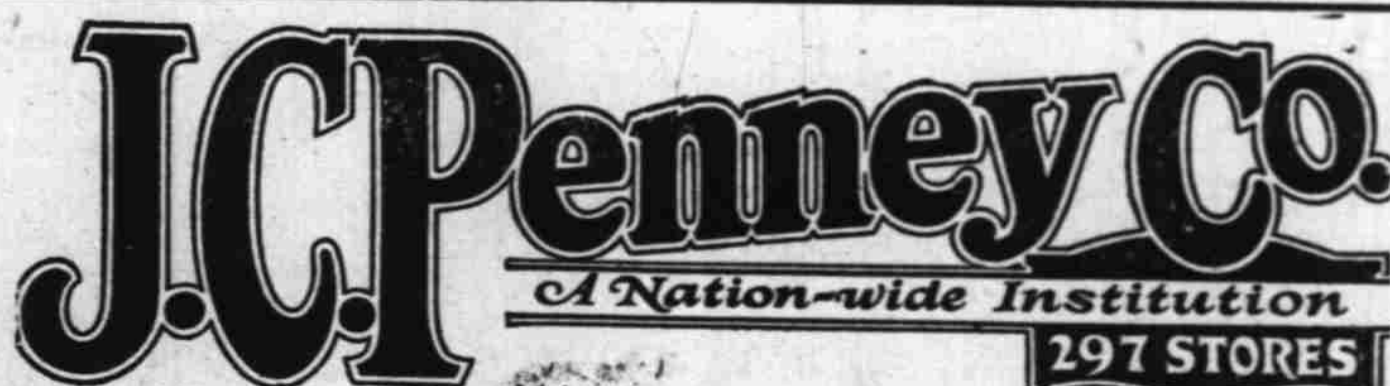
—Come while there is a large assortment to select from. Priced **\$24.75 \$29.50 \$32.50 \$39.00 \$42.50 \$45.00**

### Women's and Misses' Suits Coats and Dresses

Our LADIES' READY-TO-WEAR Department is filled with wonderful values in the very latest styles and best qualities—direct from the center of Fashion—New York City. We eliminate the middleman's profit—you reap the benefit.

Ladies' Cloth Coats ..... **\$14.75 to \$39.50**  
Ladies' Plush Coats ..... **\$34.75 to \$45.00**  
Ladies' Wool Dresses ..... **\$14.75 to \$39.50**  
Ladies' Silk Dresses ..... **\$ 8.90 to \$37.50**

Every Garment an Exceptional Value.



SALEM'S LEADING STORE

### Domestics

THESE PRICES ARE PERMANENT. Do not be misled by the merchant who quotes one or two items a cent or two lower for a leader, but compare ALL the prices and see how they stand.

LONSDALE MUSLIN, yard ..... **23c**  
Fruit of the Loom Muslin, yard ..... **29c**  
Berkley Cambrie, No. 60, yard ..... **35c**  
BERKLEY CAMBRIC, No. 100, yard ..... **49c**  
Indian Head Linen, yard ..... **35c and 45c**  
Fancy Colored Outings, yard ..... **24c**  
Amoskeag Daisy Flannel, yard ..... **35c**

### Shoes and Rubbers

GREATLY REDUCED

You Buy for Much Less Here

<b>Women's and Men's High Grade RUBBERS</b>	<b>Men's Dress SHOES</b>
WOMEN'S sizes 2½ to 8, medium and wide widths, heels to fit any shoe ..... <b>69c</b>	Dark brown, Russia calf, soft as kid, Goodyear welted sole, only ..... <b>\$7.90</b>
WOMEN'S FOOTHOLDS, 2½ to 8, storm and croquet ..... <b>59c</b>	MEN'S BOX CALF DRESS SHOES, medium weight stock, all-leather soles, coin toe, exceptional value ..... <b>\$4.98</b>
MEN'S RUBBERS, good quality ..... <b>98c</b>	MEN'S OILTAN Brown WORK SHOES, double sole Goodyear welt, Munson last, soft stock ..... <b>\$4.98</b>
YOUTHS' sizes 11½ to 5½ Rugged rolled edge ..... <b>85c</b>	BOYS' SHOES, HIGH TOP, good, serviceable stock, water-proofed soles, sizes 2½ to 5½ ..... <b>\$4.98</b>
GIRLS, sizes 11½ to 2 Rugged rolled edge ..... <b>69c</b>	
BOYS' AND GIRLS' STITCH-DOWNS, black and brown, sizes 5½ to 11½. Sizes 12 to 2 ..... <b>\$2.98 \$3.49</b>	
GIRLS' DRESSY SCHOOL or WALKING SHOES	
Splendid soft gunmetal uppers all-leather sewed soles, sizes 2½ to 7 ..... <b>\$4.98 \$5.50</b>	
In soft stock, gunmetal, double welt flexible extension soles, sizes 2½ to 7 B. C. .... <b>\$5.90</b>	
WOMEN'S BROWN KID DRESS SHOES	
High class stock, perfect fitting Louis heel, AA to C, ..... <b>\$8.90 and \$9.90</b>	

**MEN'S CHRISTMAS SLIPPERS**  
LOWLY PRICED  
All-leather in tan and black Felt in comfy soft soles, and felt in leather soles and heels.  
**\$2.49 \$2.79 \$2.98 \$3.69**

**WOMEN'S HOUSE SLIPPERS**  
PRICED VERY LOW  
Comfy felt slippers in gray, maroon, navy, delft, rose, tan, pink and baby blue.  
**\$1.69 \$1.78 \$2.25 \$2.49**