



"The Most Desirable Quality"

Whether you buy a pound of fresh creamery butter, a loaf of bread, a beef roast, lamb chop, or any of the thousands of good things to eat displayed at these two stores—of this you may be certain—you haven't paid too much—yet you have bought the best to be had.

FANCY SOLID PACK— Tomatoes AT THE LOWEST PRICE IN YEARS 2 LARGE CANS 25c 4 cans 48c	WHITE RIVER Flour ONE OF THE BEST TO BE HAD AT ANY PRICE 49 LB. SACK \$1.95	MELLOW BLEND Coffee A RICH MELLOW COF- FEE 3 LBS \$1.00 MINNESOTA Crosby Corn A REGULAR 20c CORN THIS WEEK 3 CANS 43c	TENDER, GREEN Asparagus HOT HOUSE Cucumbers SOUTHERN RIPE Tomatoes NEW Potatoes GREEN Peas ICEBERG Lettuce LOCAL GREEN Onions AND Radishes NEW Carrots Beets AND Turnips NEW STRING Beans SALAD Cabbage LOCAL Spinach AND Pie Plant SILVER SKIN NEW CROP Onions BURBANK Potatoes 100 Lbs. 98c Bananas TWO FULL TRUCK LOADS SUNKIST Onions and Lemons Straw- berries Apples Grapefruit Dates
Wesson's Oil PINT CANS 25c Wesson's Oil QUART CANS 45c Mayonnaise FRESHLY MADE 2 POUNDS 35c OREGON Milk 3 CANS 25c Campbell's PORK AND BEANS 5 LARGE CANS 47c ROSE DALE TENDER, SWEET PEAS 4 CANS 55c LIBBY'S NEW PACK Spinach LARGE CANS 15c	KELLOGG'S Corn Flakes FULL SIZE PACKAGES FRESH AND CRISP 7 PACKAGES 49c FANCY SEMALEN'S Macaroni 4 PACKAGES 25c DIAMOND W Jelly Powder 3 PACKAGES 19c Matches 16 CUBIC INCH BOXES 3 BOXES 10c 6 BOXES 19c PALM OLIVE Soap 7 BARS 49c CRYSTAL WHITE Soap 7 LARGE BARS 25c	FANCY MINNESOTA Corn 3 CANS 43c SATURDAY ONLY 25 POUND SACK Sugar \$1.55 DELICIOUS, RIPE, JUICY CANNED Pineapple 2 LARGE CANS 39c FANCY SUGAR CURED Picnics FROM YOUNG PIG PORKERS PER POUND 15c FULL CREAM Cheese 2 POUNDS 49c CARNATION, ALPINE OR BORDEN'S Milk PER CAN 9c	

**Market
Grocery
at the Market**

**Busick's
Commercial St.
and Court**

Our Vegetables and Fruits are specially selected to give you the finest quality and the Newest Varieties

A NATION-
WIDE
CHAIN OF
DEPARTMENT
STORES

A NATION-WIDE
INSTITUTION-
J.C. PENNEY CO.

NO FRILLS!
QUALITY
GOODS AT
LOW
PRICES.

"where savings are greatest"

160 North Liberty

"quality--always at a saving"

In our plan of operation, nothing can take the place of Quality, regardless of the price asked for an article of merchandise. For that reason, Seconds and Imperfect Goods have no place in our merchandising and buying plans. Whether you pay 19 cents or \$19.75 for your purchase, the article must represent the very best possible value for the price asked.

"Pay-Day" Overalls

Triple Stitched—Bar Tacked
With the Union Label



Standard of American workmen. Of durable 2.20 blue denim; cut big and roomy all over; triple-stitched; six bar-tacked pockets to prevent ripping.

Jackets with engineers' cuffs to match. Every Pay-Day Overall or Jumper is made to our own specifications. A big value at the low price, for overall or jumper for men—

\$1.29

True Blue
Work Suits
Staunch Values



Set - on collar band, closed fly, triple-stitched. Eight pockets. All sizes, including extra sizes, at

\$1.98

Full Block
Shop Caps



Crown is of black sateen. Has non-breakable composition visor. Low priced at—

25c

Our Compass Work Shirt

Blue and White
Hickory Stripes



Staunch and very durable, cut large and roomy, made with two button-thru pockets with metal buttons.

Here's a Work Shirt that will stand the gaff of hard work and long service. Made to our own specifications and low priced at—

98c

Our Majestic

Leather Belts
Top grade leather, plain and 2-tone effects—

49c

Work Shirts

Men's Big Values
Standard size of blue chambray, roomy pocket—

49c

A Workshoe for the Farm
Not Too Heavy For Summer



Farmers must work quickly in the summer and this workshoe of Tan Elk will make their feet extra comfortable. Men, you can't beat it for value!

\$3.98

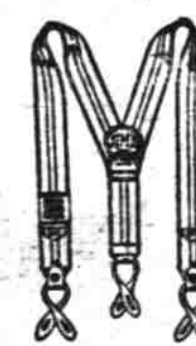
Work Pants
Of Moleskin



Made of heavy weight, first quality genuine moleskin, printed on both sides, with black and white stripes.

Two side, one watch and two button-flap hip pockets; cuff bottoms and belt loops. Sizes 30 to 46.
\$2.69

Jim's Special
Work Suspenders



Police back and cross back styles, 38-inch and 42-inch lengths, at our low price of—

49c

Harvest Hats
Of Penit Straw



Several shapes and styles; light in weight and very cool, with full, wide brims. Durable and serviceable. Shown also in shapes and sizes for the boy.
Low priced—

10c

**"We Can Now Get
The Things We
Want and Have
Money Left."**

We were planning to open one of our stores in a far Western town, and the usual announcement had been made in the newspapers of the city. Shortly after that one of our good customers in an adjoining state received the following letter from her niece:

"We are so glad that we are to have a Penney Store here. We can now get the things we want and have money left."

Well expressed, isn't it! We couldn't have done better if we had written the letter to order. For after all that is exactly the aim of every Penney Store—to give you the things you want and then let you depart with some money left over.

Of course we try to serve you courteously and efficiently. A Penney Store is a "home" place, too, but the solid rock on which we founded our business is giving the people what they want at a price they can afford. You can't beat it.

J.C. Penney Co.

The Moredge
For Dull Blades



Made exclusively for our stores. Will sharpen Moredge or Gillette blades. This little machine will lengthen the life of your blades. Sharpens both sides of both edges at the same time. Easy to operate. Full instructions with each strop-ger. And the price is right,

98c

Khaki Drill

Work Pants
An excellent value at our low price—

\$1.89

"Ox-Hide"

Overalls
Triple-stitched seams; 6 pockets; very durable—

89c

Our "Pay-Day"

Work Shirts



With the Union Label. Big, full-cut, well-made of fine and coarse yarns for hard wear. In blue or grey. Coat styles, continuous-faced sleeves, two button-pockets. All sizes—

83c

"Big Mac" Work Shirts
Big Value—Big All Over

The Big Mac label stands for big value. Cut big and roomy, of fine and coarse yarn chambray, big armholes, big all over.

Our Buying Resources for 954 Stores make possible this exceptional value. Buy Big Mac Shirts and you get remarkable value at the low price of,

69c



Our Big Pay

Work Sox
Staunch and durable, our own brand—

19c

Shop Pants

Of Khaki
Staunch and durable. Big values at our price of—

\$1.49

Athletic Underwear
That Gives Comfort With Service

A man's underwear must be roomy in cut and light in material to keep him cool and comfortable during the warmer months. Our Nainsook Union Suits will satisfy these requirements.

49c



An extra quality Nainsook Union Suit, with back webbing and reinforced with double stitching. An exceptional value,

89c