

More Honie to the House


ORCH SHADE OF GREATEST SERVICE,
ECONOMY AND COMFORT


UUTBURSIS UF EVERETT TRUE


## J. C. Penney Co., A Nation-Wide Institution <br>  <br> Real Clothing Service

## With Lowest 1 rices

Service in every sense of the word goe with every suit we sell. Not just clothes that look well at a low price, but high grade clothing direct from the makers to you with every annecessary selling expense kept out. Our enormous buying power assures the owest possible cost. Very efficient merchandising methods, tremendous values and cash
selling allows us to accept a very small profit selling allows us to accept a very small proftr
and still provide earnings to insure a healthy and sthin and greater values for you as we go growth and
forward.
When we sell you a suit you get more tha just clothes. You get a suit tailored to meet your individual requirements by our own fitters with no additional cost for this service. YOUNG MEN'S MODELS
Double breasted and sport styles. Cheviots. fancy unfinished worsteds, cassimeres, tweeds, herringbones, hairline stripes, mixtures, grays, greens, browns and blues, $\$ 17.50$ $\$ 22.50, \$ 27.50, \$ 34.75, \$ 39.50$. CONSERVATIVE MODELS
Three button and two button coats. All wool worsteds, gray and brown mixtures
Strong in their appeal to well dressed men Strong in their appeal to well dressed men
with conservative or semi-conservative tastes. $\$ 21.50, \$ 29.50, \$ 34.75, \$ 37.50, \$ 49.50$. Alterations Free Fit Assured JCPemend

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$\qquad$ ARE YOU PALE? WEAK?


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