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## SHOE VALUES that are values

In nineteen years of steady, almost phenominal growth, the J. C. Penney Company has never advertised
This policy has placed this great mercantile concern before the buying public for just what it is-an advocate of straight forward merchandising, not occasionally but every day in the year. Not special values now and then but the most for your money every time you visit our WOMEN'S BROWN WELT OXFORDS $\$ 4.98$
Very fine quality dark brown satin kid, Goodyear welt sole, imitation tip, high leather
heel, popular well fitting last, six eyelet fastheel, popular well inting last, six eyelet fastWOMEN'S BLACK KID OXFORDS $\$ 4.98$ The smart, trim lines of this shoe mark it at once a favorite with women who demand well shod feet. Fine black kid, hand turned soles, leather Louis heels, kid lined quarter and six eyelet fastening, plain toe, pair ...... $\$ 4.98$

BLACK KID WELT PUMPS $\$ 4.98$ Graceful lines and simplicity of design coupled with unusual service are responsible for the popularity of this pleasing pump. Ex-
cellent quality, fine black kid, plain toe, Goodcellent quality, fine black kid, plain toe, Good-
year welt sole, kid lined quarter, leather baby year welt sole, kid lined quarter, leather baby Louis heel, pair WHITE WASH KID HIGH SHOES \$4.98 Tired aching feet will appreciate a pair of
these wonderfully soft white kid shoes during the hot days. You really can't appreciate the quality of these shoes at a price so low without seeing them. Hand turned soles, imitation tip, high or low heels, pair. ... $\$ 4.98$
BLACK KID COLONIAL PUMPS $\$ 4.98$
Excellent kid stock, a well fitting last, good appearance and economy are cleverly combined in this shoe, plain toe, hand turned sole, black enameled buckle, high leather heel, the pair BLACK KID PATTERN PUMPS $\$ 4.98$ rad fit a para of the furtandin suatitie of and fit is one of the outstanding qualities of this shoe. Very soft black kid, plain toe, hand line prevents discomfort across the instep, line prevents discomfort across the instep,
pair . .........................................98 MEN'S HARVEST SHOES $\$ 2.49, \$ 2.98$ For hard service in the field we know of nothing at a low price that will give the service of these two shoes.

Smoke Tanned Elk $\$ 2.98$
Soft and pliable with crome tanned leather sole, sewed and nailed, pair..... \$2.98 Brown "Muleskin" Harvest Soft brown split leather upper, oak tan-
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