

# J.C. Penney Co.

A NATION-WIDE INSTITUTION - Incorporated  
312 DEPARTMENT STORES

Pay Less!

Save More!

## Nation-Wide Money-Saving Program

In Our 312 Stores in 26 States

12<sup>1</sup>/<sub>2</sub>c

MEN'S WORK SOX  
The Original Rockford.  
Brown or black.

Going On Every Day

17c, 19c  
Long Cloth  
36 inch  
Standard Grade

23c  
A. F. C. Gingham  
New Patterns,  
Fine Quality.

19c  
Lonsdale Muslin  
36 inch  
Best Bleached.

59c

MEN'S  
Blue  
Chambray  
WORK  
SHIRTS  
Fast Color

### WOMEN'S SUMMER WEAR



Pretty Styles—  
Low Prices

Cool Dresses  
\$4.98 to \$8.90

Separate Skirts  
Sport Models  
\$5.90

Blouses  
Daintily Trimmed  
\$2.98

### Vici Kid Strap Slippers \$3.49

Very fine quality black vici kid, neat toe, close edge, flexible sole, medium heel, two button one strap fastening, sizes 2<sup>1</sup>/<sub>2</sub> to 7 ..... **\$3.49**

### The People Know What They Want!

Today, you with millions of other people are "Cutting your coat according to your cloth." We are here to help you.

The great values in our extraordinary Money Saving Program will bring from every home in this community, people who know that when J.C. PENNEY COMPANY Announces An Offering of merchandise at these low prices, Absolute Values will be given.

The low prices on this merchandise seem almost unbelievable. They would be if offered by the average retail store, for there are few if any who are able to command the buying markets to the same extent we are and we are passing on these tremendous savings to our patrons. In our nation-wide effort people everywhere are responding to our policy because—it's honest; it's sensible; it's genuine; it's fair and this makes for Prosperity that is constructive, consistent and permanent.

### WHAT THE CHILDREN NEED

Boys' Mesh Knit Union Suits

All Sizes  
79c

Boys' Blouses  
Plain Colors  
79c

Girls' Bloomers  
Firm, Durable  
Material  
49c



### NEW GILLETTE BROWNE SAFETY RAZOR

Imitation Leather Covered Metal Case—Three Blades

83c

### MEN'S ATHLETIC UNDERWEAR

Full Cut—Light Weight—All Sizes

98c

### MEN'S QUALITY SUSPENDERS

Police Back—Leather Ends  
Dress Style, cross back, twill web **59c**

Men's Fine Summer Weight Caps from 49c to \$1.49

### Timely Offerings in Fine Piece Goods

- Organdies, white and colors ..... 89c, 98c
- Organdie, Printed, 40 inch ..... 39c
- Voiles, 40 inches wide ..... 23c
- Lonsdale Muslin ..... 19c
- Colored Scrims ..... 15c
- Flannelette ..... 19c

Fine Pongee  
Extra Value  
98c

Crepe De Chine  
40 Inches Wide  
\$1.69

All Silk Taffeta  
Fine Quality  
\$1.98

ady-Lyke



All New Models  
Flesh and White

The Popular Corset  
of 312 Stores  
in 26 States  
Note the Low Prices  
\$1.49 to \$4.50

Ladies' Crepe  
Bloomers

White or pink..... 79c  
Pink, figured or  
plain ..... 98c

### Men's Dress Shoes \$3.50

High grade gun metal leather, Goodyear welt sole, blucher cut, easy fitting, dependable service, pair \$4.50

### Men's English Shoes \$3.98

Popular dress style fashioned from good quality gun metal leather, Goodyear welt soles, rubber heels, pair ..... \$3.98

MEN'S TENNIS SHOES, BEST QUALITY \$1.69

MEN'S MULESKIN HARVEST SHOES \$2.49

### Barefoot Sandals

- Child's, 5 1-2 to 8 ..... \$1.29
- Child's, 8 1-2 to 11 ..... \$1.59
- Misses', 11 1-2 to 2 ..... \$1.98
- Ladies', 2 1-2 to 7 ..... \$2.19

### MEN'S WEAR

New Styles Wool Felt

Hats  
\$1.98  
to  
\$4.98



NECKTIES  
Assorted Colors  
From 49c to \$1.98

SOCKS  
Good Quality  
Cotton ..... 10c to 49c  
Silk ..... 49c to 98c