THE LARGEST CHAIN DEPARTMENTS
STORE ORGANIZATION IN THE WORLD

We Hold No Special Sales

Unusual values offered at our low every day prices for cash, with one price to every body, has been our unalterable policy for twenty years. A policy that has built the largest chain department store organization in the world in this short space of time.

Patrons of J. C. Penney Company stores are always sure of the greatest possible purchasing power of their dollar regardless of when they may come here to spend it.

EVERY DAY IS BARGAIN DAY IN PENNEY STORES.

Compare the every day prices quoted here with "sale" prices anywhere.

These quotations are indicative of values in every section of the

Boys' Percale, Chambray or khaki shirts and blouses 79c

Our Every Day Price

Cuticura or Woodbury Soap 5 Bars 95c

Duro Belle Double Strand Human Hair Nets 10 for \$1.00 Our Every Day Price

Good Quality Huck Towels 16x30 in. 10 for \$1.00

Our Every Day Price

Men's Silk Hose, Black Blue or Grey 2 Pair 98c

Our Every Day Price

Coats Crochet Cotton 10 Balls \$1.00 Our Every Day Price

Good Quality Huck Towels 18x36 in. 5 for 95c

Our Every Day Price

Good Grade Bath Towels 20x40 in. 4 for 92e

Our Every Day Price

Our Every Day Price

New Dress Gingham 32 inches wide 4 Yards \$1.00

Our Every Day Price

Men's Heather Sport Sox, Green or Brown Heather Mixtures Pair 79c

Our Every Day Price

Men's Pure Silk and Wool Sox, a wonderful value Pair 98c Our Every Day Price

Black or Oxford 2 Pair 98c

Men's Cashmere Sox.

Our Every Day Price

Men's Rockford Work Sox, brown or blue mixtures 10 Pairs \$1.00 Our Every Day Price

Ladies' Gingham Aprons, Bungalow style Each 98c

Our Every Day Price

Ladies' Percale Aprons Bungalow style Each 89c

Our Every Day Price

Children's School Handkerchiefs

Our Every Day Price

20 for \$1.00

Boys' Bib Overalls, heavy blue denim, full cut, ages 4 to 10 89c

Our Every Day Price

White Naptha or White Laundry Soap 25 Bars for \$1.00

J. C. Penney Company

Our Every Day Price

Men's Jersey Work Gloves, brown or gray 10 Pairs \$1.00 Our Every Day Price

Men's Fall Caps, New colors, attractive styles, Each 98e

Our Every Day Price

Men's High Grade Leather Mittens, fine warm lining 89c

Our Every Day Price

Good Quality Lined Leather Work Gloves Pair 89c

Our Every Day Price

Light or Dark Percales 36 inches wide, good patterns, 5 3-4 Yards 97c

Our Every Day Price

Good Grade Black Satine, 30 inches wide 4 Yards for \$1.00 Our Every Day Price

Men's Engineer and Firemen's Work Sox, black or brown, 5 Pairs 95e

Our Every Day Price

Men's Silk Lisle Dress Sox, black, gray, brown, blue 4 Pairs \$1.00 Our Every Day Price

Men's White Cambric Handkerchiefs 10 for \$1.00 Our Every Day Price

Men's Very Fine Quality Cambric Handkerchiefs, 2 in a box 4 for 98c Our Every Day Price

Men's High Grade Silk Ties, open end style Each 98c Our Every Day Price

Men's Double Grip Garters, 3 Pair 87c Our Every Day Price

Silk Hose, Ladies' black or brown Pair 98c Our Every Day Price

Ladies' All Linen Hemstitched Handkerchiefs 4 for \$1.00 Our Every Day Price

Men's Initial Handkerchiefs 6 for 85c Our Every Day Price

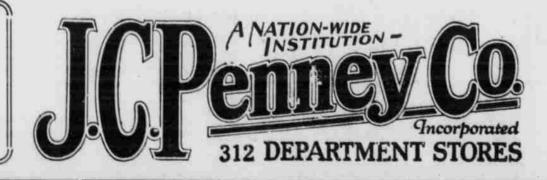
Men's Silk Four-in-Hand Ties, reversible and open end styles 2 for 98c Our Every Day Price

Men's Linen Finished Handkerchiefs 12 for \$1.00 Our Every Day Price

Genuine Gillette Safety Razor in case with three blades 89c Our Every Day Price

36 IN, HOPE BRAND BLEACHED MUSLIN

> 7 1-2 Yards 98c Our Every Day Price



27 IN. OUTING FLANNEL Dainty stripes, checks and plaids 8 Yards \$1.00

Our Every Day Price