

THE LARGEST CHAIN DEPARTMENT 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 store.

Boys' Percalé, Chambray or khaki shirts and blouses 79c Our Every Day Price	Cuticura or Woodbury Soap 5 Bars 95c Our Every Day Price	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 92c 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	Men's Cashmere Sox, Black or Oxford 2 Pair 98c 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' Percalé Aprons Bungalow style Each 89c Our Every Day Price	Children's School Handkerchiefs 20 for \$1.00 Our Every Day Price	Boys' Bib Overalls, heavy blue denim, full cut, ages 4 to 10 89c Our Every Day Price	J. C. Penney Company White Naptha or White Laundry Soap 25 Bars for \$1.00 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 98c 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 Percalés 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 95c 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
Ladies' Silk Hose, 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

A NATION-WIDE INSTITUTION -  
**J.C. Penney Co.**  
Incorporated  
312 DEPARTMENT STORES

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