

# Giving You the Markets Lowest Prices

## The J. C. Penney Co. Merchandising Methods Triumph Under Test

The merchandising methods of this store and every one of the two hundred and ninety seven J. C. Penney Company Stores, dates back to the starting of the mother store at Kemmerer, Wyo., by Mr. J. C. Penney.

He began with a few simple principals rigidly executed—those of giving the customers the best possible merchandise at the lowest possible price—Holding down the overhead expenses by selling for cash with no deliveries so that we could be content with only a small margin of profit—and giving the customer the benefit of every lower cost.

Since then these simple principles have grown to a splendid and scientific system—with our enormous purchasing power of two hundred ninety seven stores, giving more and more value, and marshalling all the resources of modern merchandising to give our merchandise into the hands of the people at an honorable and honest cost.

These policies and principals have never changed and never will be changed by so much as a hair's breadth and they have come to be recognized as the J. C. Penney Company principals from coast to coast where ever this institution is known.

All this has happened as Mr. J. C. Penney planned it.

Today people who are careful buyers know that the J. C. Penney Company give better values and better service for less money than any retail institution in America.

When the market was rising continually this institution was content with its regular small margin of profit and never changed it all during the time of inflation of prices.

We bought merchandise on the lowest possible market added our usual small margin of profit and fought to keep down the prices to our customers.

Today with the markets reversed we are the first to take advantage of the lowered costs as with our enormous buying power we deal directly with the manufacturer and do not have to wait for the reductions to be handed down through a jobber.

Today's lower market prices are our prices and we offer you the savings as they come to us. COME TO OUR STORE—Inspect our merchandise and prices—see the savings we offer.

Here we list some of the values.

THE J. C. PENNEY CO. A NATION WIDE INSTITUTION

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### GINGHAMS

19c, 25c to 39c per Yard

- 27 Inch Apron Check Gingham 19c
- 27 Inch Dress Gingham All Colored plaids 25c [to 39c]
- 27 Inch Dress Gingham Best Qualities Stripe and Plaid 33c
- 32 Inch Dress Gingham Plaid and Stripe 39c

### PERCALES

25c to 39c per Yard

- Yard Wide Percales Light and Dark patterns, All Best Standard Qualities Priced at 25c, 33c, and 39c per yard.

### NEW FALL WOOLENS

- 36 Inch Storm Serge Navy, Copen and Burgundy 98c per yard
- 42 Inch Wool Shepherd Check Suiting 98c per yard.
- 36 Inch Cotton Plaid Suiting Bright Colors for School Dress—89c per yard.
- 42—45 Inch Wool Storm Serges Navy, Copen, Burgundy and Cardinal Prices \$1.98, \$2.25, \$2.49, and \$3.25 per yard.
- 54 Inch Wool Plaids and Coatings All Wool for making Winter Coats and Skirts. Prices \$4.98 to \$6.90 per yard.

### SILKS

- 86 Inch Black Taffeta and Messalines, \$1.98 and \$2.49 per yd
- 36 Inch Colored Taffeta and Messalines, Pink, Rose, Navy, Brown and Taupe \$2.49.
- 40 Inch Georgette and Crepe De Chine White, Ivory, Flesh, Navy, Black and Brown \$1.98 per yard.

### BEDDING

- Good Weight Cotton Blankets 64x76 Color, White, Tan and Grey per pair \$2.98.
- Extra Large Cotton Blankets 72x80 Color Grey price per pair \$5.98.
- Heavy Cotton Blankets 72x84 Color Grey, Tan, White, price per pair \$4.98.
- Wool Nap Blankets Extra Heavy 66x80 Color White and Grey price per pair \$6.90.
- Exceptionally Good Wool Blankets.
- Plaids, Plain Colors and Fancy Borders sizes 66x20 to 72x84 price per pair \$7.50, \$8.90, \$9.90, \$10.90, \$11.90 and \$13.90.

### COMFORTS

A splendid assortment of Comforts await your selection. Floral, Silkoline, Grends with Light Blue, Pink and Plain Borders sizes 72x80 Priced at \$3.98, \$4.50, and \$4.98 each.

### SHEETS

- Piquet Sheets Torn and Hemmed sizes 81x90 Priced at \$2.49 each.
- Pillows priced at 98c, \$1.25, \$1.49, and \$1.98 each.
- Piquot Pillow Cases 38x42 Price each 59c.
- Bed Spreads Plain and Scalloped Corners Priced each \$3.98 to \$8.90.

### MUSLINS

- Standard 36 Inch Muslins Hops, Guardian Hill Priced per yard 27c, 30c and 37c.
- Sheeting 9-4 Bleached per yard 79c
- Sheeting 9-4 Brown per yard 73c
- Pillow Tubing 42 Inch per yard 39c
- Pillow Tubing 45 Inch per yard 53c
- Berkley Cambrie per yard 43c

### OUTING FLANNELS

- Best Quality Outing Flannels in Plain White Dark and Light Franics 27 Inch Price 23c, 39c, 45c and 49c per yard.
- 36 Inch all colors 55c and 49c per yard.
- Good Heavy Canton Flannel White price per yd 49c and 53c.

### TOWELS and TOWELING

- Good Quality Turkish Towels priced 2 for 49c, 2 for 59c, 2 for 69c, 2 for 83c and 2 for 98c.
- Huck Towels Good size 29c.
- Stevens Crash All Linen toweling price per yard 35c, 39c, 43c, Turkish Toweling per yard 53c.

### CURTAIN NETS and SCRIM

- 36 Inch Scrim Fancy Colors Borders White and Ecru Grounds Priced at 35c, 39c, to 53c per yard.
- Curtain Nets 36 to 49 Inches wide priced at 49c to 79c per yd

### TABLE DAMASK

- Colored Table Damask 56 Inches Wide Blue, Tan and Red per yard \$1.39.
- White Damask Floral Patterns 58 to 68 Inches Wide per yard 98c to \$1.69.

### Comfort Challers and Silkolines

- 36 Inch Comfort Challers 39c per yard.
- 36 Inch Floral Silkolines 33c per yard.

### Children Play Suits

\$1.25 and \$1.49 Each  
An ideal every day garment for the Kiddies made in one piece with drop seat. Come in Khaki, Steffel Stripe and Blue Denim Sizes 2 to 8 years \$1.25 and \$1.49.

### Ladies Ready-to-Wear

This section of our Store is filled with all the good things in Women's and Girls Wear—Coats, Suits, Dresses, Skirts, sweaters and Furs. A visit to this section will convince you of the Superiority of the Styles and values we offer.

### Ladies Suits

Beautiful new fall models of Tricotine, Serges, Broad Cloths and Velours. In the Best of shades of Navy Blue, Brown, Copen. Priced from \$24.75 to \$74.75.

### Ladies Fall Coats

Whether its a Silvertone, Velour, Pole Cloth, Broad Cloth, Silk or Cotton Plush that you have in mind. You'll find it here we are showing in all that's good in style and color. Newest Colors—Plain and Fur Trimmed. Prices Range from \$9.90, \$14.75, \$19.50, \$27.50, to \$54.75.

### Ladies Wool Dresses

Dress of Tricotine, Serges and Jersey with Accordion Pleated Skirts or Plain Beautifully Trimmed and Well Made All the Best Colors—Navy, Brown and Tan. Priced at \$14.75, \$19.00 to \$39.00

### Ladies Silk Dresses

Dresses of Taffeta, Messaline, Georgette and Charmeuse in Navy, Plum, Burgundy, Black and Brown Beautifully Trimmed according to Fashions Latest Dictates. Prices \$12.50, \$14.75, \$19.75 to \$49.50.

### Misses and Girls Fall and Winter Coats

These are coats that will delight every Miss to own. Many are Fur trimmed, others Plain, All Kinds and Colors. Ages 2 to 16 years. Priced at \$7.50 to \$19.75.

### Ladies Silk Waists

Never before have we shown so many beautiful Georgette and Crepe De Chine Waists. Beautiful Styles and Trimmings in Flesh, Ivory, Navy, Copen, Oriole Priced at \$2.98, \$3.49, \$3.98 to \$10.90.

### Mail Orders

For the benefit of those who can not come to the store to shop we invite you to order by mail. Select the item you wish from this list and send check or money order to cover the amount plus postage. Any article not satisfactory may be returned and money will be refunded. Orders filled the day they are received.

### LADIES AND MISSES WINTER UNDERWEAR

- Ladies cotton fleeced lined union suits—All styles neck and sleeves. Per Suit \$1.49, \$1.49, \$1.98 to \$2.49.
- Ladies silk and wool mixed union suits—All styles neck and sleeves. Per suit \$3.49 to \$3.98.
- Ladies Wool Union Suits high neck and Long sleeves ankle length. Per suit \$6.90 to \$7.50.
- Ladies 2 piece garments fleeced lined Vests and Pants each \$1.49
- Misses and Girls Fleeced lined union suits High neck long sleeves Sizes 2 to 16 years \$1.39 to \$1.49.
- Misses Wool Mixed Union Suits High Neck Long Sleeves ages 2 to 16 years. Per suit \$1.98, \$2.49, \$2.69

### INFANTS WOOL SHIRTS

Infants Buttonless Shirts Double Breasted Sizes 1 to 6 7/9c, 98c, \$1.19 Children's "Sanman" Sleepers excellent Sleeping Garments for smaller Children Knit in one piece Sizes 2 to 8 years \$1.49, \$1.69 and \$1.89.

### LADIES OUTING FLANNEL GOWNS

Made of good Heavy Outing in White or Colors Neatly trimmed with Lingerie Tape Hemstitching or Edging Sizes 14 to 20, \$1.98 \$2.49 and \$2.98 each.

### LADIES CORSETS

Three of the best known standard makes are carried by this store Crown—The Back Lace Corset for Slender and Medium Figures. Mme Pfeil—A superior Front Lace Corset for Slender, Medium and Stout Figures. Rengo Belt—This Corset needs no introduction for Stout figures. it has no equal. Priced at \$2.49, \$2.98 to \$5.99.

### LADIES SILK HOSE

Excellent Qualities of Silk and Silk Boot hose in Black Cordevan and White. Priced at 98c, \$1.45, \$1.98 to \$2.49 per pair.

### LISLE HOSE

Black, White, Cordevan Good Serviceable Qualities 59c, 69c, 79c

### LADIES COTTON HOSE

Black, White only 19c and 25c per pair. Coats Crochet Cotton. White and Ecru 15c per ball Sizes 3 to 100.

### MEN SHOULD INVESTIGATE

#### Our Clothing Prices

So many good points dominate our men's clothing and make it stand out from the average. That every man owes it to himself to investigate our showing.

Mens Suits Single and Double Breasted Models in all the popular shades Priced at \$22.50, \$24.75, \$27.50, to 49.50.

#### Young Men's Models

Good Snappy Patterns and colors in all the best styles and workmanship Priced at \$27.50 to 49.50.

#### Mens Felt Hats

All the newest shapes and colors. Priced at \$3.98, 4.98, and 5.90

#### Mens and Young Mens Overcoats

In various whights and in all the best styles and models. Priced at \$22.50, 24.75 to 49.50.

#### Mens Mackinaws

Good Heavy Mackinaws made of sturdy wool materials and in plain and plaid colors all sizes \$11.90, 12.50, 14.75.

#### Mens Odd Trousers

You'll find good serviceable ones here. Blue Serge, Worsted and Cassimere in all colors and stripes. Priced at \$4.98 to 9.90 per pair.

### BOYS CLOTHING

Every mother will welcome the excellent values we offer on Boys Clothing. Outfit the boy here and take advantage of the savings we offer

Boys Knickerbocker suits in good serviceable material Good Colors and patterns Ages 6 to 16 years priced at \$10.90, 12.50, and 14.75.

Boys Overcoats. Good Warm serviceable overcoats ages 8 to 16 years Priced at \$9.90 to 19.50.

#### Boys Caps

With or without ear tabs all colors Priced at 98c, 1.25 and 1.49.

#### Mens Dress Shirts

Mens Fancy Stripe Percale Brand Shirts French Colls each \$1.19, 1.49

Mens Fancy Stripe Percale Shirts Soft Collars attached Priced 98c 1.25 to 2.49

Mens Silk Shirts Crepe De Chine, Silk Jersey, Broad Cloth and Tub Silk priced at \$6.90, 7.50 and 9.90.

### MENS WORK CLOTHING

Highest Standard Work Clothing to be found at our store at lowest prices

Mens Good Quality Chambray Shirts Each \$1.19 to 1.25

Mens Good Cotton Sox 2 pair 45c and 2 pair 49c

Mens Combination Work Suits Heavy Khaki Drill and Blue Denim price per suit \$3.79 and 4.98

Mens Heavy cotton odd pants per pair \$2.98 to 3.98

Black Satin work Shirts each 1.49

Mens Flannel Shirts Military and Flat Color Blue, Grey, Khaki. Price each 2.98, 3.49.

Mens all wool Flannel Shirts Khaki and G by each 4.98.

Mens Extra Heavy Flannel Shirts each 4.50.

Mens Canton Flannel Gloves Wrist and Gantlet 2 pair 35c, 2 pair 45c and 2 pair 49c.

Leather faced Canvas Gloves Wrist and Gantlet Best quality priced per pair 39c.

All wool stag Shirts Double back each 9.90.

Mens Leather vests of corduroy and MoleSkin with sheep lining, Leather lining and MoleSkin lining priced each 5.50 to 14.75.

Sheep lined Vest no sleeves price each 5.90.

Mens Khaki Pants per pair 1.49 to 3.49.

Mens Heavy Khaki whip Cord Pants per pair 3.79.

Mens Heavy Khaki Riding Breeches per pair 3.69 and 4.25.

Mens MoleSkin Riding Breeches per pair 4.50.

Mens Corduroy Riding Breeches per pair 5.90.

Mens Leather work Gloves priced per pair 1.25 to 2.63.

Mens Best quality Blue Denim Bib

Overalls all sizes per pair 2.19

Mens quality Blue Denim Jumpers all sizes Each 2.19

Boys Blue Denim Overalls Ages 4 to 8 years priced 1.49, 8 to 12 years 1.29, 13 to 17 years 1.59.

Mens Winter Underwear.

Mens Fleeced Lined Union suits Medium weight per suit 2.19.

Mens Extra Heavy Fleeced Lined Union suits 2.89

Mens Medium weight Ribbed Union suits Excellent Quality 2.98, 3.25.

Mens Wool Mixed Union Suits Heavy Weight 3.25 and 3.98.

Mens Fine Wool Union suits a good Warm Light weight suit 4.98.

Mens Heavy Weight Wool Union suits all Wool Priced 6.90 and 7.50.

Mens Two Piece Underwear Fleeced Lined shirts and Drawers. Good Weight per Garment 1.49

Mens Wool Mixed shirts and Drawers Grey and Ecru Good Weights per garment 1.79 and 2.63.

Mens all Wool Shirts and Drawers Excellent Qualities Good Heavy Garments each 3.98.

### SHOES

#### Ladies Shoes

All new models

Purchased at spring prices

All Mahogany Kid Louis Heel Welt sole per pair 11.90

Mahogany Kid Cloth Top Louis Heel Light weight sole per pair 7.90

Black Kid Turn sole Louis Covered Heel per pair 12.50

Black Kid Plain Toe Louis Heel Light weight sole per pair 7.50

Black Kid Plain Toe Cloth Top per pair 5.90

Military Heels

Mahogany Kid Welt and Turn soles Military Heels per pair 12.50, 12.90

Mahogany Calf Military Heel Welt sole per pair 10.00

Brown Kid Cloth top Welt sole per pair 7.50

Ladies Black Kid and Gun Metal shoes Military Heels Light and Welt soles priced at 3.98, 5.99, 7.90, 8.50 and 9.90.

Splendid assortment of Ladies Pumps and Oxfords Louis Heels Welt and Turn Soles Black Kid and Patent Leather priced at 4.98 to 8.90

Women's Comfort Shoes

Black Kid Light Weight soles sensible Rubber Heels with plain toe soft tip and tins priced from 3.50 to 7.50.

Shoes for Men, Women and Children

Best qualities possible to be had for the least possible price always at The J. C. Penney Company

Mens Dress Shoes

Brown Calf Skin English Models per pair 5.90 to 11.90

Black Calf skin English Models per pair 4.98 to 9.90

Brown Calf High toe Blucher and Button per pair 8.50 and 8.90

Black Calf high toe Blucher per pair 4.98 to 6.90

Black Viel Kid broad Toe Blucher per pair 7.90

Black Glazed Horse plain Toe Comforts per pair 6.90

Work Shoes

Mens Elk skin Nailed soles per pair 2.98

Mens Brown Kronogun Blucher Nailed soles per pair 3.49

Mens Brown Retan Blucher 1-2 double sole per pair 4.50.

Extra Good qualities in mens work shoes.

Single and double soles Goodyear Welts all Leather priced 6.50 to 8.90

Mens Brown Retan Blucher 8 inch Top pair 7.90 and 9.90

**J. C. Penney Co.**  
A Nation Wide Institution  
297 Busy Stores