

Penney's Black Taffeta 36 Inches Wide \$2.49	Colgates Tooth Paste Large Size 19c	Coats' Sewing Thread (150 Yds.) 8c	Corticelli Sewing Silk 50 Yards 7c	Good Grade Percal For 15c	Snap Fasteners . . . 8c Hooks and Eyes . . . 4c Pins . . . . . 5c and 8c	TOILET SOAPS 3 For 25c
--	---	--	--	---------------------------------	--	------------------------------

# BACK TO OLD TIME PRICES!

## Establishing New Price Standards For Thrifty Buyers

By Shopping at the J. C. Penney Company Store, You Share In Values and Economies Such as no Other Store Equals. Remember Every Article Must Give Satisfaction. Prices Throughout the Store Are in Proportion to Those Shown Here.

Oil Cloth Standard Widths - 39c yard
Rockford Socks 15c
Serpentine Crepe 33c yard

### NOT A SALE

Do Not Construe This Price Revision As a "Sale." The J. C. Penney Co. Does Not Believe In "Sales." We Believe That If Merchandise Can Be Sold At a Certain Price On "Sale" It Can Be Sold At That Same Price Every Day. Moreover, "So-Called Sales Prices" Are Temporary. These Prices We Are Quoting Are Permanent.

It has never been the policy of the J. C. Penney Co. to get off half-cooked. Whenever we shoot, we set the mark that other concerns strive as they may, fall short of. This fact, and it is a fact, has caused Penney's price quotations to be recognized by both the trade and the consumer as authoritative expressions of the market.

We have delayed this announcement until our buyers, who are located in the heart of New York's greatest market district, could thoroughly sift the price decline. We are convinced that the market has touched bottom—at least for the next nine months—and we unhesitatingly advise that you cover your needs now.

We were ready and bought at the bottom. This fact is amply reflected in every price we quote. The savings thus effected is yours—MAKE USE OF IT.

TALCUM POWDER 12c
Shoe Polish, Shinola at 6c
Children's Heavy Hose 29c pair

### GINGHAMS AND PERCALER

Huge new shipments—Beautiful Patterns—Prices Almost Unbelievable.

28-in. Gingham—Toil du Nord, Bates, Red Seal and other best grades . . . . . 29c yd.  
28-in. Cheviot . . . . . 25c yd.  
Apron Check Gingham . . . . . 19c yd.  
28-in. Best Quality Percal . . . . . 15c yd.  
36-in. Good Quality Percal . . . . . 19c yd.  
36-in. Best Quality Percal . . . . . 25c to 29c  
33-in. Zephyr Gingham . . . . . 33c yd.  
Best Quality Kiddie Cloth and Galatea . . . . . 45c yd.

**SILKOLINES**

Best quality, 31-in wide . . . . . 29c yd.

### MEN'S OVERCOATS \$16.50

These coats are among a large shipment of men's and young men's overcoats we have just received. They were bought on the new lower market and the savings are passed direct to our hundreds of thousands of satisfied customers throughout the United States.

You will agree these coats we are offering for \$16.50 are equal to any offered elsewhere for \$25.00. Other overcoats received in this shipment are equally good values, at—

**\$19.75 \$24.75 \$29.75 to \$44.75**

**BE SURE AND SEE THESE COATS**

### DOMESTICS

These prices are permanent. Some one-store merchant may take some one article and mark it same price or a cent or so lower, but compare all the prices and see how they stand.

Hope Muslin . . . . . 17½c  
Lonsdale Muslin . . . . . 21c  
Fruit of the Loom Muslin . . . . . 23c  
Berkeley Cambric . . . . . 29c  
Berkeley No. 60 . . . . . 29c  
Unbleached Muslin . . . . . 17c to 23c  
House Lining . . . . . 12c

**OUTING FLANNELS**

Best quality, such as Apple Wara, Swiss, Amoskeag, Daisy Cloth. Priced . . . . . 21c  
36-in. Heavy White Outing . . . . . 35c yd.

### Ladies' Outing Gowns

**\$1.49 - \$1.98**

DON'T BE MISLEAD BY ATTRACTIVE PRICE CUTTING QUOTATIONS. YOU ARE SURE TO PAY THE FIDDLER. NO ONE CAN STAY IN BUSINESS BY GIVING STUFF AWAY. THESE KIND OF ADDS ARE ALWAYS MISLEADING, AND VERY OFTEN UNTRUE. HENCE PENNEY'S STORE IS THE LOGICAL PLACE TO TRADE AS WE DON'T HAVE SALES BUT ONE PRICE FOR ALL.

### Men's Night Shirts

**\$1.49 - \$1.98**  
**Pajamas \$2.49**

### SHOES

Shoes will be much lower next spring, but we have gone the market one better and our shoes are at the present time all on next year's market basis. Shoe the entire family at the J. C. Penney Co. Store and you will be money ahead by a large margin. Every pair must give satisfaction. A correct fitting assured.

Men's Staple Dress Shoes	\$3.98 to \$7.90
Men's English Dress Shoes	\$4.98 to \$8.90
Men's Low Top Work Shoes	\$3.98 to \$6.50
Boys' Staple Dress Shoes	\$2.98 to \$4.50
Boys' English Dress Shoes	\$3.50 to \$5.90
Boys' Heavy Work Shoes	\$2.98 to \$4.98
Women's Louis Heel dress shoes	6.90 to 8.90
Women's Mil. heel dress shoes	\$3.98 to 8.90
Women's Staple Shoes	\$3.98 to \$4.98
Growing girls' English walkers	4.50 to 6.90
Misses' Dress Shoes	\$2.89 to \$4.98
Childs' Dress Shoes	\$1.49 to \$2.49
Infants' Soft Soles	39c to 98c

### Something New In Corsets 1.49-2.98

We now offer corsets made in our own sanitary, daylight factory. This enables us to practically duplicate the best corsets at about half the price—see these splendid corsets and note the quality and saving.

These cold wintry mornings hop out of bed and into a nice warm "Cuddle Down" bath robe. We have them for the whole family, mother, father, sister and all, even to the little tots. These robes are made in both conventional and novel designs of the very best materials. Styles and sizes for men, women and children.

Children's	\$3.98 to \$4.98
Ladies'	\$6.90, \$7.90, \$8.90
Men's	\$9.90

### Fancy Articles for Every Day Use

Creton laundry bags, table runners, shoe bags, pillow tops, etc. These articles are all made up ready for use as soon as you buy them. Also very good for Christmas gifts. Remember to Shop Early.

### Begin Your Christmas Buying Now

Some things that will be appreciated by the person who receives them, because of their usefulness.

Bedroom Slippers, felt	\$2.49, \$2.98
Bedroom slippers, leather	\$2.49
Dress Gloves, tan	\$3.50
Dress Gloves, suede	\$2.98
Silk Sox	69c, \$1.49
Bath robes	\$9.90

### TOYS

THE GIFT FOR THE LITTLE ONES

WE HAVE A WONDERFUL LINE OF TOYS AT PRICES FAR BELOW COMPETITION

DOLLS AT 10c to \$12.50

MECHANICAL TOYS 39c to \$4.98

GAMES 29c to \$3.98

HORNS, ETC. 10c, 15c, 25c

AND MANY OTHER TOO NUMEROUS TO MENTION

