

# J.C. Penney Co. A NATION-WIDE INSTITUTION -

Incorporated  
312 DEPARTMENT STORES



## DRESS WELL FOR LESS MONEY

You Get Quality at Lowest Prices Here

The Top-notchers in the tailoring trade make our clothing. We believe No Better Clothing Can Be Made at the price. A good suit of clothes costs you less here because—

- we buy in large quantities for 312 stores
- we buy for cash and sell at small profits.
- we buy direct from the manufacturers, thus eliminating Middlemen's profits.
- Our economical, conservative method eliminates waste, credit losses, collection expenses and turns these savings back to you in lower retail prices.

**YOUNG MEN'S MODELS**  
Double Breasted and Sport Styles  
Cheviots, Flannels,  
Fancy Unfinished  
Worsted, Cassimeres,  
Tweeds, Herringbones,  
Hairline Stripes, Mixtures.  
Greys, Greens Browns and Blues.

**CONSERVATIVE MODELS**  
Strong in their appeal to men with conservative and semi-conservative tastes.  
Three-button Coats  
Two-button Coats  
All-wool Worsteds  
Grey and and Brown Mixtures

\$21.75 \$29.75 \$3.475 \$16.50 19.90 22.50 34.75

**Heavy Khaki Auto Caps \$1.98**  
Leather Trimmed



Our Stock of Men's Hats consist of the best styles and Quality we have had since before the war. Prices are back to the "Old Timee."

- The "Advance" a new style, diamond shape crease, silk lined, gray, brown, blue .....\$3.98
  - The "Pep" Young men's nifty style, best grade felt hat, narrow curled brim, silk lined .....\$4.98
  - Other fine hats in all colors .....\$1.98, \$2.98, \$3.49
  - Genuine Carlsbad Velour, the Western Hat .....\$7.50
  - Caps in all colors, sizes and shapes .....49c to \$1.98
  - Men's Dress Straws .....69c, 98c, \$1.19, \$1.98
  - Men's Work Straws .....15c, 19c, 25c, 29c, 69c
- We want you to see our Hat Stock. We can save you money and at the same time give you Hats that you will like, both in Style and Quality.

## SAVE MONEY ON THAT BOY'S SUIT!

For rough-and-tumble wear, no better, more serviceable suits are made than our

**PENNEY JUNIOR AND ARMOR CLAD**

Neat and attractive in Appearance Too. Made for us by America's best manufacturers of Boys' Clothing. Bought for cash in large quantities direct from the makers, thus eliminating the Middlemen's profits. Knickerbocker styles in Serge, Cassimere, Corduroy. Double Breasters with plain fronts and plain or yoke backs. Single Breasters with yokes and box pleats. Some have two pairs of pants; others single pants with double seat and knees and coats with double elbows. Compare these Low Prices with those you are asked to pay elsewhere.

\$7.90 \$8.90 \$10.75

**SEPARATE KNICKERS FOR BOYS**

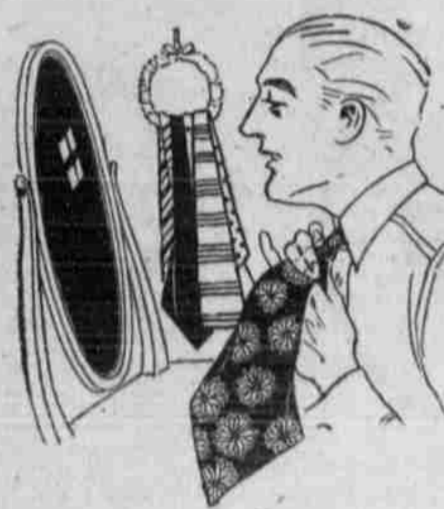
Durable, long wearing knickers at LOWEST PRICES. Made of Cassimere, Worsteds, Serges, Corduroy and Light Weight Summer Materials. A good assortment of Patterns to select from.

98c to \$2.49

Mens Extra Good Horse Hide Work Gloves **98c**

The Bell Blouse for boys, in light patterns with stripes, neat attractive and well made.

- Size 6 years to 15 years .....79c
- Same blouse in blue chambray, both light and dark .....79c
- Athletic UnionSuits .....69c
- Boy Scout Union Suits .....98c
- Boys' knit union suits .....49c
- Boy Scout Hose, good heavy ribbed, stand the wear .....49c
- Boys' black hose 19c, 25c, 33c
- Scout Khaki Hats .....19c
- Caps, all colors .....49c, 69c, 98c
- Boys' heavy dark blue overalls, high back, full cut, 79c, 89c, 98c
- Kahko one-piece suits .....\$1.98



## Beautiful Silk Ties

Plain Silks, Flowered Silks, Stripes, all colors, wide flowing ends, narrow 4-in-hands, bows, string and wash ties  
19c 25c, 49c, 69c, 98c, \$1.19

## Dr. Scholls Foot Appliances

Have Your Feet Examined  
Graduate Practipedic Service



## Men Who Work

## SAVE MONEY HERE!

The J. C. Penney Co.'s 312 Retail Stores serve thousands of working men with Quality work clothing at LOWEST PRICES. Our Buyers know exactly what is required of these garments and they are made for us according to our specifications, which means built up to a standard not down to a price. Buying in large quantities for cash makes it possible for us to buy for less money. Eliminating Middlemen's profits—selling direct to you over our counters—asking and expecting only a fair profit—makes it possible for us to sell for less money. You can buy your work clothing at a J. C. PENNEY CO. STORE with full and complete confidence that you are getting the utmost in SERVICE AT LOWEST PRICES.

- Men's heavyweight, full cut, Dark Blue 220 Denim. This Overall is the best we carry .....\$1.25
- Men's Pay Day 220 Blue Denim .....\$1.10
- Men's Heavy Stifel Stripe Bib Overall .....98c
- Jackets to match all the above at same price as the Overalls.
- Men's best quality triple stitched blue work shirts .....98c
- Men's blue and grey "Pay Day" shirts .....89c
- Men's blue work shirt .....79c
- Canvass gloves, 3 pairs for .....25c
- Canvass gloves, leather faced .....25c
- Rockford Sox, heavy, 2 pair for .....25c
- Brown-white heel and toe .....19c
- Men's hose, blue, grey, brown .....10c
- Men's hose, black, grey, brown .....15c
- Red and blue handkerchiefs, large size .....2 for 25c

- Complete Line Linen Collars .....19c
- Men's White Linen Handkerchiefs .....29c
- Men's Soft White Laundered handkerchiefs .....2 for 25c
- Men's Soft White Laundered handkerchiefs .....19c
- Men's White Laundered Handkerchiefs .....5c
- Double and Single Grip Hose Supporters .....19c
- Black Sateen Sleeve Protectors .....35c
- Ender's Safety Razors .....89c
- Williams' Shaving Cream, large size .....39c
- Pompeian Toilet Water .....\$1.19

**Mens Khaki Pants 98c**

**Mens Khaki One-Piece Suits \$2.98**

Heavy 11 oz. Duck for irrigation, per yard .....58c