

Our Permanent POLICY

We operate all our stores on a well defined plan that assures the people in every community where we locate—Better Service and Lower Prices.

To accomplish our aim we have eliminated many of the expenses that the average one-store-merchant encounters.

IN BUYING

- We Buy for Cash
- We Buy principally from manufacturers.
- We Eliminate Middlemen's Profits almost entirely.
- We Buy only Dependable Merchandise.
- We Buy in Vast Quantities.
- We buy at Lowest Prices.

IN SELLING

- We Sell at Small Profit.
- We Sell for Cash Only.
- We Sell at One Price to Everybody.

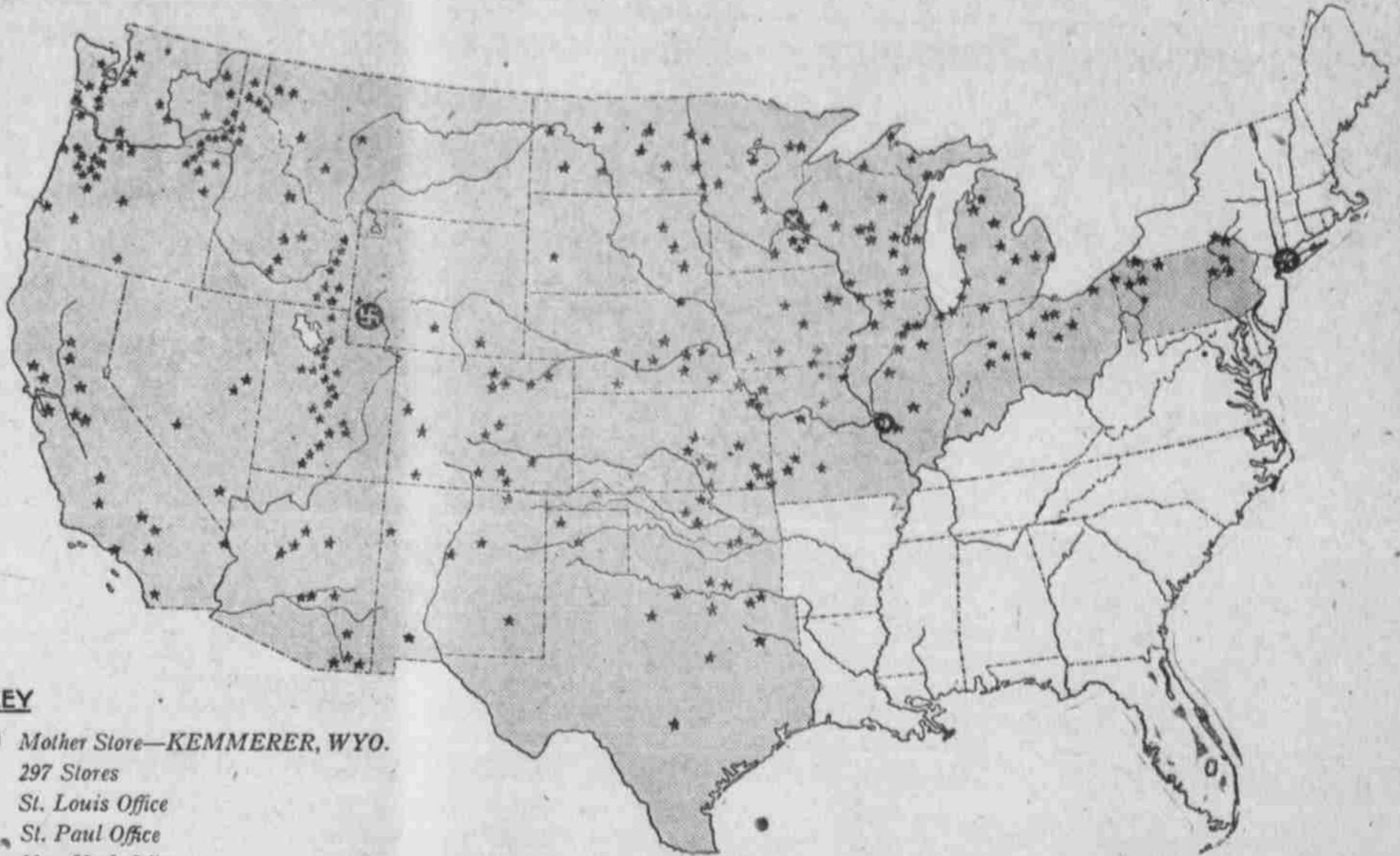
FURTHERMORE

- We Eliminate Delivery Expense.
- We Eliminate Credit Losses.
- We Eliminate Collection Expenses.
- We Eliminate Waste of every Kind.
- We Eliminate "Premiums."

REMEMBER

The saving we effect in buying merchandise and operating our business is the saving you participate in every time you purchase at our stores.

J. C. PENNEY CO.



KEY

- ☐ Mother Store—KEMMERER, WYO.
- ★ 297 Stores
- St. Louis Office
- ⊗ St. Paul Office
- ⊙ New York Office

J. C. PENNEY COMPANY, INCORPORATED

From Our Humble Beginning in 1902 Covering 26 Stores, in 1921 Operating

THREE HUNDRED TWELVE STORES Dry Goods, Ready-to-Wear, Clothing, Furnishings and Shoes.

This Store is Known as the Real Economy Center of this Community--Selling Dry Goods, Ready-For-Service Clothing and Shoes for Every Member of the Family

AT ONE-PRICE TO ALL---AND THAT PRICE THE LOWEST

Store No.	Store No.	Store No.	Store No.	Store No.	Store No.	Store No.	Store No.
ARIZONA	IDAHO	IOWA	MINNESOTA	NEVADA	OREGON	SOUTH DAKOTA	WASHINGTON
93 Bisbee	111 Coeur d'Alene	302 Algona	275 Austin	24 Ely	40 Albany	152 Huron	227 Anacortes
164 Douglas	45 Downey	176 Grace	135 Bemidji	146 Las Vegas	109 Astoria	152 Mitchell	37 Centralia
187 Flagstaff	99 Grace	99 Burlington	174 Crookston	25 Las Vegas	27 Athena	270 Rapid City	38 Chehalis
184 Jerome	196 Hailey	255 Cedar Rapids	135 Ferguson Falls	25 McGill	54 Baker	121 Redfield	47 Colville
85 Mesa	118 Jerome	308 Clinton	100 Hibbing	69 Tonopah	15 Bend	71 Abilene	79 Colfax
94 Miami	42 Kellogg	181 Creston	103 Little Falls	86 Albuquerque	135 Corvallis	244 Amarillo	29 Dayton
249 Nogales	9 Lewiston	367 Dubuque	108 Mankota	31 East Las Vegas	39 Dallas	160 Dalhart	229 Ellensburg
251 Phoenix	8 Mackay	89 Fort Madison	265 Owatonna	54 Gallup	45 Enterprise	239 Denison	101 Everett
95 Prescott	5 Malad	129 Marshalltown	131 Red Wing	88 Raton	107 Eugene	241 Fort Worth	141 Hillyard
255 Tucson	10 Moscow	154 Oelwein	99 St. Cloud	87 Roswell	233 Forest Grove	247 Greenville	232 Houliam
49 Winslow	4 Preston	210 Ottumwa	306 Thief River Falls	147 Hood River	147 Hood River	246 Palestine	76 Leavenworth
CALIFORNIA	7 Rexburg	179 Shenandoah	142 Virginia	252 Silver City	65 La Grande	158 Paris	110 Montesano
250 Anaheim	25 Righy	313 Waverly	MISSOURI	NORTH DAKOTA	123 Lakeview	310 San Angelo	139 Olympia
71 Bakersfield	257 Rupert	195 Webster City	269 Hannibal	175 Carrington	209 Lebanon	245 San Antonio	80 Pomeroy
67 Chico	260 Salmon	KANSAS	211 Independence	78 Devils Lake	296 McClintock	227 Sherman	225 Port Angeles
209 Duhaub	127 Sand Point	171 Arkansas City	320 Joplin	118 Dickinson	82 Marshfield	163 Temple	117 Pullman
274 Fresno	30 St. Anthony	157 Atchison	204 Kirksville	57 Fargo	105 Milton	288 Raymond	196 Ritzville
219 Hanford	114 Shelley	257 Coffeyville	235 Maryville	87 Grand Forks	143 Oregon City	226	82 Sedro Woolley
144 Marysville	46 Shoshone	279 Emporia	189 Noberly	589 Mandan	217 Portland	151 Tekon	131 Watsburg
97 Modesta	84 Wallace	281 Hutchinson	280 Nevada	112 Minot	41 Roseburg	151 Tekon	31 Wenatchee
188 Napa	284 Centralia	300 Kansas City	243 St. Joseph	115 Valley City	142 Salem	UTAH	WISCONSIN
50 Needles	199 Champaign	246 Leavenworth	273 Sedalia	56 Wabpeton	87 The Dalles	17 American Fork	264 Antigo
204 Oakland	252 Dixon	252 Parsons	276 Springfield	113 Williston	230 Tillamook	19 Bingham Canyon	23 Gunnison
190 Porterville	288 Elgin	168 Pittsburg	68 Anaconda	OHIO	PENNSYLVANIA	20 Bountiful	53 Heber City
214 Sacramento	266 East St. Louis	159 Salina	34 Great Falls	207 Alliance	228 Allentown	11 Eureka	25 Helper
126 San Bernardino	307 Elgin	159 Salina	64 Kalspeck	206 Columbus	312 Beaver Falls	29 Magna	140 Chippewa Falls
102 Santa Rosa	268 Galesburg	154 Wichita	81 Missoula	222 Hamilton	188 Bradford	129 Massey	225 Fond du Lac
198 Stockton	249 Jacksonvill	MICHIGAN	283 Whitefish	181 Lima	216 Greensburg	194 Marysville	202 Grand Rapids
218 Ventura	212 Kankakee	175 Alma	NEBRASKA	296 Lorain	304 Lancaster	18 Midvale	261 Marshfield
32 Aguilar	253 Mattoon	263 Cadillac	77 Beatrice	182 Mansfield	301 Mt. Carmel	14 Mt. Pleasant	100 Oshkosh
43 Alamoza	127 Moline	148 Calumet	302 Columbus	236 Marion	157 Nanticoke	3 Murray	263 Sheboygan
242 Boulder	309 Murphysboro	149 Escanaba	44 David City	183 Oskaloosa	189 Oil City	27 Price	98 Waterton
119 Canon City	201 Peoria	302 Hillsdale	132 Falls City	235 Oskaloosa	132 Pittston	155 Salt Lake City	2 Cokeville
162 Colorado Springs	290 Rockford	156 Houghton	308 Fremont	177 Bartlesville	157 Pottsville	16 Spanish Fork	75 Laramie
62 Durango	211 Anderson	134 Ironwood	60 Grand Island	238 El Reno	293 Sharon	48 Springfield	59 Rawlins
52 Fort Morgan	234 Connorsville	156 Leper	61 Hastings	191 Elid	292 Shenandoah	200 Toole	
33 Grand Junction	277 Evansville	200 Muskegon	271 Niles	232 Miami	128 Okmulgee		
36 Las Animas	221 Gary	231 Niles	164 McCook	232 Miami			
169 Longmont	291 Huntington	197 Owens	272 Norfolk				
74 Loveland	215 La Porte	173 Port Huron	156 North Platte				
21 Montrose	288 Michigan City	259 Saginaw	123 Ord				
73 Sterling	295 Shelbyville						
13 Trinidad							

WHO WE ARE

The J. C. Penney Company, owning and operating 312 stores, is the out-growth of a small store started in Kemmerer, Wyoming, in 1902. Ever since that first store was opened the principle that has guided this present day nation-wide institution has been the Golden Rule. With fullest consideration for everyone, serving all alike, our reward has been ever increasing friendships that enable us to constantly enlarge our field of service and consequently benefit a greater number as we go forward.

J. C. Penney Company was a pioneer in giving to the men who came into the organization an opportunity to become partners in various stores. We know that when you know us you will have implicit confidence in our intention and determination to render to you a service worth while whenever you require Dry Goods or Wearing Apparel and Shoes for Men, Women and Children.

WE NEVER HAVE "SALES"

With a J. C. Penney Company store near you

—there is no need nor wisdom in waiting for "special sales" to buy at lowest prices. We never hold "sales" or "cut price events." "Sales" are either a disposal of undesirable merchandise or else the prices have been marked too high at first so as to stand a "mark down" at the end of the season. Think it over. Who pays the big profits when "sales" methods are used?

You can buy from us at the beginning of the season, when the goods are newest, at prices generally as low as the so called "after-season-clearance-sales."

Surely then you will welcome this store where you can buy what you want—when you want it—at a price you are very willing to pay.

OUR BUYING ORGANIZATION

To make certain that we are constantly able to supply you with the newest and best that the nation's markets produce, we maintain all-year-round buying organizations in our own offices at New York City, St. Louis and St. Paul.

Daily contact with the markets is a big advantage in buying. We have that advantage. Experience has demonstrated that in no other manner of buying can we be sure of serving you as you should be served.

In each of our buying centers we have an adequate staff of thoroughly experienced buyers whose intimate knowledge of merchandise and markets, combined with the accurate information supplied by our local managers as to the needs of every section of the Country, enable them to buy for you the Ready-to-Wear Apparel, Shoes and Dry Goods that you particularly want.

We are confident such a service is sure to please you and therefore we seek your patronage with full assurance of genuine satisfaction to you always.

What we save in buying is passed along to our customers. That fact in itself is a very good reason why we constantly sell at such low prices.

NEW MERCHANDISE ALWAYS

Our low margin of profit assures rapid

selling—that results in constant replenishment of our stocks—you are thus assured that you have new goods to select from at all times in our stores.

Goods do not remain here sufficiently long to become old.

Furthermore, we never buy bankrupt stocks or undesirable merchandise of any sort. The pick of the nation's best goods only and always.

ONE PRICE TO ALL

and that price bed-rock-low always. We never discriminate in the prices at which we sell merchandise.

One Price to Everybody—that's the real spirit of the J. C. Penney Company.

Every dollar you spend here has the same purchasing power as your neighbor's—isn't that your idea of correct business methods?

We are sure that such a method has the approval of every man and woman because people always approve Fair Dealing and that is our customary way of conducting business.

FOR WOMEN AND CHILDREN

Ready-to-Wear Apparel, Hosiery, Underwear and Furnishings, Dry Goods and Notions

J.C. Penney Co. A NATION-WIDE INSTITUTION - **INCORPORATED**

312 DEPARTMENT STORES

One-Half Block East of Postoffice

NORTH PLATTE, NEBR.

One-Half Block West of Platte Valley Bank

FOR MEN AND BOYS

Suits, Overcoats, Hats and Caps, Shirts, Collars, Ties, Underwear and Hosiery, Shoes, Furnishings and Work Clothing