

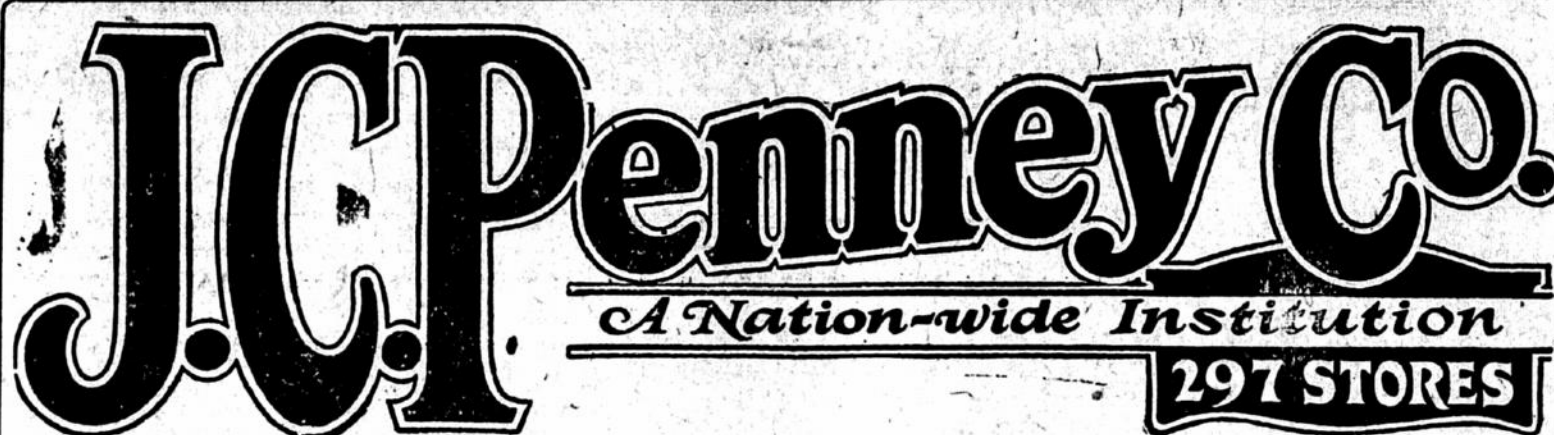
J. C. PENNEY CO. J. C. PENNEY CO.—A NATION-WIDE INSTITUTION

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J. C. PENNEY CO.

The store that satisfies its customer. The store that places heart and soul within its determination to deal its patrons the Golden Rule.

**J. C. PENNEY CO.**

The store that appreciates your patronage. The store that realizes that its success is measured by the service it renders to the community.

NEW -- PRICE -- BULLETIN

Compare Our Prices. We Welcome Competition

The prices within only displays our method of merchandising, which is based upon the present market condition together with the mammoth buying power of our **297 Busy Stores**. We attribute our success in growing from one store doing an annual business of \$29,000.00 in 1902, to 297 Busy Stores doing approximately \$50,000,000.00 business in 1920, or the largest chain of Department Stores in the world TO SATISFIED CUSTOMERS.

Read this Price Bulletin. Come to our store and compare prices, merchandise and service, and be convinced that you can always do better at the J. C. Penney Co. Thousands are, why not you.

PAY DAY OVERALLS**\$1.79****PAY DAY CHAMBRAY SHIRTS****89c****Another Suit Dept.**

Men's Corduroy Suits, Norfolk	\$18.50
Fancy Wool Worsteds	\$18.50
Fancy Cassimeres, various shades	\$22.50
Novelty Cassimeres, military	\$24.75
Wool Worsteds and Cheviots	\$29.50
Virgin Wool Worsteds and Tweeds	\$39.50

Men's Overcoats

Heavy Wool Mixed Overcoatings	\$18.50
Novelty Woolens, belted	\$19.75
Corduroy and Leather Reversible	\$22.50
Heavy Meltons, quarterlined	\$29.50
Double Breasted Novelties	\$24.75
Novelty Frieze Cloth	\$34.75
Silvertone Miltons	\$39.50
Lamb Lined Ulsters, 52-inch	\$19.75
Lamb Lined Molskin Outer, 36-inch	\$14.75
Bath Robes, heavy cuddledown	\$4.98 to \$12.50

MEN'S DEPARTMENT

Men's Cotton Socks	15c to 23c
Men's Heavy Wool Mixed Socks	33c
Men's Medium Wool Socks	49c
Men's Heavy Wool Socks	69c
Men's Wool Liners for Mitts	39c
Men's Wool Liners, striped	59c
Men's Wool Liners, striped, heavy	69c
Men's Jersey Gloves	15c
Men's Cotton Flannel Gloves	15c
Men's Leather Faced Stiff Cuff Gloves	39c
Men's Choppers	49c, 59c, 69c, 79c, 98c to \$1.49
Men's Mackinaw Mitts	69c
Men's Cotton Flannel Shirts	\$1.49
Men's Flannel Shirts; brown, navy, tan and grey	\$2.49
Men's Flannel Shirts, grey only	\$2.98
Men's Mixed Wool Pants, heavy	\$3.98
Men's Mixed Wool Pants, medium	\$3.49
Men's All Wool Heavy Pants	\$6.90, \$7.90
Men's All Wool McMillan Pants	\$8.90 to \$9.90
Men's All Wool Soo Mackinaw	\$14.75
Men's All Wool North Star Mackinaw	\$13.50
Men's Leather Sleeve Vests, leather lined moleskin shell	\$9.90
Men's Leather Sleeve Vests, lamb lined moleskin shell	\$9.90
Men's Cotton Fleece, 2-piece underwear	98c
Men's Wool Mixed 2-piece underwear	\$1.98
Men's Wool 2-piece underwear	\$2.49
2-piece underwear	\$3.98
Men's Collins, double breast and back	\$3.98
Men's Red Flannel 2-piece underwear	\$3.49
Men's Cotton Ribbed Union Suit	\$2.49
Men's Heavy Cotton Fleece Union Suit	\$1.98
Men's Heavy Knit Union Suit	\$2.98
Men's Heavy Mottled Knit Union Suit	\$3.49
Men's Wool Ribbed Union Suit	\$3.49
Men's Lambsdown Wool Union Suit	at \$4.98, \$5.90
Men's Outing Flannel Gowns, heavy	\$1.98
Men's Outing Flannel Pajamas	\$2.98
Men's Motor Suits, heavy khaki	\$3.49
Men's Heavy Corduroys	\$3.98, \$4.98

HABERDASHERY

Men's Silk Shirts, tubs	\$5.90
Men's Jersey Silk Shirts	\$6.90 and \$7.90
Men's Satin Faced Pongee Shirts	\$4.98
Men's Heavy Corded Madras Shirts	\$3.49
Men's Solid Color Percal Shirts	\$2.49
Men's Ties	49c, 59c, 69c, 79c, 98c to \$2.98
Men's Triangle Linen Collars	19c
Men's Lisle Hosiery; grey, tan, navy, black	29c
Men's Silk Lisle Hosiery, various shades	49c
Men's Silk Hose, various shades	98c to \$2.49
Men's Caps, fall weight	at 98c, \$1.39, \$1.98 to \$2.49

Boys' Suit Dept.

A wonderful assortment of Boys' Knicker Suits, all up-to-the-minute in style and material. The prices for your selection, \$6.90, \$7.90, \$8.90, \$9.90, \$10.90 and \$12.50

Heavy Blue Serge at \$10.90

Men's & Boys' Shoes

Men's Dress Shoes \$3.98, \$4.98, \$5.90, \$6.90 and \$7.90
Boys' Dress Shoes \$3.25, \$3.49, \$3.98, \$4.49, \$4.98 to \$5.90

Boys' Heavy Wool Ribbed Hose, all sizes 69c
Boys' Heavy Fleece Union Suits, \$1.19, \$1.29, \$1.39, \$1.49
\$1.69 to \$1.89
Boys' Wool Mixed Blouses \$1.49
Boys' Cotton Flannel Blouses 98c
Boys' Wool Blouses \$1.98
Boys' Mitts, just the thing for cold hands and rough usage, at 29c, 39c, 49c, 69c and 89c

Rubber Department

Boys' One-Buckle Overshoes	\$1.98, \$2.69
Boys' Two-Buckle Overshoes	\$2.59
Youths' Four-Buckle Overshoes	\$2.39
Men's One-Buckle Overshoes	\$2.49, \$2.69
Men's Two-Buckle Overshoes	\$3.49
Men's Four-Buckle Overshoes	\$3.98
Children's One-Buckle Overshoes	\$1.49
Children's One-Buckle Overshoes	\$1.98
Ladies' One-Buckle Overshoes	\$1.89
Ladies' Two-Buckle Overshoes	\$2.39
Boys' Leather Top Lumbermans	\$2.69, \$2.98
Men's Leather Top Lumbermans	\$3.69
Men's Leather Top Lumbermans	\$4.49
Men's Leather Top Lumbermans	\$4.98
Men's Heavy Moose Hide Moccasins	\$3.98, \$3.49
Boys' Heavy Moose Hide Moccasins	\$3.25, \$2.98
Children's Moose Hide Moccasins	\$2.49
Men's Light Rubbers	\$1.23
Boys' Light Rubbers	98c
Youths' Light Rubbers	89c
Ladies' Light Rubbers	89c
Children's Light Rubbers	69c

ALL HIGH GRADE



413-415 Beltrami Ave.

PIECE GOODS DEPARTMENT

Dakota Percales, 36-inch	19c
Quadrige Percales, 36-inch	29c
Apron Checks, Amoskeg	19c
American Prints, "Calico"	10c
Fancy Stripe Dress Gingham	23c
Fancy Check Dress Gingham	29c
Toil du Noird Dress Gingham	33c
Red Seal Dress Gingham	33c
Kiddie Cloths and Galatea	39c

WHITE GOODS DEPARTMENT

Fruit of the Loom Bleached Muslin	25c
American Bleached Muslin	19c
Lonsdale Cambric	25c
9-4 Bleached Sheeting, "Pepperall"	69c
Pepperall Bleached Pillow Tubing, 42-inch	59c
Piquet Bleached Pillow Tubing, 45-inch	59c
Mercerized Table Damask, 56-inch wide	\$1.49
Indian Head, 36-inch	39c
AAA Sheeting, very heavy	25c
Saxon Sheeting, very heavy	19c
Hospital Gauze, 36-inch	13c
White Outing Flannel, Princess	29c
Fancy Checks and Stripes Outing Flannel	33c
Khaki Cloth, heavy	49c
Blue and Brown, 220 weight Denim	49c
Stephens Crashes	29c, 33c, 39c
Lily, 3-lb Cotton Batting	\$1.39
Standish, 3-lb Cotton Batting	\$1.29
Daisy, 3-lb Cotton Batting	\$1.19
Daisy, 1-lb Cotton Batting	23c
Standard, 1-lb Cotton Batting	33c
Comforters, quilted, 72x80	\$3.49
Comforters, satin top and back quilted	\$4.98
Fleishers Wool Yarns, 4-oz skeins	79c
Fleishers Sweater Yarns, 2-oz balls	59c
Fleishers Shetland Floss, 1-oz balls	39c
Colored Oil Cloth, 48-inch	39c
White Oil Cloth, 48-inch	49c

WOOL AND SILK GOODS DEPT.

Skinner's Heavy Satins, 36-inch	\$2.69
J. C. Penney Co. Satins, all staple shades	\$2.49
J. C. Penney Co., Taffeta, 36-inch	\$2.49
Heavy Taffeta; black, grey, green	\$1.98
Heavy Figured Satin	\$1.98
Silk Shirtings, 32-inch	\$3.69
Charmeuse Satins, 36-inch	\$2.49
Radium Silk, 40-inch	\$3.69
Black Silk Crepe Filete	\$2.25
Silk Crepe	\$1.69
Wool Storm Serge, 36-inch	\$1.23
Wool Tricotines, 38-inch	\$3.98
Heavy Buff Coatings, 58-inch	\$5.90
Heavy Brown Seibeline, 58-inch	\$5.49

LADIES' SHOE DEPARTMENT

Ladies' Shoes in black and brown, with heels of Military, Cuban, half Louis, full Louis and Stroller, various heights of tops at prices that should interest all—\$3.98, \$4.49, \$5.90, \$6.90, \$7.90, \$8.90, \$9.90.

CHILDREN'S SHOES

Constructed of all choice leather stocks, the best of calfskins and light gunmetal; all natural faced leather. At prices that will make your shoe purchases within reason—\$2.49, \$2.98, \$3.49, \$3.98, \$4.49 and \$4.98.

INFANTS' SHOES

Infants' Shoes of choice kid stocks that are constructed for service—98c, \$1.19, \$1.29, \$1.39, \$1.59, \$1.89, \$1.98 to \$2.49.
Infants' Black and White Cassimere Hose, silk heel and toe, at 69c
Infants' Lisle Hose 35c
Children's Fine Ribbed Hose, all sizes 39c
Ladies' Black Lisle Hose 49c and 69c