

J. C. Penney Company—A Nation-Wide Institution

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**BUY
IT NOW
AT
LOWER
PRICES**

J.C. Penney Co.
A Nation-wide Institution
297 STORES

**SEND
US
YOUR
MAIL
ORDERS**

THE actual test of any Clothing you buy from us is the service you get out of it—and service depends on quality. Be sure to consider quality as well as price whenever you buy. If you compare our prices with others, compare our quality also. We always give you the utmost value for your money. Compare the quality of the J. C. Penney Co. merchandise with that you see elsewhere and this will demonstrate the exceptional values we offer. Our buyers in New York, St. Louis and St. Paul are continually on the market; when they secure lower prices we immediately pass them on to our customers.

BUY NOW AT LOWER PRICES

CLOTHING

BUY NOW your Clothing for this winter from this Company at lower prices. These Suits are the genuine All-Wool Suits that the J. C. Penney Co. has always sold you at less money.

Men's All-Wool Blue Serge Three-Piece Suits at
**\$29.90, \$34.75
\$37.50**

Men's All-Wool Worsted and Cashmere Suits in darks and lights at
**\$29.90, \$34.75
\$37.50 and
\$39.90**



SHOE PRICES REDUCED

The Reason for the Reduction

Owing to the recent decrease in the cost of some hides and leathers, our buyers have been able to replenish stocks on many of the Shoes now in our stock which enables us to sell them to our customers at a great reduction. Below we give you a few of the many Shoes you may buy from us at a GREAT SAVING.

Men's Work Shoes



**\$3.98
\$4.35
\$4.85
\$4.98**

These Shoes are made of sole leather and are extra good wearing Shoes.

Men's Dress Shoes in Black Gun Metal Blucher, \$4.49, \$4.98, \$5.90.

Boys' Work and Dress Shoes in the good, all leather School Shoes, button or lace, \$2.98, \$3.49, \$3.98

Ladies' Dress Shoes in Gun Metal button or lace, high, medium or low heel at \$3.98, \$4.49, \$4.98

Misses' and Children's Good Shoes
**\$1.98, \$2.49, \$2.98
\$3.49, \$3.98**



Scuffers

The Foot-Form Shoe for the little tots at **\$1.98, \$2.49**

RUBBERS

Men's Best Grade Rubbers . . . \$1.23
Boys' " " "98
Youths' " " "89
Women's Best Grade Rubbers, high, medium or low heel, 79c. Misses' Best Grade Rubbers, 69c. Children's Best Grade Rubbers, 59c.

You Get Full Value Per Dollar When Buying Here

Men's Heavyweight Bib Overalls



Union Made
**\$1.98
per pair**

Jackets to match,
\$1.98

Men's Heavy Union-Made
Waist
Overall,
\$1.98

Boys' Overalls,
Heavyweight,
2 to 6 years,
\$1.25

Boys' Overalls, Heavyweight, 6 to 12 years, **\$1.49**

Boys' Overalls, Heavyweight, 12 to 17 years, **\$1.69**

Canvas Gloves, leather face, gauntlet or wrist, at 3 pairs for **\$1.00**

Cotton Gloves, without leather, 2 pairs for 35 cents

Men's Cotton Hose . . . 2 pairs for 39c and 25c per pair
Men's Wool Socks 49c and 69c per pair
Men's Leather Fleece-Lined Mittens, 49c, 69c, 89c per pair
Boys' Mittens for cold weather . . . 39c, 49c, 69c per pair
Men's Shirts, good, heavy Chambray . . . 89c and 98c each
Men's Black Sateen Shirts, good weight . . . \$1.49 each
Men's Heavy Twill Shirts in blue and khaki, two pockets, made full \$1.98 each

MEN'S UNDERWEAR

Heavy Cotton 2-piece Underwear, per garment . . \$1.25
Heavy Cotton Union Suits, per garment 1.98
Wool-Mixed 2-piece Underwear \$1.98, \$2.98
Wool-Mixed Union Suits, per garment, \$2.98, \$3.98, \$4.98

MEN'S AND BOYS' OVERCOATS

That were great bargains at our regular prices—are still greater bargains at our new Reduced Price. These prices are based on the new cost caused by decline in market prices.

Men's Overcoats
in plain and belted models at

**\$14.75, \$16.50, \$18.90
19.90, 22.50, 24.75
26.90, 29.90, 34.75**

Boys' Overcoats
At **\$12.50, \$14.75, \$16.50
\$18.90 and \$19.90**

Every lowering of manufacturing prices is reflected in our prices to our customers.



Boys' Knickerbocker Suits
In the Fancy Belted and Plain Styles at Lower Prices

J.C. Penney Co.
A Nation-wide Institution
297 STORES

We Fill Mail Orders

Mail orders receive our prompt attention. Order anything you see advertised in this circular if you cannot visit our store personally. Send us your personal check, postoffice order or draft for amount required—including enough for parcel post charges—if you send too much money we will return the difference; or send no money and we will send your order by parcel post, C. O. D.

It Will Pay You to Take Advantage of This Service

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