

J. C. PENNEY CO.

Share in these remarkable savings at
your nearest J. C. Penney Store

PENNEY'S SPRING PRICES

CHALLENGE COMPARISON

DOWN **22%**
on an average of

From SPRING
1931

Some AS MUCH AS 35%

To SPRING
1932

Have You Compared
**PENNEY'S
PRICES**

With Those of One Year Ago?

COME DO IT!

There's a surprise in store for you. Close checking throughout the store proves that Penney's prices have dropped on an average of 22%—some a great deal more—since Spring 1931 and in many cases more quality has been added, giving you still greater value for your money.

Here are some of the price tags—look them over. Then look over the actual merchandise in our store. Close inspection gives added evidence that it pays to shop at Penney's.

**PENNEY'S
CHALLENGE COMPARISON!**

THE PRICE TAGS PROVE IT.

THE PRICE TAGS
TELL THE STORY
"GAYMODE"
SILK-HOSE
equal quality
Spring 1931-\$1.29
SPRING 1932
98c

No. 4491 Service weight
superior value
full-fashioned with silk-
plated heel! Best color!

COMPARE!

THE PRICE TAGS
TELL THE STORY
All-Silk
PONGEE
equal quality
Spring 1931-\$7c
SPRING 1932
19c yd.

Three silk Imp. Pongee,
32 M/M weight,
32-inch.

COMPARE!

THE PRICE TAGS
TELL THE STORY
NEW! Juvenile
TUB
FROCKS
Spring 1931-\$1.40
SPRING 1932
98c

Clever prints and novelty
fabrics! Heterogeneous
prints, etc., at
1932's lower price! Sizes:
1-3; 3-6; 7-14.

COMPARE!

THE PRICE TAGS
TELL THE STORY
NEW! Prints and
Styles!
Crepe Dresses;
first quality in
Spring 1931-\$8.98
SPRING 1932
\$2.98

Scarf, center, cape effect;
feet long, etc.;
"silk flat crepe"; trim
borders.

COMPARE!

THE PRICE TAGS
TELL THE STORY
Women's Rayon
Underwear
Improved Quality
Improved Performance
Price Reduction
49c
for Only
The... material
Hem fabric method
new beauty
COMPARE!

THE PRICE TAGS
TELL THE STORY
Extra Quality
SHIRTS
Spring 1931
98c

Here are garments to
delight the wearer and
spare his pocketbook!
made up only Penney's
requires. True shrink of
course, in white, solids
and dainties.

COMPARE!

THE PRICE TAGS
TELL THE STORY
Men's Work
PANTS
Spring 1931-\$1.10
SPRING 1932
98c

The pants that you
want at a price that
thrills.

COMPARE!

THE PRICE TAGS
TELL THE STORY
Men's Smart
TROUSERS
Spring 1931-\$1.00
SPRING 1932
\$2.98

The pants that you
want at a price that
thrills.

COMPARE!

THE PRICE TAGS
TELL THE STORY
Price Shattered
Again!
Pay Day
OVERALLS
Spring 1931-\$1.10
SPRING 1932
89c

The same 15 extra
features that make
these Amazons
overall value!

COMPARE!

THE PRICE TAGS
TELL THE STORY
Value-Leaders!
"Big Mac"
Work
SHIRTS
Spring 1931-\$1.00
SPRING 1932
49c

There's extra quality in
the cloth—extra
comfort in the material—
extra value in the garment!

COMPARE!

THE PRICE TAGS
TELL THE STORY
Value-Highlight!
Men's Moleskin
PANTS
Spring 1931-\$1.00
SPRING 1932
\$1.49

Rugged, double-duty
quality! Striped pattern!
Heavy, full pocket!

COMPARE!

THE PRICE TAGS
TELL THE STORY
AMAZING SAVINGS!
Boys'
SHIRTS
Spring 1931-\$1.00
SPRING 1932
49c

Penney's boys' shirts
better value for this qual-
ity shirt!

COMPARE!

THE PRICE TAGS
TELL THE STORY
Satin
Model for Camper
in White
and Economy
More Sweet
SHOES
Spring 1931
49c

White, lace-up
shoes, leather
upholstery at well
moderate low price!

COMPARE!

COMPARE

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**PENNEY'S
CHALLENGE COMPARISON!**

THE PRICE TAGS
TELL THE STORY

THE PRICE TAGS
TELL THE STORY
"GAYMODE"
SILK HOSE
Equal quality
Spring 1931—1/29
SPRING 1932—
98c

THE PRICE TAGS
TELL THE STORY
All Silk
PONGEE
Equal quality in
Nylon 1931—275
SPRING 1932—
19c yd.

THE PRICE TAGS
TELL THE STORY
NEW! Juvenile
TUB
FROCKS
Spring 1931—\$1.40
SPRING 1932—
98c

THE PRICE TAGS
TELL THE STORY
"NEW" Printskirt
Solest
Crepe Dresses
Equal quality in
Spring 1931—\$3.98
SPRING 1932—
\$2.98

THE PRICE TAGS
TELL THE STORY
Women's Nylon
Underwear
Improved Quality
Inexpensive
Workmanship
First Time
at Penney's
49c



Fashion Demands
Costume Jewelry
—For Color Accent!
So inexpensive... yet makes such a distinctive, attractive effect, sparkling crystals, smart metal effects, vibrant colors. Vivid colors in composition beads, too!

49c

Shoes That Fit The Feet
\$3.98



Brocade Effect
Damask
So rich and heavy-looking
two-tone color effects in lovely
Jacquard patterns. Excellent for
upholstery as well as drapes.
Dress up your home for Spring!
98c yard

THE PRICE TAGS
TELL THE STORY
Extra Quality
SHIRTS
FOR MEN
98c

THE PRICE TAGS
TELL THE STORY
Men's Work
PANTS
Spring 1931—\$1.10
SPRING 1932—
98c

THE PRICE TAGS
TELL THE STORY
Now—Save More!
Men's Smart
TROUSERS
Spring 1931—\$1.10
SPRING 1932—
\$2.98

THE PRICE TAGS
TELL THE STORY
Price Shattered Again
**Pay Day
OVERALLS**
Spring 1931—\$1.10
SPRING 1932—
89c

THE PRICE TAGS
TELL THE STORY
Value-Leaders
"Big Mac"
Work
SHIRTS
Spring 1931—\$1.00
SPRING 1932—
49c

THE PRICE TAGS
TELL THE STORY
Value-Highlight
Men's Moleskin
PANTS
Spring 1931—\$1.00
SPRING 1932—
\$1.49

THE PRICE TAGS
TELL THE STORY
AMAZING STRETCH
Boys'
SHIRTS
Spring 1931—\$1.00
SPRING 1932—
49c

THE PRICE TAGS
TELL THE STORY
Made-for-Comfort
Wear
and Economy
Men's Work
SHIRTS
Spring 1931—\$1.00
SPRING 1932—
\$1.49

Here are garments to delight him and
spark his pocketbook!
And only Penney's requires a bank of
course—in winter, solids
and, fancies.

This shirt that you
want at a price that
thrills.

Estates you wanted;
style you hoped for;
at a price to thrill the
family!

These extra qualities
in the cloth are com-
fort in the wear in the
extra wear in the pants!

These double-duty
quality-fabric-patterned
trousers will interest

Not in the history of
shirts have we seen
anything like this deal
by shirt!

With comfort and
style, these shirts

COMPARE

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