

Women's Shoes
98c

Finest grades of black and brown kid leathers. High lace styles with Louis heels. An opportunity to save.

Smart Shape
Fall Millinery
\$1.98

Attractive shapes in the season's most favored materials and wanted colors.

WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION

J.C. Penney Co.
A NATION-WIDE INSTITUTION - Incorporated
475 DEPARTMENT STORES

RELIABLE
QUALITY
GOODS
ALWAYS
AT LOW
PRICES

Vacuum Bottles
89c

A winter necessity. Each with cup top, in handsome black enamel aluminum case.

New Army Leggings

Buy now to use when the snow comes. Wool wrap style. 79c

Canvas side lace style. 49c

Hope Muslin
17c

This well known quality bleached at a money-saving price.

Bungalow Cretonnes
23c

30 attractive patterns in this high grade comfort cretonne; 36-inch width.

D.M.C. Embroidery Threads
White and Colors
3c

Swift & Co.'s WOOL SOAP
7 Bars 25c

Here Are

Nation-Wide Values

for Thrifty Shoppers!

475 communities scattered in 33 States where our busy Stores are located, are enjoying these truly remarkable savings at this time. For goods so desirably styled and of such dependable character, the prices named are surprisingly low.

Obtainable Only at Our Store!

Complete your Fall and Winter preparations now and enjoy the lasting satisfaction of the money-savings these offerings provide!

See These Important Savings In Our Window Displays!

Gem Razor
83c

In the new compact metal case; 5 blades included; Extra Blades, 7 in pack.

Leather Faced Gauntlet Gloves
31c
Goatskin Gloves
Elastic Wrist
45c

Men's Outing Night Shirts
\$1.19

Of a good quality striped outing, full cut, with lay-down collars.

COATS - SUITS - DRESSES

An Opportunity Offering of Exceptional Values



Handsome garments in the newest styles and most wanted materials and colors. For the woman who desires to be smartly dressed at small price this affords a golden opportunity.

Stylish Suits
\$19.75

The season's styles developed in Velour, Broadcloth, Pique Twill, Gaberdine and Yalapa in shades of brown, navy, coca and Belgian blue. All are the newest models, fur and embroidery trimmed.

Newest Sport Coats
\$16.50

Poloish Cloth Coats in a new showing. Plain colors and overplaid, in browns, tans and blues. Many are fur trimmed.

Chic Dresses
\$12.50

Just twenty-five dresses in this offering, which includes both silk and woolen dresses attractively styled and trimmed. Sizes from 16 to 44.

Woolen Skirts
\$4.98

Stripes and plaids in a variety of novelty printed models.

Bedding

At Money-Saving Prices

Chatam Woolen Blankets

66x80—1 lbs. 25% Wool... \$1.98
72x84—2 lbs. 25% Wool... \$3.99
66x80—1 lbs. 60% Wool... \$3.50
72x84—2 lbs. 60% Wool... \$8.90
66x80—1 lbs. 100% Wool... \$8.90
72x84—2 lbs. 100% Wool... \$10.90
Plaids and Plain Colors

Double Cotton Blankets

54x74... \$1.80
64x74... \$2.25
66x80... \$2.59
70x80... \$3.19
74x80... \$3.98
66x80 Wool finish... \$4.19
WOOL FINISH PLAIDS
\$3.79, \$5.98, \$1.50, \$1.98

Comforts

Cotton filled Comforts, cretonne and satin covered. Attractive patterns. They are money-saving values at these prices.
\$2.19, \$2.98, \$3.98, \$5.90

Pillows

All new feather and down filled with attractive flowered ticking covers. Priced Each, \$1.19 to \$3.98

Men's Wool Union Suits
\$3.98 to \$4.50

Pure wool Union Suits at the price of cotton mixtures. See these suits, Men, and you will want to share in these money-saving values.

Men's Band Dress Shirts
\$1.19

Double soft cuff, band style shirts of best quality 80x80 percale. Attractive stripe and checked patterns.

Domest Flannel Work Shirts
\$1.19

A low priced warm shirt for work wear. Heavy cotton flannel, in dark brown. Sizes 11 1/2 to 17.

Moleskin Work Pants
\$2.69

A splendid wearing pant on any job. They are black with fine white stripes. Cut extra full through the hips.

Men's Wool Suits

Redyed Army Serge

\$17.50

Men! Here is an opportunity for you. 100% pure wool serge suits in attractive shades of brown and grey, serge and mohair lined. These suits are well tailored and finished. They are in 3-button conservative styles—just the thing for general wear.


Outing Flannels

—36-inch Golden Apple, lights and darks; attractive colors. At yard... 36c
—27-inch Swiss Outing in lights and darks, 3d... 21c
—27-inch Lawrence Outing, light and dark stripes, 3d... 18c
—27-inch Daisy Cloth. This super quality white Outing at yard... 27c
—36-inch White Daisy Cloth, yard... 33c

3-lb. Cotton Comfort Batts

Daisy, plain... 79c
Standard, plain... 89c
White Owl stitched... \$1.39
Morning Glory, quilted... \$1.39

Sheeting

Piquet, 8-4, bleached... 63c
Piquet, 8-4, brown... 59c
Piquet, 9-4, bleached... 73c
Piquet, 9-4, brown... 63c
Piquet, 10-4, bleached... 79c
Piquet, 10-4, brown... 73c
Nation-Wide, 8-4, bleached... 53c
Nation-Wide, 9-4, bleached... 59c
Nation-Wide, 10-4, bleached... 69c

Miller Rubber Aprons
89c

Gum Rubber Aprons, contrasting ruffle trimmed. Four colors.

J. P. Coats Sewing Thread
5c

Carticella Sewing Silks
100 Yards
12c

Children's SLEEPERS

Men's PAY-DAY OVERALLS \$1.49
Boy's \$1.10, \$1.19, \$1.29

Prospect Yarns For Better Knitting

Two-fold, 1 oz... 21c
Four-fold, 1 oz... 29c
Silk-and-Wool... 43c
Crepe Yarn... 43c
Sack Yarn, 4-oz. hank... 69c
Three-Fold, 1 oz... 29c

Women's Orchid Winter Unions

Our size showings are yet complete and all the wanted styles are included. These garments are from the finest of cotton, cotton wool, silk and wool and all-wool elastic knit cloths, shaped and finished to give perfect fit and satisfaction. They are priced from

\$1.39 to \$4.50

Pompeian Toilet Requisites

Complexion Powder... 15c
Night (Cold) Cream... 15c
Day (Vanishing) Cream... 15c
Massage... 15c
Talc... 25c
Instant Beauty Sticks... 25c
Packers Tar Soap... 19c
Woodbury Soap... 19c
Cuticura Soap... 19c

WOMEN'S Outing Flannel Gowns

White and light striped Outings in a variety of grades, made over the wanted styles. Sizes 16 to 20. Priced at—

\$1.19, \$1.49, \$1.69, \$1.98

Black Sateen Aprons
\$1.98

Good quality Sateen, full cut, contrasting Cretonne trimmed, all over styles.

All Silk Canton Crepe
\$3.19 Yard

Heavy quality, Pure Silk, in black, navy and dark brown—a big value.

Men's Leather Sleeve Vests and Jackets



\$1.50—Full moleskin sheet, knit collar and cuff, suede cloth sleeves and lining.
\$5.90—Full moleskin sheet, elastic wrist and collar, split cowhide sleeves and lining.
\$7.50—Moleskin sheet, high elastic snap collar, Jerkin leather sleeves and lining.
\$8.90—Dark drab corduroy sheep, heavy sheep lining, split cowhide sleeve.
\$9.50—Jacket style, Jerkin leather sheet, full blanket lined, adjustable collar and cuff.
\$9.90—Fine quality drab moleskin sheet, heavy Jerkin leather sleeves, sheep felt lined.

Men's Flannel Shirts

Plain colors, bright and dark plaid checks and stripes in a wide range of values, make up a varied selection at money-saving prices.

\$1.69, \$1.98, \$2.98, \$3.69, \$4.50, \$4.98

Corduroy Lace Leg Pants
\$4.50 - \$6.50

Light and dark drab all-weather Cords, reinforced at points of wear. Narrowed at knee to assure snug fit.

Boys' Flannel Shirts and Blouses

Just in time for the cold weather—Shirts and Blouses of wool mixed sacking.
98c, \$1.29, \$1.59



Boy's Corduroy Suits

\$5.50

Mother! Here is your opportunity to fit the boy with the most serviceable of School Suits at a low price. Heavy weight dark drab all-weather corduroys. Norfolk belted styles. Sizes 7 to 14.

Youth's Overcoats
\$5.50 to \$5.90

Heavy plaid Mackinaw Cloths, plaid patterns, full lined Polo collars, belted. Sizes 4 to 7 at \$5.50; 8 to 10, at \$5.90.

Mackinaw Shirts
\$6.50, \$7.90, \$9.90

Oregon City, Hirsch Wels and Son, double and single shirts in olive drab, green, red and grey plaids.

Men's Woolen Sox

25c—Wool Process Sox, medium and heavy weights.
35c—Wool and Cotton Mixtures, dark colors; medium.
49c—All-Wool heavy Hosiery, medium weight, heather mixed cashmeres.
69c—Heavy weight, all-wool, grey and white.
70c—Silk and wool and all-wool novelty ribbed Dress Hosiery in heather mixtures.
98c—Machine, hand knit type hose, best quality wool; grey, green and red.

Men's Knit Sport Coats
\$4.98

Four pocket styles, snug fitting elastic garments with non-stretching seams. There are just 24 of these garments in dark leather colors. Sizes 36 to 46.

Men's Cotton and Wool Mixed Union Suits

\$1.29—Medium weight elastic ribbed, fleeced cotton Union Suits, 36 to 46.
\$1.19—Heavy weight standard fleeced Union Suits; blue and tan colors, 36 to 48.
\$1.59—Heavy elastic rib, grey wool process suits—an extra heavy rib.
\$1.69—Hane's cotton ribbed Unions, light fleeced.
\$2.19—Grey wool mix, elastic rib Unions.
\$3.25—1 1/2, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

Men's 12-Inch Shoe Pacs
\$7.90

Full double vamp, Viscel Calf stock, two full soles, with rubber gusset. A big value.