

WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

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

RELIABLE
QUALITY
GOODS
ALWAYS
AT LOW
PRICES



*A Wonderful Special Offering Of A Superb
Collection Of 150*

MODISH DRESSES For Women And Misses

All Are At Remarkably Low Prices

We are offering these stupendous values as our contribution to a Nation-Wide Year-End Opportunity for women to provide themselves with dresses, for the coming winter season, that are thoroughly in keeping with the prevailing modes in New York. Their exceptional style and the goodness of their materials and workmanship are a reduction at the astonishingly low prices named.

\$16.50, \$22.50, \$27.50, \$32.50

You will be surprised with the beauty of these dresses upon seeing our window display.

You will concede them by far the greatest values the moment you examine them.

The colors and shades made fashionable by prevailing Fashion's dictates—the models popular with the best dressed women in New York. The illustrations on this page are merely an inkling of the styles to be found in this collection.

Such stylish materials as Poiret Twill, Plain Crepe, Satin-faced Crepe and Canton Crepe—all developed in a manner usually pleasing to the woman of good tastes and judgment.

**Only the tremendous Cash buying power of this
Nation-Wide Institution makes possible
such remarkable good dresses at a
price which the average store
pays for them.**