

You Know Our Silk Hose!

They Look Well—Wear Well
And Cost Considerably Less

It's our Buying Power for 773 Stores, again, which gives you this great value—a splendid silk Hose at this low price! This Hose stands out especially for its wearing qualities. Range of good colors. Priced, the pair, for the Woman or Miss.....

98c

WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION

J.C. PENNEY Co.
A NATION-WIDE INSTITUTION

RELIABLE QUALITY GOODS ALWAYS AT LOWER PRICES

160 North Liberty Street

Salem, Oregon

Sturdy Stylish Boys' Shoes
Real Service and Value



Here's good looks, quality, comfort—everything—for the boy. In staunch tan leather; Goodyear welt; rubber heels. Very low priced at—
Sizes 2½ to 5½ \$3.49
Sizes 12½ to 2 \$2.98

Hose Values!
In Fibre Weaves

A most inexpensive, silky Hose which you will find attractive and serviceable. Range of wanted colors.

The pair, 69c

Serving Best By Saving Most

Mass Buying -- No Sales -- Low Prices Every Day!

Flannelette
Night Shirts—Men's

Unusual value at a low price. Of good grade flannelette, cut extra full for comfort. Finished with military collar. Made with large arm holes and long sleeves. At our economy low price—

98c

Two Supreme Dress Values

You Cannot Afford to Miss These Frocks

With your own eyes, see these Frocks You just can't believe them until you see them! They're really too good to seem true! Silk Dresses, priced,

\$7.90 and \$11.90



In jaunty, up-to-the-minute modes for both the woman and miss. At each price, you can find most acceptable Frocks.

Good Silk Materials
Ultra-Smart Fashions

You'll be astounded at the good materials, the attractive styles, and the worthy workmanship. Well, come in and let us prove these Dresses to you!

Stunning Hat Values

Advance Styles in Spring Millinery At Our Savings!



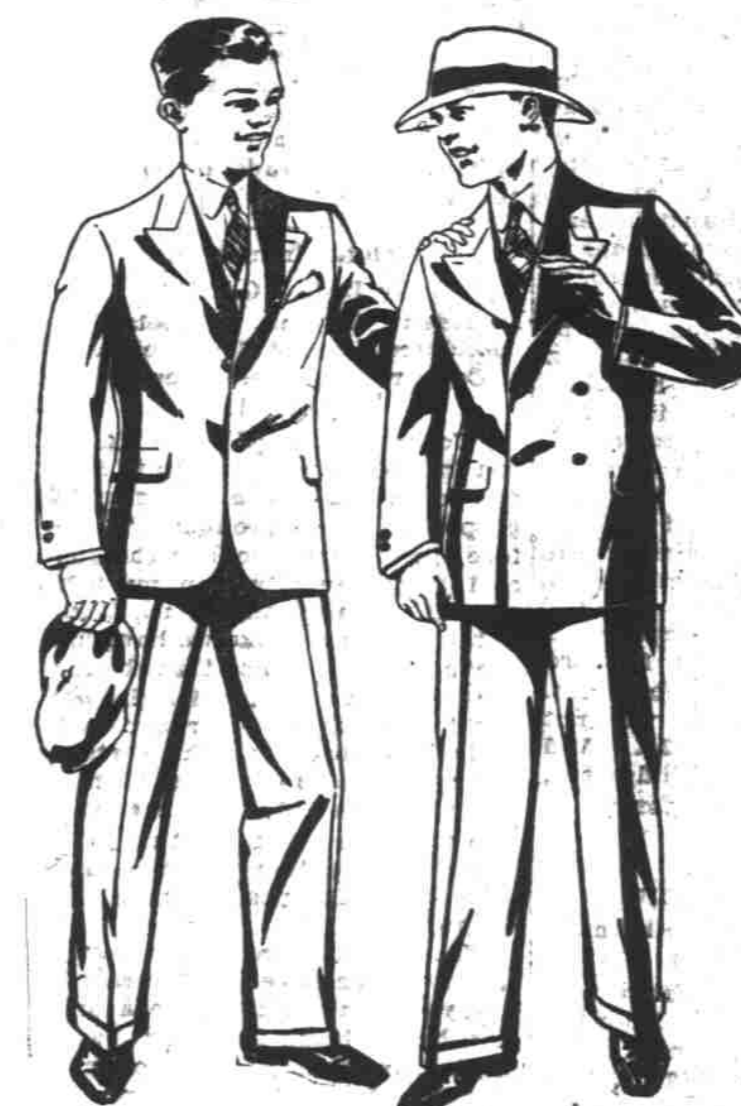
Our 773 Store Price

Here's important news pertaining to you! You can find at our Store, right this very day, a selection of new Spring Hats which we are selling at this magnetic price. For both women and misses. You can't imagine how splendid they are! So—see them!

\$3.98

Prep Suits Here —

Are In Tune With Style and Have Caught the Very Spirit of Prep, High School and Young Fellows In Business



\$17.50

Vigorous lines and graceful hang and drape place these suits unmistakably in the Style class for students or young fellows in business.

Slightly broader shoulder and lapels and a suggestion of snugness at hips give them a trim, semi-military effect.

Two-button single-breasted or three-button double-breasted. Chevrons, cassimeres—fancy weaves—novelty stripes—overplaids—blues, browns, greys.

Others at \$16.75 to \$24.75

For Rainy Days
Our Slickers



Waterproof slickers are worn by stylish and sensible women and misses in stormy weather.

In New Colors

We are showing swagget modes in the most wanted colors. You will like them, especially when priced—

\$6.90

Keep Warm
With Our Underwear

Knitted undergarments for women and misses. Whichever style you prefer is here. Examine our qualities! Then note our low prices!

79c and 98c

Wool Sweaters
For School Girls

All wool Sweaters in the very last-minute styles and colors for school girls of all ages. Most attractive in price.

\$2.98

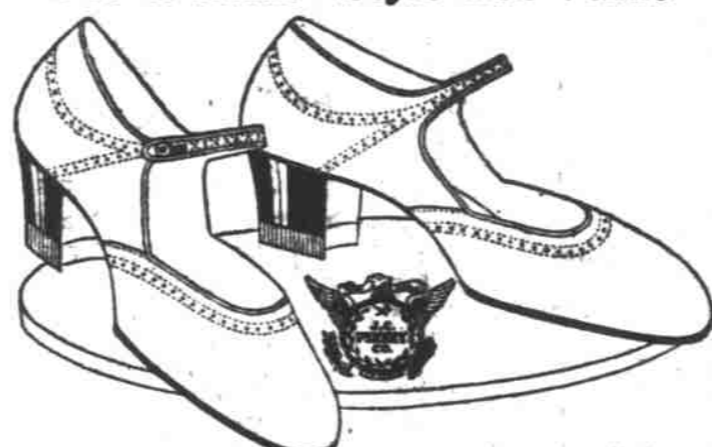
Your Corset
Buy It Here



Our Corsets, at this price are Nation-Famous! See them! Remarkable savings when priced, each.

\$1.98

An All Patent Pump
For Women—Style and Value



Smart, modish lines emphasize the attractiveness of this new arrival for Autumn. Developed in all-patent with new stitched design. Plain-toe and military heels with rubber taps. Extra good value at the moderate price of

\$2.98

Lumberjack
Boys' Sweaters



Bright, lively checks and plaids, in worsted plaited or worsted and rayon mixed; two button-flap pockets, knitted bottom and cuffs. Low priced—

Sizes 7, to 14 Years

\$2.98 to \$3.98

Service That Is Not Forgotten

Near Atlanta, Ga., skilled sculptors are inscribing with cold steel drill six hundred feet up on the face of an enormous stone mountain, a memorial which will live through ages as an irrefragable record of gallantry upon the field of battle.

The World is an encyclopedia of great achievements—not all of them of gallantry but none the less conspicuous in the ambitions of man. Prominent in the recorded fields of achievement, that of Service rendered to people stands out in both interest and importance.

In the field of National Service, the names of Marshall Field, John Wanamaker and James C. Penney are familiar to millions of people who are enjoying great advantages made possible by these geniuses of the mercantile world.

While their deeds are not recorded in stone, their achievements are a thousand times more in the minds of people. Real service is not forgotten.

J.C. Penney Co.

Ulsterettes

Up to the Minute In Styles

Down to a Real Low Price too

Values you don't find every day, rightly styled, well made, in the popular, three-button, double-breasted Ulsterette model with the three-piece detachable belt, at—



\$16.50

In dependable and lively novelty overcoatings in overplaids and heather mixtures—tan, brown, grey and blue-grey. If you want a good warm, stylish overcoat at a real low price, see these.

Others at \$19.75 to \$24.75

Choose One of These Coats
Dominating Style at Lowest Prices

\$19.75 and \$24.75

You will make a perfect choice in one of these Winter Coats we are showing at this unusually low price. Market conditions make possible this economy!



Make your selection from these Coats at the first possible minute! A world of pleasant wear awaits you!

Fur Trimmings
Good Fabrics

Smart fur trimmings! Suede Fabrics or modish Bolivias! Durable linings. Colors you'll especially favor.

For Both
Women and Misses

Our 773 Store Saving Power is behind these Coats! That's why they're such convincing Values! Buy now!

A New Chic Patent Pump
Smartly Trimmed With Gun Metal



This new arrival is proving its popularity for Autumn wear. Developed in patent with attractive trimming of gun metal calf; covered military heel. It has undeniable style combined with comfort and is very moderately priced at

\$3.98

Man's Size Value and Style
In This New Spring Model



A new arrival that is proving popular with men seeking real value with assured leathers and wearing-qualities. Of selected tan calf, medium toe, heavy sole and rubber heels. An exceptional value at a low price.

\$3.98

Men's Wool
Union Suits

Warm, durable and satisfactory. Well made and full cut. In grey wool. Women who shop for men know very well the exceptional values at this Store. Ask to see the Union Suits at—

\$3.98

Men's Warm
Union Suits

Grey wool mixed, long sleeve, ankle length—

\$2.98

Men's Fancy
Silk Hose

New color combinations in novelty checks and plaids. Of silk and rayon mixed. Well made with mercerized heel, toe and top. A large assortment of patterns at—

69c