

Winsome Hats for Girls
In the New Autumn Styles



Fall and Winter mean new hats for Girls, too! They mean pretty new Hats when you select them at this Store. We have an attractive assemblage of millinery for misses of all ages. Priced, from

\$1.98 and \$2.98

Try These Silk Hose Once
You Will Come Back for More

Women have learned that this is the Store of Silk Hose Values! Now we call your attention to this hose which is number 1218—a seamless silk hose which many women prefer.

They Wear Well!

It is a hose which gives the maximum of wear. We have a good supply of these—you can always get them when you want them! Priced at only

98c

Glass Necklaces
Choker Style



These ladies' and misses' fancy choker glass necklaces are shown in an entirely new selection of colors and styles; choker necklaces are all the rage right now—

49c

Kotex Sanitary
Napkins by the Box



This nationally-known product is now in demand by women of refinement everywhere. Buy "Kotex" by the box. 12 napkins for—

35c

Comfortables
Quilted Coverlet

For comfort and warmth, we suggest these comfortables for bed coverings. Silklike covered and stuffed with carded cotton. Priced, each,

\$2.98

Time to Buy Blankets!
See Our Timely Values



For Thrifty Housewives!

Cool nights are near! Don't be caught with insufficient bed clothing. Buy now!
Cotton blankets, good quality, in standard colors, 34 in. by 74 in. (other sizes priced proportionately), the pair,
Part wool blankets in the plaid patterns so popular now, in variety of charming colors, 68 in. by 80 in., the pair,
\$1.79
\$4.98

WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION
J.C. Penney Co. A NATION-WIDE INSTITUTION-
DEPARTMENT STORES INC.
160 North Liberty Street
Salem, Oregon

RELIABLE QUALITY GOODS ALWAYS AT LOWER PRICES

Flannel Shirts
For Men
Fancy designs in bright colors, checks and plaids. Fine quality woven cloth; cut full and roomy; two large flap pockets; coat style. Remarkable values at—
\$1.98 to \$4.50

Boys' Blouses
"True Blue" Make
Just right for school or play; long-wearing; low-priced; big values.
Of strong, dependable, fast-color percales, chambrays and twills. At our famous low price of—
79c

Flannel Blouses
For Boys
Neat, comfortable and serviceable for school wear; good weight, two button-flap pockets; yoke and faced sleeves. A splendid quality at—
\$1.49

Boys' Sweaters
For School
Just the sweaters the boys like to wear; cool, style, V-neck.
Heather mixtures; reinforced pockets and shoulders. Big value and low price—
\$1.69 to \$2.98

OUR 676-STORE BUYING POWER SAVES YOU MONEY

J.C. Penney Co. A NATION-WIDE INSTITUTION-
DEPARTMENT STORES INC.
160 North Liberty Street
Salem, Oregon

WHERE SAVINGS ARE GREATEST THROUGHOUT THE YEAR

A New Marathon Hat
"The Alert"—For Fall
Styled to the minute, with lines of grace and splendid balance. Our feature hat at—
\$3.98
Everything necessary to a fine hat has been included. Quality that's apparent and definite, featuring the English curl-bound edge, satin lined, silk band and binding. In new Fall colors of Clove and Camel.
"Let Us Be Your Hatter"



Fine Wool Frocks for Fall
For the Junior Miss or Small Woman



If you crave to be in Style, nothing but one of these smart wool Dresses will please you! They are the essence of the Autumn Modes, and each is equally stylish.

Made in 15, 17, and 19 year sizes. We call the attention of the small women to these dresses. They answer her need.

Irresistible Charm
In Newest Styles

There are flares—two piece effects—tailored styles, in fact everything one could wish! In navy and other wanted colors. Priced,

\$9.90 to \$16.50

This Store a Real Magnet
To People Who Want to Save Money!

Patent Style-Leader
For Present and Early Fall Wear



\$2.98

Stylish for Growing Girls
In Patent—An Exceptional Value



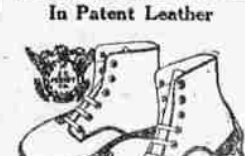
\$2.98

New Side Strap
Black Satin



\$3.98

For Little Tots
In Patent Leather



\$2.69

Facts, Not Fiction,
Should Guide You!

Fact 1—The Buyers of this Nation-Wide Institution of which this Store is a member, buying constantly in the country's largest markets, assure the latest of the worth-while goods.

Fact 2—There being 40 of these Buyers, little escapes them.

Fact 3—Buying for our 676 Stores, they get every conceivable advantage.

Fact 4—Their huge orders assure standard quality merchandise at the lowest possible cost.

Fact 5—Because of this immense buying power, this Store is able to pass these advantages along to you.

Fact 6—That these advantages are real and that they are passed along to the public, you can easily determine by making Quality and Price comparisons where you will.

Fact 7—You can do this every day in the year.

Let these facts guide you!

J.C. Penney Co.

Women's Rubbers

Best Quality
For all style Shoes, wide and narrow, pair
79c

Men's Rubbers

Extra Service
Dress Weight \$1.19
Heavy Work weight \$1.49

Style Rules Coats Here!
Supreme Quality and Value, Too!

The first requisite of a Winter Coat is—"Is this stylish?" If it isn't, our buyers don't consider it. Next, they ask, "Is the quality good?" If that passes, they then demand that the price be reasonable.

When you buy a Coat here, you get those three necessary characteristics, Style, Quality, and Value!



Our styles this Fall emphasize the flare and fur trimming. The fitted dyed furs have predominated. When you examine the less noticeable features of our coats—the linings, stitchings, buttons, etc., you will find them all eminently satisfactory. Look here for your new Winter Coat! Priced,

\$8.90 to \$39.75

Autumn Styles In Dresses
Fashioned of Modish Satin Fabrics

First, buy a new Silk Frock! That's the way to start your Autumn wardrobe. Even if you don't buy much else, you are sure to have one appropriate, one attractive, and one wearable garment. If you select your Frock here, you will own a Dress of distinguished style.

Our Fall Dresses are exceptionally smart. You'll approve of the heavy, rich satins, of the stunning colors, and of the alluring styles.



About Our Prices!

Our great buying power, the combined orders of 676 Stores, assures us the best available prices. That's why we can sell to you for less. That's the secret of our much heralded low prices. These Dresses are priced,

\$9.90 to \$22.50

Oh, Boy! What Suits!
Ready for the Gong!

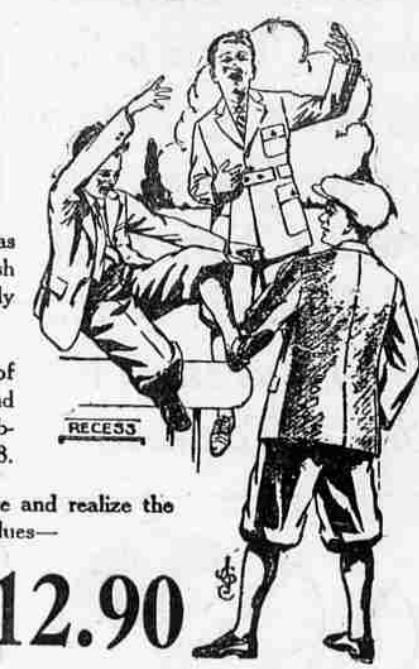
Live Styles for Boys!
Big Values for Mothers!
Dependable Qualities!
Low Prices!
Two Pair of Knickers!

Boys who play hard and study as hard as they play, like these English and Belted Models. They are simply "full o' pep."

Mothers know well the quality of our excellent, dependable fabrics and the superior workmanship. New fabrics and colors for Fall. Sizes 6 to 18.

Buy the Boys' School Suits here and realize the satisfaction of our Nation-Wide Values—

\$6.90 to \$12.90



Long-Wearing Boys' Shoes



Style—Value

A splendid shoe that we cannot recommend too highly. Of sturdy, selected leathers that will stand hard wear; rubber heels. Big value at—

Sizes 2 1/2 to 5g \$3.49
Sizes 12 1/2 to 2 \$3.25
Sizes 8 to 12 \$2.98

Stout & Sturdy Work Shoe
For Men



\$3.49

Percale Shirts
Exclusive Designs



Smart new designs for Fall—fancies, stripes and covered patterns; light and dark grounds.

Collar attached with pocket; cut full; well finished; exceptional value at—

98c

Men's
Overalls

A Good Value

This Overall is cut from a good grade of blue denim. Seams are double stitched. High back style with two side, two hip, rule and pencil pockets. Not cut so full as our "Pay Day" brand but a very good value at our low price of

98c

In Step With Style

Overcoat Values that Are Splendidly Styled for Men and Young Men. Low Priced too, at—

\$24.50

These smart three-button, double-breasted Ulsterettes win with Young Men who demand that extra quota of style.

Thoroughbred Overcoats, through and through, inside and out. Dependable fancy plaid backs and overplaids, in the new Pastel Shades; also brown, tan and blue-grey.

Set-in sleeves, three-piece combination detachable belt, big pockets.

Other Ulsterettes in Novelty Overcoatings, Overplaid and Heather Mixtures, at \$16.50



Accessories for Men
Notions, Toilet Goods—Low-Priced

Women who buy for men and the men themselves will recognize the well-known, reliable quality of these Every-Day Needs.

- Men's Pado Garters, single grip, wide web, pair 25c
- Men's Pado Garters, double grip, wide web, pair 25c
- Arm Bands, assorted colors and styles, pair 8c
- Fancy Wide Arm Bands, frilled and plain, assorted colors, pair 25c
- Pocket Combs, black rubber, each 19c
- Fax Blades for Gillet Razors, Package of 6 for 39c
- Package of 12 for 69c
- Men's Talcum Powder for Men, can 21c
- Ball Lock Separable Cuffs, Links, will not open when in use; assorted pearl and gold finishes, each 49c
- Three-Fold Bill Fold, seal grain leather, ea. 49c
- Men's Shaving Cream, tube 39c
- Palmtree Shaving Cream, tube 29c
- Propeller Pencil, with leads, clip and rubber, each 49c

Fall Union Suits
For Men—Big Values

Here's Value, Quality in Union Suits—everything you're looking for. Heavy, long-wearing, extra ribbed; long sleeves and ankle length. At a very moderate price—

\$1.49

Or You May Prefer Fleece Lined Union Suits, natural or silver; long sleeves and ankle length. Unusually good values, the result of mass buying for 676 stores—

\$1.69

Men's Union Suits—Medium weights or heavy wool suits. All big values—
\$2.25 to \$4.98



Nation-Wide Values