

NO SALE

but straight

honest merchandise is the J. C. Penney Co. policy. Sales or comparative pricing of merchandise is always misleading and very often untrue. Saleing for 19 years without going bankrupt is surely marvelous. And we agree that it takes nerves to try to pull the wool over the public every week. "But there is a reason." Come to a store where you will get true values plus service. Our merchandise is there for you as well as your neighbor. His dollars are just as round as yours and you will not be LIMITED to any quantity nor PERMITTED to buy. We are only too glad to sell and serve you.

DRESSES FOR WOMEN AND MISSES, OF PREPOSSESSING STYLE AND QUALITY



Smartest of lines and trimmings make these pretty dresses the best offering of the season. Wonderful values at

**\$9.90 \$14.75 \$16.50
to \$29.75**

Every dress is made of fine Poiret Tulle, well tailored and braid and embroidery trimmed. The sizes are 16 to 44.



Overcoats or Suits

A Most Practical Gift For Boy

Good looking Overcoats that give warmth and long service

\$5.90 to \$20.00

Smart Appearing, Exceptionally Well Made Suits—Extra Good Values

Smart appearing, Exceptionally Well Made Suits—Extra Good Values
\$5.90 to \$18.50

Styles are plentiful in our collection of Boys' Suits in all wool Cassimere, Serges and Corduroys. Single and double breasted coats—Norfolks with yokes, pleats, allaround belts and flap pockets—some with two pairs of knickers—all of the best colors for Winter Wear. Sized for boys of 6 to 18 years.

SUITS FOR JUVENILES—\$2.25 TO \$4.98

BOYS' SEPARATE KNI CKERS—98c. TO \$2.98

You can outfit the boy at this store at prices that will save you money

\$2.19 "XX J. C. PENNEY CO. XX" LUSTROUS BLACK TAFFETA \$2.19

A small price for this Lustrous Silk, greatly in demand in 312 Stores in 26 States

WOOL CAMP BLANKETS

Khaki and Gray \$2.49

VICTORIA SHEETS \$1.19

72x90

Fancy Nashua Wool Nap Blankets	
60x80	\$3.49
66x80	\$3.98
72x84	\$4.98

Amoskeag 1921 Grey Outing Flannel a yard 12c

Just the thing for school dresses	
36 inch C.W. Serge	79c
36 inch C.W. Plaids	69c
36 inch Cotton Plaids	39c

FINE PEARL BEAD STRINGS

39c 69c 98c \$1.25 \$1.49

40 inch Crepe De Chine and Georgette Crepe in great variety of shades \$1.69

Childrens' Vanity Purses .49c

32 inch Amoskeag Zephyr Gingham 23c

Bungalow and Jiffion Aprons .89c

One lot Housedresses \$2.49

Mens all wool shirts and drawers, blue color, \$1.98 each

USEFUL GIFT SUGGESTIONS

FOR THE ENTIRE FAMILY

Give useful as well as handsome gifts this Christmas! They are always appreciated and show sound judgment on the donor's part. A variety of useful gift ideas await you here—values such as out great buying power alone makes it possible to offer you.

SELECT YOUR CHRISTMAS GIFTS NOW FROM THIS LIST Christmas money will go further and buy more at this store.

For Mother

Handkerchiefs
Waists
Petticoats
Hosiery
Corsets
Underwear
Boudoir Caps
Dresses
Coats
Aprons
Shoes
Slippers
Gloves
Kimono
Bath Robes
Sweaters
Dress Gowns
Towel Sets
Table Linens
Bed Spreads
Blankets
Comforts
Dollies
Outline Gowns
Furs
Toilet Sets
Sewing Sets
Hand Bags
Fancy Purses
Silverware

For Brother

Suits
Overcoats
Shoes
Hats
Caps
Gloves
Hose
Shirts
Neckties
Handkerchiefs
Sweaters
Mackinaws
Suspenders
Belts
Bath Robes
Raincoats
Boys' Suits
Rugby Boots

For Father

Silk Ties
Socks
Mufflers
Handkerchiefs
Gloves
Belts
Suspenders
Garters

For Sister

Hose
Gloves
Slippers
Shoes

Smart Fall Footwear

For Women, Misses Grown Girls

Quality, Style and Price Combine to Make the J. C. Penney Co. Shoes the Best Possible Footwear Investment.

SHOES FOR WOMEN

A large variety of new Fall and Winter styles in the finest leathers—black and brown kid and calfskin—with the popular military heels.

\$3.98 \$4.98 \$5.90 \$6.90 \$7.90

Oxfords and Strap Pumps in brown and black leathers

\$3.98 \$4.98 \$5.90 \$6.90

SHOES FOR GROWN GIRLS

Style and comfort at economical prices. English lasts and medium and broad toe styles—mahogany and black leathers. A big feature in our shoe department.

\$3.98 \$4.98 \$5.90

SHOES FOR MISSES AND CHILDREN

Shoes that stand the hard wear that romping children give their footwear—so constructed as not to retard the natural growth of the feet. Many attractive styles including the broad-toe Orthopedic lasts—browns tans and blacks

Quality, Style and Price Combine to make these J. C. Penney Co. Shoes the best possible Footwear Investment

\$1.49 to \$3.50

Our Unalterable Policy—One Price to Everybody

OUR POLICY:

ONE PRICE

TO

EVERYBODY

J.C. Penney Co.
A Nation-wide Institution
312 Stores

OUR POLICY:

ONE PRICE

TO

EVERYBODY