

We Hold Prices Down  
to the Lowest Level

Our Customers  
Know Why--

Buying Good Values  
in Large Quantities

# \$19.90

With Every Purchase in the  
Markets at Lower Rates You  
Benefit.  
We Never Hold Goods Back  
for "Cheap Sales".

**Buys Your Choice**

## A SPECIAL PURCHASE

### Ladies' Coats, Suits and Dresses

WE WILL HAVE THEM READY FOR YOU WEDNESDAY,  
OCTOBER 12--SEE OUR EAST WINDOW.

**COATS---**In this Special Purchase you will find beautiful Plush Coats in full backs and belted waists, both long and three-quarter lengths.

Same styles in Cloth Coats in Velour, Bolivia, Pan Velaire, some with beaverette, collars and cuffs, brown and blues.

**SUITS--**In an assortment of styles embroidered and beaded Serges, Velours and Tricotines, in blues blacks and browns.

**All Go for \$19.90**

**DRESSES---**You will be surprised at the assortment of Dresses you can buy in Crepe back Satin, Canton, Messaline Serge and Tricotine. These dresses are elegantly trimmed and finely tailored.

**This Special Purchase Sells for \$19.90**

*The Satisfaction of the  
Woman Who Is Well Dressed Is  
Assured in These Coats!*



### Coats at the Price You Want to Pay

YOU had decided exactly the amount you would spend on your new Coat for early Fall and Winter wear, but you scarcely dared hope to find at that low price just what you desired and have it include everything—style, color, quality, and good economy. But here it is—you are sure to find it in our selection. If you want a fur-trimmed Coat or a Coat with embroidered designs, you will find it here and at the price you want, too.

*We Welcome Your Choice and Gladly Serve You!*

### Jack Frost Will Nip Your Toes If You Wait too Long

OUR STOCK OF BLANKETS COMPLETE

NOTE THE LOW PRICES

Cotton Blankets, 64x76 .....98c

Cotton Blankets 64x76 .....-1.98

Beautiful Plaids 66x80 .....\$3.49

Nashua Wool Knaps .....\$3.98

Wonderful Blankets in grey, browns  
tans, .....\$2.98, \$3.98, \$4.50, \$6.90

Bed Comforts well filled and in varied  
colors and attractive designs

**\$1.98 to \$5.90**

**Cotton Batts**

**13c to \$1.19**

### LADIES' SKIRTS

Wool Skirts, navy blue in both plain and pleated styles

**\$3.49 to \$4.98**

Wool Plaid Skirts, pleated and plain

**\$5.90 to \$14.75**

### Special Purchase Waists

LOT 1 PRICED \$2.49

LOT 2 PRICED \$2.98

LOT 3 PRICED \$3.98

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