

### MACKINAW

**THE IDEAL COAT FOR FALL WEAR**  
Everyone knows the value of these popular coats for all kinds of wear—and this season the J. C. Penney Company have been able to secure remarkable Mackinaw values, purchased at a time that provides them the opportunity to share their savings on every coat with the customer.

**MEN'S MACKINAW \$7.90**  
All wool, plaid patterns, made with shawl collar, double breasted, button tabs on sleeves, half belt in back, fish basket pockets, and eye-to thousands of families dependable shoes for plain colors as well as assorted plaids. Sizes 36 to 46.

**BOYS' MACKINAW, \$4.98, \$5.90**  
These Boys' Mackinaws are in sizes 26 to 34 and are made of 30-ounce all wool, in assorted plaids with a 5-inch storm collar, double breasted; half belt back and button pockets.

**JUVENILE MACKINAW, \$4.50**  
A fine assortment, in sizes from 3 to 10 years, made in a variety of plaid patterns with full belt; two slashed pockets, and 5-inch storm collar.

# J.C. Penney Co.

A NATION-WIDE INSTITUTION - Incorporated  
312 DEPARTMENT STORES

## Resources Mean Great Buying Power

The J. C. Penney Co. resources make it possible to purchase merchandise far in advance of requirements and they have never been obliged to buy at the peak market. The prices on their merchandise are based on this command of resources and never on current costs in a fluctuating market. In 312 Stores in 26 States, our customers enjoy the benefit of these resources.

### FALL SHOES

Now Being Purchased by Thousands in 312 Stores in 26 States

Because the J. C. Penney Company have sold to thousands of families dependable shoes for nearly a quarter of a century, the reliability of every shoe put on the market and sold through 312 stores is never questioned.

#### MEN'S SHOES \$3.98

Men's all black kid shoes, whole quarter Blucher with tip, solid rubber half heel. Exceptional wearing qualities.

**WOMEN'S SHOES \$3.98, \$4.98, \$5.90**  
The new Fall Shoe styles are here. The sensible military heel is a popular feature. Both low and high shoes in extra good quality of leather and in all sizes.

#### BOYS' SHOES \$2.49 to \$4.50

Blucher style, sturdy brown calf skin. Leather heels, English last.

#### GIRLS' SHOES \$1.98

Black calf skin; medium weight; leather soles; flat heels.

Men's Gun Metal Blucher Shoes for dress

**\$2.98**

Men's solid leather, Munson last Army Style Work Shoes

**\$2.98**

Men's 16-inch Black lace boot

**\$5.90**

Men's 8-inch outin bala

**\$3.98**

## October Ushers in Gay Fall Draperies

Cretonnes Colored Madras Bordered Scrims  
Ample Choice Is Allowed in Many Varied Patterns and at Prices Remarkably Low



Cretonnes—34 to 36 Inches Wide  
15c 19c 25c  
Gay colors unite with attractive designs and offer many decorative combinations, for both large and small rooms.

Filet Nets—Ivory and Egyptian Color  
29c 39c 49c  
These popular Filet nets are 36 inches wide, suitable for dining room and living room windows. Exceptional values.

Colored Madras Overdrapes  
49c 69c 89c  
An ideal hanging for windows and other interior hangings in rich plain shades to harmonize with walls and furniture. 36 to 38 in.

Novelty Bordered Voiles  
25c 33c 49c  
Novelty printed borders in a variety of attractive combinations, including Marquisettes of exceptional quality.

Voiles, Scrims and Marquisettes  
10c 12c 17c 23c  
A wide selection of curtain voiles, scrims and marquisettes, plain with tape edge or of a fancy bordered material in white or beige.

Scrims—Assorted Colors  
10c 15c  
Curtain scrims, 24 and 26 inches wide, with attractive printed borders, in assorted colors.

Boys' Suits of Dark Corduroy, the sturdy suit for school wear

**\$4.98**

BOYS' SUITS IN BLUE SERGE

Boys' Suits, Brown and Green Mixtures, 2 pants

**\$7.90**

Others at \$4.98—\$5.90

THOUSANDS OF MEN ARE NOW BUYING

## J. C. PENNEY COMPANY WORK WEAR

Men's Work Shirts **69c**  
Men's Work Sox **10c**

MENS HEAVY WEIGHT FLEECE UNION SUITS **\$1.19**

Men's Work Shoes **\$2.98**  
Men's Fall Caps **49c**

### Yarns

Included in this fine assortment are the silk worsted yarns, Shetland Floss and the well known worsted knitting yarns, Germantown Zephyrs, assorted colors, per skein

**19c**

Grey, Brown, Red and Blue worsted knitting yarns per skein

**49c and 69c**

Corticelli Knitole

**29c**

Jap Silk Mer. Crochet Cotton, all colors and all sizes, 3 for

**25c**



## SMART NEW COATS

Brown, tan, blue and mixtures, some belted, some with fur collars and cuffs, others have large cape collars wonderful values for **\$19.90**

A special showing of dresses bought to sell for **\$14.75**

Your choice of a beautiful line of dresses variety of styles and colors silk and worsted for only **\$19.90**

Smart new Plush coats, priced \$19.90 to **\$59.75**

### Blankets

Fine Nashua Woolnap Blankets, in gray, white and tan fancy plaids; the right sizes.

Plain Woolnap Blankets

**\$2.98**—Sizes 64 x 76  
**\$3.49**—Sizes 66 x 80  
**\$3.98**—Sizes 72 x 80

Woolnap Fancy Plaids

**\$3.49**—Sizes 60 x 80  
**\$3.98**—Sizes 66 x 80  
**\$4.98**—Sizes 72 x 84

Cotton Blankets—Gray, White and Tan

**\$1.98**—Sizes 54 x 74  
**\$1.98**—Sizes 64 x 80  
**\$2.49**—Sizes 70 x 80  
**\$2.98**—Sizes 74 x 80

Bed Comforts, **\$2.98, \$2.49, \$6.90**

Well filled and in handsome colors and designs. Silkolins covered, at **\$2.49**, and sateen in colors at **\$6.90**.

Esmond Grid Blankets

**79c**—Assorted sizes, pink and blue; bird and floral designs.

## Outing Flannels for Cool Days

Plain and Fancy Patterns

Woven firmly, with soft nap and in many assorted colors—fancy and plain materials. Just the right weight.

Now is the time, when the days are growing cooler, to plan the making of warm, comfortable garments for the family. The prudent shopper will quickly recognize the reason why she will enjoy by immediately participating in these remarkably low prices for Outing Flannels of such splendid quality.

27-inch Outing Flannels, light gray and medium dark **12½¢**  
27-inch Fancy Outing Flannels, both light and dark colors **17¢**  
27-inch Anoskeag Outing Flannels, standard for years, complete color range; fancy patterns **17¢**  
36-inch Fancy Outing Flannels, in light shades **19¢**

Outing Flannels, good, substantial quality, white only **12¢**  
27-inch plain Outing Flannels, white, cream, pink, blue, gray **15¢**  
27-inch Mottled Outing Flannels, extra quality **19¢**  
27-inch Bath Robe Flannel, in assorted grays, navy, tan and brown **59c**

## Women's New Fall Petticoats

Silk Jersey Cotton

Color Assortment: Navy, Brown, Green, Silver, Tomato

The new Fall Petticoats are gay with pleated and plain flouncings in similar and contrasting colors. Varied designs in diamond and circular shape adorn the wider flouncings and cordings and narrow ruffles finish those with a pleated floucing.

The assortment includes every new Fall shade and all the regular popular colors.

Silk Petticoats **\$3.98**

Soft taffetas, all the new colors; excellent values.

Jersey Petticoats **\$2.98**

Plain colors, some with fringe and flouncings.

Cotton Petticoat **\$1.49**

Plain sateen; black and colors.

