

Important Values On Smart New Fall Merchandise! Save Now!

No. 447
Semi-Sheer
Pure Silk Hose
\$1.49

A fine gauge stocking . . . silk to the top and full-fashioned. Comes in every smart shade.

Blankets
Single . . . Cotton
Soft . . . light weight
. . . plaid patterns with
shell-stitched ends. Size
70x80, each
98c

No. 425
Full Mercerized
Stocking
25c

For serviceable every day wear this is a splendid stocking . . . and a typical J. C. Penney value.

How's Your Towel Supply?

Fill Your Needs with These
Large Size Absorbent



BATH TOWELS
at only

25c each

Double terry towels . . . made for service and satisfaction . . . priced for savings! All white or with colored borders, others with colored stripes and block patterns. Size 22x44 inches.

OUTING FLANNEL
A sturdy grade for making warm night-wear, and for other home uses. 27 inches wide. Our low price,
15c a yard
"Nation-Wide" Outing Flannel
This well-known brand of outing flannel comes in white, also fancy stripes and checks. 36 inches wide,
17c a yard

FLANNEL

"Nation-Wide" Sheets
Pillow Cases . . . Tubing



A great deal of satisfaction and good looks have been woven into this splendid brand of sheets and sheeting.

8/4 bleached and 9/4 unbleached sheeting, yard, 39c
9/4 bleached and 10/4 unbleached sheeting, yard, 43c
Tubing, 42 inch, yard . . . 27c

Sizes Before Hemmed
72x90 sheets, each . . . \$1.10
72x99 sheets, each . . . \$1.19
81x90 sheets, each . . . \$1.19
81x99 sheets, each . . . \$1.29
Pillow cases, size 42 x 36, each . . . 29c
Pillow cases, size 45 x 36, each . . . 33c

Boys' Sweaters
For School Wear
Patterns in striking color combinations. Slip-over models.
\$1.98

"Pen-a-tox" Tooth Brushes
Firm bristles that cannot come out. Sterilized. Colored handles.
23c

Rondo Cambric Percale
36 Inches Wide—Yard
25c

A very low price for such a splendid quality wash fabric. We have a wide variety of pretty printed designs for your choice for home frocks and for children's dresses. Lovely color combinations.

Formal Opening Tonight

7 to 9 P. M.

No Merchandise Sold

Everyone is cordially invited to attend our opening and inspect the merchandise and to become acquainted with the management and store personnel.

Colored Stripe Bed Spreads



Just what you need to complete the color harmony of your bedroom. 80x105-inch spreads with wide and narrow crinkled stripes in Pink, Blue or Gold. Scalloped square. And only—

98c

7/8 Hose

For School Girls
Novelty rayon-plated hose in the popular 7/8 length which are favored for their jaunty patterns and color combinations.

39c Pair

"Penco" Fine Bedwear

Is An Improved Quality

"PENCO," our exclusive brand, combines quality that you can be proud of and a price you can afford. A few outstanding values:

9/4 bleached or 10/4 unbleached sheeting, yard . . . 53c
Tubing, 42 inch, yard . . . 35c

Sizes Before Hemmed

81x90 sheets, each . . . \$1.39
81x99 sheets, each . . . \$1.59
Cases, 45x36, each . . . 37c



Exceptional Value!

Rayon Twill Satin Slips

Months of endeavor to produce a quality slip at low price have resulted in this fine slip—of rayon twill satin, trimly tailored . . . priced at only

98c

Extra Sizes Are Priced at \$1.49

A Small Deposit

Will Reserve Any Blanket Until You Want It

You can select your blankets now . . . from complete, fresh stocks . . . and a small deposit will hold them until you are ready for them.

Part Wool Blankets

Assorted Plaid Patterns
Splendid value . . . this part wool plaid blanket with sateen bound ends. Lovely plaid patterns. Size 72x84, pair
\$3.98

Wool Filled Blanket

Sateen Bound Ends
A lovely, soft blanket . . . 50% wool filled and weighing 4 1/2 pounds. Very pretty plaid patterns, sateen bound ends and size 70x80. Pair.
\$4.98

J.C. PENNEY COMPANY

1269 SARTORI AVENUE

Opening of Our New FRIDAY and SATURDAY

First Presentation Here NATION-WIDE VALUES

The real test of a Store's usefulness is the values it presents. What can this Store do for YOU—Styles, Qualities, Values, at prices which will reward your Thrift, Money-Savings, Lasting Satisfaction, and other J. C. Penney Company Stores serving millions in a satisfactory manner means nothing unless THIS STORE measures up to YOUR NEEDS.

YOUR EXPECTATIONS OF

The values presented here for the first time are typical of our Distribution Service. The prices are not Special Prices but are regular prices. We do not run "Sales" or quote comparative prices preferring to serve you better by buying as low as possible and selling as low as possible.

So these values will give you a true picture of what THIS STORE can do for you EVERY DAY.

In all our plans to serve you to merit your confidence—to deserve your permanent patronage—our one underlying thought has been

"To Pack Every Customer's Dollar Full of VALUE and SATISFACTION"

The Approved Fashions in Fall Dresses

Stress Charm and Graceful Line

Here they are . . . the dress fashions for Fall! Intriguing in their difference . . . delightfully smart . . . and this presentation includes a variety of fashions for many early Fall needs. Flat crepe and satin crepe are used to interpret the new mode in dresses that are a delight to the smart thrifty shopper at this price!



For Women

For Misses

For Juniors

\$14.75

For Making Many Pretty Things Cheery Cretonnes

Exceptional at only

19c Yard

Cushions . . . draperies . . . comfort covers . . . smocks . . . and so many other colorful things can be made out of this cretonne, which comes in so many delightful patterns, and is so low-priced!



One of our most popular models in work shoes . . . this one of chocolate tan. Note its welcome low price! Only—

\$2.19



A smart patent and black lizard one-strap model which embodies Fashion's whim to accentuate attention at the back.

\$5.90

Easy-fitting

Smart-looking

Thrifty

SHOES

Busy Modern Women

Wisely Demand Foot Comfort

Find It in Our



Arch Support Shoes

The modern woman leads such a busy life—on completing a business career with the duties of a home—that she must keep fit . . . and there is no better way to wear comfortable footwear. This smart oxford in tan, black or brown kid, answers the shoe problem early, comfortably . . . and economically!

\$5.90