

# Buy Blankets Now!

A New Stock in Various Weights and Qualities

You may lose several hours of beauty sleep if you haven't enough blankets when the first cold spell comes along—buy them now to be sure—and save considerable, too!

Cotton Blankets in good-looking patterns. Size 65 x 80. . . . **98c**

Double cotton blankets come in a variety of patterns. Sizes 70 x 80 and 65 x 80. **\$1.98 and \$2.98**

Flaid, part-wool blankets with plain color edge. Size 70 x 80. **\$3.98**

All-wool blankets—handsome flaid patterns and finished with a saten bound edge. Size 64 x 80, Pair. **\$6.90**



BUYING MOST WE BUY FOR LESS

# J.C. PENNEY CO.

A NATION-WIDE INSTITUTION-

"quality—always at a saving"

Our Value-Giving Collections of

## Autumn 1928 Apparel

Answer the Urgent Question "What is New and Smart?"

Shelby, N. C.

SELLING MOST WE SELL FOR LESS

### Bandeau

For Slender Figures



A dainty model of pink silk stripe rayon that provides just enough support for youthful figures. It is very low-cut in the back. Sizes 30 to 36.

49c

### "Lady-Lyke"

Brassiere With Side-Front Closing



A model of pink satin stripe material that closes neatly at the side front. A silk elastic section in the back. Sizes 32 to 48.

98c



## Chic Dresses

**\$4.98**

TATINS, silk crepes, and crepe with velvet combinations—developed in the styles that mark the 1928 season! Another of our important value-offerings!

Models for Women, Misses, Juniors

### Novelty Cuffs

Trim the New Fabric Gloves



No costume is complete without gloves to match—and fabrics are a wise choice because they can be kept spotless so easily. Smart new ones have novelty cuffs and are priced very inexpensively, pair

79c and 98c

### Slip-on Sweaters for School



Gay-striped sweaters with crew or V-necks are an important part of the school girl's wardrobe. New ones in stunning patterns are low-priced at

1.98 to 3.98

### Fancy Shirts

Of Broadcloth Well-made Fancy Broadcloth Shirts. Many patterns. **\$1.49**

### Moleskin

Work Pants Extra heavy weight, five sunny pockets. **\$2.69**

### Men's Sweaters

All Wool Slipover sweaters in Jacquard patterns. Many colors. **\$2.98**

### Longies

For Boys Cassimeres and corduroy. 1 to 17 years. **\$2.98**

### Marathon Hats

New—Low Priced



We are now showing the latest Fall hats for young men. "The First Shot" is one of our feature values. Comes in newest Fall colors.

**\$2.98**



## Coats

of Cloth, Richly Trimmed with the Season's Furs

**\$7.90 to \$19.75**

This is a J. C. Penney Company offering of prime importance!

The leading modes at a thrift-pricing . . . this was the ideal faithfully followed by our buyers, as they searched the New York market for new fall and winter coats.

Each coat was individually chosen! I broadcloths and suede fabrics, in black, tan and other leading colors—in the slim silhouettes of the season.

Sizes for Women, Misses and Juniors

## Fleece-Lined

Winter Underwear

Our Fleece-Lined Union Suits are especially made to assure warmth, comfortable fit and long wear. Made of staunch, durable materials, they are ideal for the needs of the active or outdoor man. An outstanding value at our low price of:

**98c**



You will get hours and hours of pleasure wear out of this solid, well-tanned sole. Patent with fancy trim. **\$3.39**

### Aviator's

Helmet for Boys



Black silver leather helmet, tan heather knit lining, three side earholes, adjustable chin strap.

98c

### Union Suits

For Boys Heavy cotton ribbed, white or ecru, 2 to 10 years. **49c**

### A Workshoe

You Can Rely On



If you're a good judge of workshoes you'll appreciate this value: longwearing Chocolate Rosette, solid leather sole and heel; all this for, only

**\$3.49**

## What's New in Coats for Girls



They're New! They're Smart!

## Girl's Coats

Sizes 2 to 6      Sizes 7 to 10      Sizes 11 to 16

**\$4.98      \$6.90      \$9.90**

Others, \$6.90      Others, \$9.90      Others, \$12.75

Coats that will give as much delight to youthful fashionables, as to their thrifty-wise mothers! Of durable suede-like cloths—warm, well-finished, generously trimmed with fur.

## An Unusual Presentation of Sweater Values

For Men

Here is an opportunity to get one at a low price. Of staunch, durable, long wearing quality, these are truly real values in all wool slipovers.

Jacquard patterns, all colors, combinations, cross stripes and weaves. Come, make your selection and be convinced.

**\$2.98 to**

**\$4.98**



Young Fellows Are Keen on VALUES! That's Why Our

## Students' Overcoats

Are Styled to the Minute—  
Have Quality Fabrics—  
Expert Workmanship—  
and Are Low Priced, at—

**\$14.75 and \$16.75**



## The Newest!

In Men's Styles

We present here the season's latest—two-button, single-breasted coat model, with double-breasted vest and pleated trousers.

**\$19.75**

Extra Pants to Match **\$4.98**

You can have this model in cassimere or cheviot in novelty weaves or shadow stripe effects.

This Model also at—  
**\$19.75 and \$24.75**

