siufes sumper


Goes To Mir Native Mountain
In Kentucky To Spend
A cherithe.-At the mature age
of tos years. James Byrd Smith,
 alls "my dectinins years" ame
the wild beauty of his natic During the past 50 .
J.C.PENNEY CO.

MASONIC BULLDING

Bright Scarfs In Many, Shapea $98 \mathrm{c}, \$ 1.9 ?$

## Now Is the Time to Buy <br> Blankets

Here Is the Place to Buy Them and A Small Deposit Will Hold Them for You
We bought these blankets early . . . bought for over 1,400 stores. We saved for both reasons. . arrd we're passing that saving on to you in up to our standards of quality and color!

Single Plaid Cotton Blanket, 98c If ligfl-weight cottom Hanket . . . size $70 \times 80$ Reversible Single Cotton Blanket, $\$ 2.98$ will fill a need in every home

| Double Plaid Cotton Blanket, $\$ 2.98$ | Part Wood Double Blanket, $\$ 3.98$ |
| :---: | :---: |
| Soft and warm. Sateen binding Size $70 \times 80$. In attractive plaids | An assortment of pretty plaial combinations. Sire $72 \times 84.5-14$. weight. |
| Wool Filled Dou <br> A comfortable, soft thanket with. sateen bound einks, Size 70 | Blanket, $\$ 4.98$ <br> pretty, in lovely plaid patterns weight $41 / 2$ pounds. |



Fall Hats for Girls

Smartly Styled! Thriftily Priced! Clever feltu for everyday and achool wear . . . dressier types,
inclading some darling velvets, or Sunday-best. Types for alls ages from wee tosdlers to
young misses who are beginning young misses who are beginning
to feel quite grown up and doto feed quite grown up and deo modes. And thritilily priced, as
98c to $\$ 2.98$ Sheeplined


To kecer young fellows warm
on cold days, these are
 $\$ 4.50$ to $\$ 6.90$ $\$ 4.50$ to $\$ 6.90$


## Dresses

Will Give You A Fashion-Right Start
-and vou can afford than one at only
$\$ 9.90$
you new dress ready for the first cool dias - one that is smartly different and indicative of assembled for you from the fashion centers of country by our expert stylists ... . and offered at the same moderate price that is our daily policr. There are satins, fat crepes and satin-back crepes in For Women For Misses

## Men's Suits

Made in the J. C. Penney Manner
. expertly tailored, ensuring permanency of shape, stability against strain and exactness of fit . . . quality fabrics, loonied, woven and patterned to our exacting specifications. And These standards of style, quality and workmanship we can, and do, enforce in cvery garment through the compelling, buying prestige of our 1400 Stores. It is not to be wondered that a
J. C. Penney label in your suit is an assurance of the fullest measure of clothing value to J. C. Pe


