

Everybody Welcomes Our Announcement of New Fall Merchandise at These Low Prices



In a Buying Event in Which Everybody Can Purchase With Genuine Savings

Values Like These Have Made This Establishment Devils Lake's Busiest Store

Outing Flannel
36-inch White Outing Flannel, good weight, the new low price of ... **15c**

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, our customers enjoy the benefit of these resources.

Ladies' Flannel Gowns **79c**
Good quality Outing Flannel Gowns in sizes 16, 17, 18, neatly trimmed styles

Oilcloth
Best quality sanitas and meritas oilcloth, white tile or dark **29c**



MONEY SAVING PRICES ON BLANKETS AND QUILTS

Blanket Values		Quilt Values	
Sizes 66x80, double cotton blanket	\$1.98	Four Pound Quilt, large size,	\$1.98
Sizes 66x80, Nashua woolnap blankets	\$3.98	Five Pound Quilt, large size,	\$2.98
Size 66x78, wool blanket, plaids and plain,	\$4.98	Five Pound Quilt, extra fine quality	\$3.98

Esmond Crib Blankets, pink or blue, bird or animal designs **79c**

Sheets, Pillow Cases, Sureads — Lowest Prices

81x90, good quality Sheets,	98c	42x36, Best quality Rosebud Cases,	39c
42x36 Umpire Pillow Cases,	29c	Large size Spreads,	\$1.49 and \$1.69

27-in. Dress Gingham
Forty-five pretty new plaid and check patterns to select from, at **15c**

36-in. Wool Serge
Navy blue, myrtle green, brown, maroon, good quality storm serge, at **79c**

Ladies' Unionsuits
Ladies' Winter Unionsuits, fleeced lined, shoulder strap style **69c**

Wool Flannel
In red or navy blue, good quality at **98c**

36-inch White Outing
36-inch white outing flannel, good weight, at **15c**

36-inch Percales
Best quality, 36-inch percale, newest patterns, at **17c**

School Handkerchiefs
White handkerchiefs, good quality **3c**

White Laundry Soap
White Flyer brand laundry soap, large bars, 6 for **25c**

Silk Hose
Pure thread silk hose, 12 strand quality, black, white, navy, and brown, sizes 8 1/2 to 10 1/2 **98c**

36-inch Sheeting
36-inch unbleached sheeting, good quality, at **7c**

36-inch Scrims
Bordered scrims in many pretty new patterns, at **19c**

27-inch Sateen
Black or colors, 27-inch good quality sateen, at **29c**

Coates Crochet Thread
All sizes, white or colors, **10c**

Wool Yarn in Skeins
Light or dark grey, brown, navy, red, 1/4-lb. skein **58c**

Brooms
Number 1 quality parlor broom, **49c**

Flannelwear!

- Ladies' medium weight flannel gowns, all sizes **79c**
- Ladies' heavy weight flannel gowns, neatly trimmed styles, **98c**
- Children's outing flannel gowns, sizes 2 to 14, **69c**
- Children's Petticoats, outing flannel, greys and plaid patterns **69c**

100 WAISTS SILK GEORGETTE \$3.50

Special purchase of Waists by our New York office. Natty fall styles and colors await your selection.

Smart New Winter Coats Now Ready



Warm Cloth Coats
With fur and self collars, in the newest shades of grey, pekin, blue, brown, and navy. These remarkable values await your selection at **\$14.75 \$17.50 \$24.75**

New Plush Coats
Made of fine quality silk plush, some prettily trimmed with fur, others of self material, full lined, short or long models. Obey that impulse — buy now! **\$14.75 \$24.75 \$34.75**

Ladies' Chappie Coats
Ladies' chappie coats with large fur collars, lamb, leather, or suede lined. **\$29.75 and \$34.75**



Tricotine Dresses
New Shipment
You are sure to find one to your liking in these exceptional bargains of Ladies' Tricotine dresses. **\$12.50 \$14.75**

New Pleated Skirts
The newest plaids and striped pleated skirts now ready for your selection. **\$4.98 and \$5.90**

- Children's Winter Coats **\$6.90, \$7.90 and \$8.90**
- Children's Wool Dresses **\$3.98, \$4.98 and \$5.90**

Take Notice of These Prices!

- Flannelette, flowered or plain patterns **19c**
- Cretonnes, fancy colored cretonnes **15c**
- Silkolones, 36-in. wide, plains and fancies **19c**
- Cotton Poplins, navy, brown, plum and colors, at **19c**
- Bathrobe Cloth, pretty new patterns, **58c**
- 36-in. Taffeta, all silk taffeta, black or navy, **\$1.49**
- 36-in. Messaline, all silk quality, black or navy, **\$1.49**
- 36-in. Unbleached muslin, good quality, **7c**
- 36-in. Bleached muslin, fine quality **10c**
- 8/4 Sheeting, bleached Sheeting, good quality, **45c**
- 27-in. Outing, many patterns at your selection, **12 1/2c**

Every Department Participating in This Low Price Event!

Sateen Petticoats
Fancy flowered or plain colored sateen petticoats, real value for **98c**

Sateen Petticoaters
Plain colored petticoaters, shirred elastic knee, **\$1.49**

Gingham Aprons
Ladies' plaid and checked gingham aprons, all sizes, **98c**

Bathrobes
Ladies' fine quality bathrobes, many new patterns to select from, at **\$5.90 and \$6.90**

Lady-Lyke Corsets
New Fall Models — Pink and White **98c \$1.49 \$1.98**



Knit Goods for the Colder Days

- Infant's Sets: Infant's sets in white, blue or pink, at **\$4.98, \$3.98 and \$2.98**
- Children's Slipover Sweaters: Newest styles of children's slipover models at **\$3.98, \$2.98 and \$2.49**
- Children's Knitted Skirts: Children's knitted underskirts, in grey and mixtures, **98c and 69c**
- Children's Leather Mittens: Wool lined for real warmth, at **98c, 69c, 49c and 25c**
- Children's Hockey Caps: Heavy or medium knitted hockey caps, at **98c, 69c and 49c**
- Children's Golf Gloves: Gauntlet styles in blue or brown heather mixtures, at **69c and 49c**
- Boy's Coat Sweaters: In grey, blue or maroon, with large collar, at **\$2.99**
- Ladies' Turtleneck Sweaters: Ladies' wool sweaters, black and white and colors, at **\$4.98 and \$3.98**

Announcing New Low Prices for Underwear and Hosiery!

Ladies' Vests and Drawers
Women's fleeced lined vests or drawers, heavy weight, good quality, at **98c**

Ladies' Winter Unionsuits
Ladies' fleeced unionsuit, sleeveless style, shoulder strap style, **69c**

Ladies' fleeced unionsuits, in all styles, long or short lengths **89c**

Ladies' fine cotton, wool back unionsuits, all styles and sizes **\$1.25**

Ladies' cream wool mixed unionsuit, all styles and sizes, at **\$1.98**

Ladies' all wool heavy Unionsuit, Long or short sleeves, high or dutch neck styles, at **\$2.98**

Children's Vests and Drawers
Fleeced lined, good quality, at **39c**

Children's Winter Underwear
Children's Unionsuits — Good quality fleeced lined in white or ecru, at **98c**

Hosiery At New Low Price Levels

- Children's fine cotton hose, black or brown, at **25c**
- Children's Wool Hose, home knit style hose, black only **58c and 49c**
- Boy's heavy Cotton Hose, heavy ribbed cotton hose, **25c**
- Boy's Wool Knitted Hose, Black or Heather mixed, **69c**
- Infant's fine Cashmere Hose in black, white or brown, at **45c**
- Ladies' Merc. Cotton Hose, Good quality, in black only, **25c**
- Ladies' Fleeced Lined Cotton Hose, black only, **25c**
- Ladies' Wool Mixed Hose, Black, sizes 9 to 10 1/2, at **49c**
- Ladies' Wool Sport Hose, Heather mixture, navy or brown, **98c**
- Ladies' 12 Strand Silk Hose, heavy quality thread silk, black, white, brown, navy, **98c**

