



HERE'S PROOF that Penney's coats are different this year. Dale Schrader models a coat which combines new styling and fabric. Cross-dyed gabardines, small and large checks and long-wearing broadcloths will be found at Penney's, in styles ranging from regular box-type to new, three-quarter lengths and trim-fitting long coats. The garments feature rayon satin lining and are interlined for extra warmth. (Master studio photo).



FINE WEAVE of one of Penney's new fall suits is examined by Mike Dilley as Lowell Hamm, right, shows the tailoring features which are incorporated in the making of these hard finish sharkskins. Also to be found at Penney's is sheen gabardine in grey, blue and brown. (Master studio photo).

MALE LOOK

Stripes And Two Button Suits Combine With Lighter Fabrics In Newest Fashions For Men

Taller, easier lines in medium to dark tones mark the new fashions for men this Fall of 1930. Lighterweight fabrics have won the male heart completely and will carry on to Fall along with a variety of flannel, tweed, shetland and cheviot suits. Lightweights will also be featured for topcoats with saxonies, tweeds and shetlands. Colors, taking a middle-of-the-road path, suggest the return of brown to the conservative male fashion fold. Browns can be expected to be seen in all shades from fawn and cocoa to rich, deep tones. Blue, too, promises to make a successful return. And, grey, ever a menswear favorite, will hold its favored fashion place in the natural to oxford grey tones. Many Plaids

Tartan plaids, popular for sportswear and evening through the Spring and Summer months and prized by the girls, too, will again be available for the choosing in sport coats, caps, sport shirts, belts, suspenders and any number of other almost indispensable menswear items. In keeping with the taller lines of Fall, 1930, stripes are expected to delight the short fellow and flatter the six-footer when they really take over during the coming season. Manufacturers plan to present them in close-set pin stripes all the way to exaggeratedly wide-set chalk stripes.

Two Buttons Typical of the suits men will wear this Fall are two-button styles with lapels a trifle longer than last year. The 3-button, single-breasted, narrow lapel suits men wore so successfully during the past Fall and Winter seasons will also be abundant during the coming season.

be side vented with a flap ticket pocket placed above the regular flap pocket. Topcoats for Fall offer a more casual outlook than ever with raglan sleeves, balmacaan collars, and tweed fabrics and plaid linings used very frequently.



CRISP and long wearing wool sharkskin is making Fall fashion news in this clean-cut, single-breasted model — a business men's favorite.

Fall Opening AT PENNEY'S



**SPORT FELO
ALL FUR FELT**

4.98

To set off that new suit, wear a Sport Felo in the new fall shades. They are factory blocked, lined, and they also have that new Airidex water repellent treatment. Regular and long oval. 6 3/4 to 7 3/8.

**SMARTLY TAILORED
SHARKSKINS**

Only

\$45

"Believe me,
It's a Great Suit."

GREAT FOR WEAR!

You'll like the wear like iron hard finish of these choice wool worsteds loomed in the very finest mills in America.

GREAT FOR FIT!

You'll get the easy natural fit, always the mark of a genuinely good suit of clothes.

GREAT FOR VALUE!

Dollar for dollar these sharkskins are one of the most outstanding suit buys in America today.

MEN'S TOPCOATS

Just arrived for Fall... smart looking all-wool gabardine, shower resistant coats. In the popular Warwick model with fly front coat. Sizes 35 to 42 in Regular, short and long. Tan and Grey. **29.75**

**Well-Styled
GABARDINE
SUIT**

24.75

Pure wool sheen gabardine... a waist-whittling button touched flange curving to the back of its lined jacket. This is an outstanding suit in styles of latest fall colors. Sizes from 10 to 18.



**Leather Lined
WOOL
SHARKTIC**

34.75

Handsome wool sharktic with its tiny-checked effect, cut full with interesting back detail, the warm liner easy to zip in or out for comfortable wear during changeable weather. Gray, tan. Sizes 10 to 18



**COLLAR GUARANTEED
To Outwear the Body!**

**TOWNCRAFT White
DRESS SHIRTS**

2.98

Now the collar on Towncraft white dress shirts will outwear even the superb broadcloth body. (And the smooth Sanforized broadcloth body has 220 threads in every square inch.) This new collar slopes comfortably to the natural curves of your neck. Will lie smoothly, look fresh the day through. Sizes 14 1/2-17.



**ACETATE RAYON
NECKTIES
1.49**

Lustrous fabric, bold contrasting patterns! Fully lined for firm body that assures good wearing qualities. Pastel and medium grounds. Top values at a tiny price!



**ALL WOOL
HEADSQUARES
98c**

Wonderful head protection in the cold and rain... and so attractive, too! You'll find lots of ways to wear them! Generous 30" size with self fringe... so many colors to choose from!

**CYNTHIA
ORIGINALS**

Styles designed for dainty looks. Colors to enhance your Fall wardrobe. Widths AA, B, C.

**3.98
to
6.90**

**YOUR DULL TWIST
Gaymod
Nylons**

have everything!

- Fit!
- Flattery!
- Wear!
- Beauty!
- Value!

**FIRST
QUALITY**

**98c
pr.**

51 gauge 15 denier

If you haven't tried them yet, come in to-day! You don't know what you're missing! Mist — Dusk — Shadow. Sizes 8 1/2-10 1/2.

AT PENNEY'S ONLY