

J.C. Penney Co.
312 DEPARTMENT STORES

AUTUMN USHERS IN LADIES NEW APPAREL

IN BEAUTIFUL, BEWILDERING ARRAY OF DISTINCTIVELY NEW AND CHARMING STYLES, BRILLIANT AND BEAUTIFUL COLORINGS, FABRICS AND TRIMMING EFFECTS THAT SURPASS THE SHOWINGS OF PREVIOUS YEARS.

From the workshops of the nation's leading designers and tailors comes our showings of the fall garments. When style showings were most complete in the fashion centers then were these garments selected, as the best of the season's styles. Each day brings new garments of the latest style tendencies. You will always find the new here.



NEW

Woolens

A complete new shipment has just arrived. New plaids, serges, tricelines, velours and flannels. Coatings, suitings and skirtings in the season's colors.

All are pure wool fabrics.
Prices 98c to \$5.50 yd.



BEAUTY AND COMFORT ARE
COMBINED IN THE

Cloth Coats

OF Normandie, Bolivia and spot croatings in browns, sand, gray and Pekin blue. Many are over long, straight lines, others in Dolman effects, with wide sleeves and full flaring back. Many are with fur collars and cuffs and on all embroidery is used effectively as trimming.

PRICES

\$12.50 to \$49.75

INDIVIDUAL AND SMART
ARE THE STYLES IN

Fall Suits

Unusual, will be your first impression from the new suits. Serges, tricelines and twills in navy and black are the materials. Skirt lengths are varied but from 10 to 12 inches from the floor is the favorite. The jackets are extremely long and over plain lines, either belted or plain. Many are trimmed with fur.

PRICES

\$24.75 to \$66.50



NEW

Silks

New colors are now on display in our silk department. Colonial, Gungi, Searab, Mor hawk and many of the other fall shades are here.

Creme de Chine \$1.69
Taffetas \$1.79, \$1.98, \$2.49
Satin \$1.89 to \$2.49
Creme Satin \$3.49
Deuetyne \$6.90
Canton Crepe \$3.49
Creme Rossier \$2.69
China Silk 49c to 98c
Pongee \$1.49

Blouses

UNUSUAL IN STYLES AND COLORS

A truly wonderful showing are these new fall blouses. The trimmings, colors and styles are most attractive. There are no two alike and the styles are exclusive.

PRICES

\$2.98 to \$12.50

A NEW

Corset

The correct corset should be the first consideration in the purchase of the fall wardrobe. There is a correct model here for you. Mine, Piel Corsets \$1.98 to \$5.90 (Front Lacing)
Lady Lyke Corsets 98c to \$2.98 (Back Lacing)

MODEL

Brassieres

Add beauty and improve the contour of your figure. Your style is here in a wide range of materials.

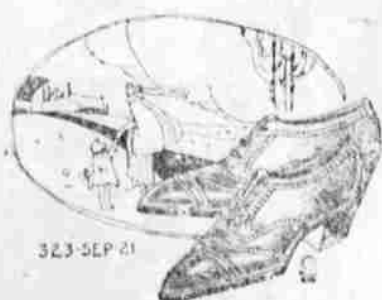
Prices 49c to \$3.69

FORM FIT

Girdeliere

A combination brassiere and corset in a variety of beautiful materials and styles for all figures.

Prices 98c to \$2.98



SILK JERSEY

Petticoats

A most important item in the completion of the new wardrobe. We are showing them in fine quality jersey and all colors.

Prices from \$2.98 to \$12.50

SPORT

Jackets

Of flannel or wool jersey will be an important addition to your wardrobe. The styles are new, and the colorings most attractive.

Dresses of Silk

Soft silks best bring out the new silhouette and satin, charmeuse, crepe satin and canton crepe are the favorite materials. They exhibit all the new style features and are in all the new colors, including many beautiful models in black.

PRICES

\$12.50 to \$46.50



Woolen Dresses

Tricelines and serges in navy and black, displaying new features in sleeves, girdles, sashes, belts and trimmings of beads, braid and embroidery.

PRICES

\$12.50 to \$39.75



SEPARATE SKIRTS

Planted and plain models over graceful lines with new belt and pocket effects. There are brilliant plaids in great variety as well as plain serges, smartly trimmed. Every wardrobe should include a separate skirt.

PRICES

\$3.98 to \$12.50



SILK PLUSH COATS

PLAIN AND FUR TRIMMED

Advance Styles and Prices Amazingly Low!

(Illustrated at Left)

(Illustrated at Right)

\$39.75

A shawl collar of Opossum Fur gives smart finish to this youthful 36 in. Coat of Peco Silk Plush. The flap pockets are button trimmed, the cuffs are bell shaped and the tie belt has fancy ornaments. Durably lined with fine silk.

\$27.75

With a black Opossum shawl collar, are novel cuffs, in the new bell shape, and that this Coat of Peco Silk Plush may be more youthful a trim tie-over belt and flap pockets are added. The lining is durable black Venetian. The Coat length is 36 inches.

\$59.75

Silk's Peco Silk Plush in a full 40 inch length Coat distinguishes this rich model which is topped by a deep luxurious cape collar of Fox Fur and fastened by handsome crocheted buttons. Deep cuffs of Fox add beauty and the lining is fancy silk.

\$37.75

Extremely smart is this 36 inch length Coat of Peco Silk Plush, trimmed with natural Australian Opossum shawl collar, bell cuffs, flap pockets, a button-over belt and richly lined with fancy silk brocade.

THE NEW IN

Shoes - Low Shoes

Are now arriving. Every day new styles are on display in our shoe section. New oxfords, pumps and strapped slippers as well as many new laced boots await your selection. You should familiarize yourself with the new prices.



SMART NEW SHAPES

New Millinery

The hat is useless if it does not add to the beauty of the wearer. In our showing of the new millinery, there is a shape and color that will meet with your desire.

PRICES

\$2.49 to \$16.50

PURE THREAD

Silk Hose

Our showings are again complete in the colors to match the new footwear. Full fashioned and seam-finished hose.

Priced from 98c to \$2.98

SIMMONS

Gloves

Glaze or suede leathers in colors to match the new garments and lengths to meet the various sleeves. Every pair guaranteed perfect.

Prices \$1.98 to \$5.90

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