

PENNEY'S

J. C. PENNEY CO., INC.

Hundreds of New Coats to Choose From

A SWEETHEART COLLECTION OF WINTER COATS 29.75

Fashion's top-notch styles that assure faithful service for many seasons. Meticulously tailored Chesterfields, wear-worthy boy coats and softly-detailed flange front models, gently fitted. All warmly interlined. Sizes 12 to 20.

Newly smooth woollens in vibrant tones or dark colors.



19.75

Wonderfully textured woollens, deep-dipped or smooth-as-glass, in lively colors or ever-right blacks and browns. Slimly fitted models, softly molded and draped, free-swinging Chesterfields and boy coats. Warmly interlined, of course, and excitingly touched with flattering velveteen contrasts. 12 to 20.

Penney's Second Floor



In Plaids and Solids! MEN'S SPORT SHIRTS 1.98

Long sleeves for the new season! Cotton gabardine, poplin and buffalo plaid.

Good-fitting you expect in WHITE DRESS SHIRTS 1.65

Sanforized!—no "ruined at the laundry blues!" Firm Nu-Craft* starchless collars.

*Reg. U.S. Pat. Off.

Fabric shrinkage will not exceed 1%

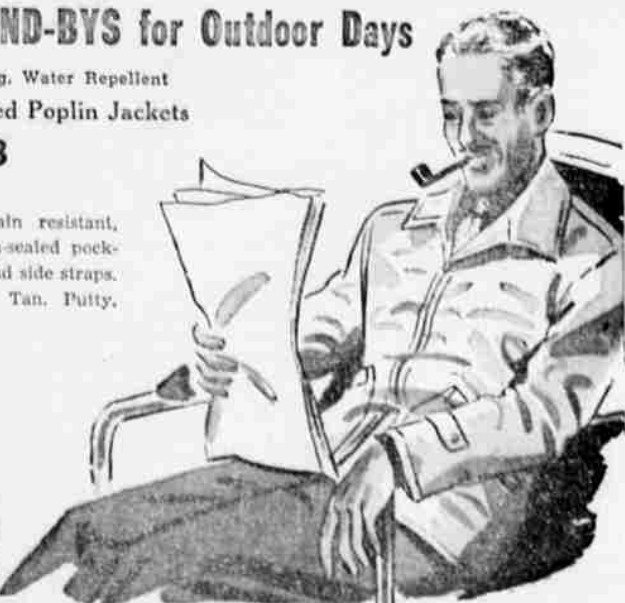
Sturdy STAND-BYS for Outdoor Days

Slide-Fastener Closing, Water Repellent Men's Lined Poplin Jackets 3.98

Storm conqueror: rain resistant, wind buckler. Storm-sealed pockets, adjustable cuff and side straps. Cotton plaid lined. Tan. Putty. Sizes 36 to 46.

Men's SLACKS 5.90

Worsted. Some stripes. Blue or brown gabardine or cavalry twill. Sizes 32-38.



For Day-Time and Date-Time! FALL HATS 1.98

Compliment-winning flatterers... side swept berets, profile brims, pompadours and pill-boxes... designed for every hair-do, every occasion. Gay with quills, grosgrain or misty veiling. Second Floor



To Brighten Your Bathroom! CHENILLE MAT AND SEAT COVER SET 2.98

Thickly tufted rows of chenille in an unusual combination of straight and waffle pattern, stitched to a sturdy canvas backing for extra-long wear. Balcony



All Sorts of Occasions for MEN'S SPORT SHIRTS 1.98

Smart looking, solid color, light tones in a brand new shipment of men's dressy sport shirts. Made to wear with open or closed collar under suit coats. Main Floor



Marathon* Means Style Perfection! MEN'S HATS 3.98

Genuine fur felt models—investments in handsome service! Pre-blocked turned-up or snap brim models with bound or welt edges. Good quality linings and sweat bands. Popular topcoat shades.

Mens' Leather COATS 14.50

Soft pliable, long wearing cape leather, full suit coat length, dressy button front, large pockets, rayon lining. Sizes 36 to 46.

Penney's Main Floor

-for Good Shoes!

Buying shoes at Penney's—an American tradition:

A realistic sort of thrift-and-comfort proposition!

People who refuse to spend their pay on whim or guess

Always go to Penney's where they buy good shoes for less.



FALL FASHION FOOTPRINTS

Dress and Tailored Styles

Cynthia* Presents the Newest and Best Fashion Features of the Season!

3.49

Rich, dressy suedes in graceful step-in and D'Orsay styles, tailored spectators streamlined to accent your new fall suits... in fine leathers to give you your coupon's worth of walking comfort, all-season wear and go-everywhere good looks.

Women's and Girls' Sport Shoes

Moccasin oxfords and slack shoes... real service for your coupon and excellent values for your money! In new antique-finish Russet. 2.49

Boys' and Girls' Sturdy Oxfords

Comfortable! Easy Walking! Right for School, Dress!

2.69

All the favorite styles for growing youngsters... moccasin toe, dress and sport oxfords—some with alligator print trimming, others with streamlined, rolled-edge soles. They're style-right and built to stand hard wear during the school term. 12-3.

Sizes 8½ to 11½ in the same styles. 2.29

Long Wearing Oxfords for Juniors

School and dress styles for growing young feet. Soft yet hardy leather, with tough soles to take plenty of hard knocks. Trimly styled, too. 1.98



Men's Towncraft De Luxe Oxfords

Leaders in Style, Comfort! Built for Long Service, too!

4.79

Invest in shoes that assure you lasting comfort and handsome style! Select a moccasin toe or straight tip oxford, styled from selected antique-finish leathers. Russet.

Men's Towncraft Dress Oxfords

Dependable shoes that are masterpieces of style trimness... built for real walking comfort! *Reg. U. S. Pat. Off. 3.79

MEN'S STURDY WORK SHOES

SOFT-TOE BLUCHERS

3.79

Long-wearing "cord" soles and heels. Goodyear welt construction! Brown retan leather. A good buy for tough jobs!

Full-Lined Work Shoes

4.79

Brown glove blucher work shoes, made from the best upper and sole leathers available! With riveted steel shank arch support.

