## Correct Winter Headwear For Men and Boys

Exceptional Values at These Low Prices



UR Hat Department is ready with the newest styles and greatest values we have shown in years. Made exclusively for us, this high-grade headwear brings to the customers of the 312 J. C. Penney Co. stores the best of quality and style at the lowest possible cost. Everything in the line of Winter headwear for men and boys can be had at this store-Velour and Fur Feit Hats for men, in all the newest shapes -warm Caps of Fur, Plush and Wool for men and boys -Plush, Chinchilla and Mackinaw Hats and Caps with fur linings and earmuffs for the little fellowsall at prices so remarkably low as to insure you a distinct saving in the cost of your Winter headwear.



#### Warm Caps

For Wintry Weather A big variety of styles for bays and young men and for the more conservative man - in heavy materials such as cassimeres, overcoatings, mackinaws,

with real fur bands. 49c to \$1.98-Golf Caps for men and boys-fine heavy materials, satin linings, fur in-

plush and fur-silk lined and

98c and \$1.49 — Mackinaw Caps of fine mackinaw materials, wonderful values.

98c and \$1.49 — Plush Caps for men, in the staple, conservative Haverlock shape. of fine, soft, heavy pile plush. \$2.98 \$3.98 and \$4.98—Fur Caps of black Coney. Near Seal, Hudson Seal and genuine Alaska Seal. Excep-

tional values at these prices.

#### Velour Hats for Men

Fine lustrous, nappy Velours, full satin lined with the finest quality silk bands and sweat leathers. Ideal for overcoat wear—just wintry and warm enough appearing to give that touch of seasonable style necessary to the well-dressed man. All the the wanted colors—Seal brown, myrtle, green, russet. \$3.98 olive and black. Remarkable values at \$4.98 and....



#### Children's Hats and Caps

Warm headwear for the little tots-with fur linings and earmuffs attached-plush, chinchilla, mackinaw and other wanted materials. We partieularly recommend, for boys, the little Polo Cap-warm, good fitting caps of mackinaw hush and chinchilla. 89¢

Mens Corduroy Caps, fur bands 98c

### Presenting New Plush Coats Sumptuous in Style, Finish and Fur Trimmings



#### Plush Coats \$19.90

Finest quality silk plush, made with the generous luxurious sweep of line and finish of the more expensive fur coats. You have a wide choice in the matter of collars, for while many in this group have smart collars of plush, others show the prevamey, Sealene and Beaverette.

#### Silk Plush Coats \$29.75

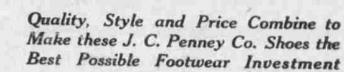
Rich silk linings make these plush coats particularly attractive. Finest grade of silk plush, tailored w'h the utmost care, and adorsed by becomingly shaped collars of the new popular furs, including heavy Black Opossum, the new Beaverette and Raccoon. Some models have smartly turned fur cuffs. All the new coat effects that are so much in demand.

#### Cloth Coats \$19.75

The most exceptional values of the season are enjoyed both in style and material of these handsome coats. Soft velour in rich Autumn colorings and the smart Polcene cloth. many are fur frimmed, others have self-collars which allow the wearer to enjoy the use of the fur neck pieces so much worn at present. Sizes, 16 to-44; all popular colors.

# Smart Fall Footwear The Shoes That Satisfy

For Women, Misses and Growing Girls



## Shoes for Women

A large variety of new Fall and Winter styles in the finest leathers-black and brown kid and calfskin-with the popular Military heels.

\$3.98 \$4.98 \$5.90 \$6.90 \$7.90

Black and Brown, Kid and Calf Skin Leathers. Shoes for Dress and Every Day Wear

\$2.98 \$3.98 \$2.79

## Shoes for Growing Girls

Style and comfort at economical prices. English lasts and medium and broad toe styles-mahogany and black leathers. A big feature in our shoe department.

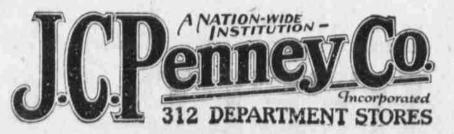
\$2.98 \$3.98 \$4.98

### Shoes for Misses and Children

Shoes that stand the hard wear that romping children give their footwear-so constructed as not to retard the natural growth of the feet. Many attractive styles including the broad-toe Orthopedic lasts-browns, tans and blacks.

Our Unalterable Policy-One Price to Everybody

BUYING MOST WE BUY FOR LESS



SELLING MOST WE SELL FOR LESS

Superior Values at Exceptionally Low Prices in J. C. Penney Co. Shoes for Men and Boys

Made especially for our 312 Stores from strictly high-grade leathers—painstaking care is taken to produce shoes that give long service and perfect comfort. Our large cash buying power enables us to sell at unusually low prices EVERY DAY.



## Boys' Shoes for Dress and Rough Wear

More-Than-Ordinary Service at Less-Than-Ordinary Cost

Dress styles in English and broad toe lasts. Made of tan and black calfskin-very dressy and serviceable-all sizes.

**\$2.69 \$2.98 \$3.50 \$3.98** 

Sturdy shoes for school and knock-about wear. Made to stand the hardest kind of a test from longest wearing leathers—black and brown elkskin and calfskin-lace and Bincher styles-single

\$1.98 \$2.49 \$2.69 \$2.98 \$3.50 \$3.98

Our Unalterable Policy-One Price to Everybody

BUYING MOST V. E. BUY DEPARTMENT STORES I GE LESS

SELLING MOST WE SELL

FOR

LESS