

Correct Winter Headwear For Men and Boys

Exceptional Values at These Low Prices



OUR 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 Felt 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 fellows—all 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 boys and young men and for the more conservative man—in heavy materials such as cassimeres, overcoatings, mackinaws, plush and fur—silk lined and with real fur bands.

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

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. Exceptional 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 wanted colors—Seal brown, myrtle, green, russet, olive and black. Remarkable values at \$4.98 and \$3.98



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 particularly recommend, for boys, the little Polo Cap—warm, good fitting caps of mackinaw, plush and chinchilla, as pictured 89¢

Mens Corduroy Caps, fur bands 98c

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

Buying these handsome Plush Coats when prices were at their lowest ebb, is the sole reason why every J. C. Penney Co. customer profits in an unusual way in this attractive presentation. Values in these groups are incomparable!



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 prevalence of the fur collars ofoney, Sealene and Beaverette. Sizes, 16 to 44.

Silk Plush Coats
\$29.75

Rich silk linings make these plush coats particularly attractive. Finest grade of silk plush, tailored with the utmost care, and adorned 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 Polcane cloth. While many are fur trimmed, 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 For Women, Misses and Growing Girls

Quality, Style and Price Combine to Make these J. C. Penney Co. Shoes the Best Possible Footwear Investment



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

\$2.79 \$2.98 \$3.98



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.

98¢ to \$3.50

Our Unalterable Policy—One Price to Everybody

BUYING
MOST
WE BUY
FOR
LESS

A NATION-WIDE INSTITUTION -
J.C. Penney Co.
Incorporated
312 DEPARTMENT STORES

SELLING
MOST
WE SELL
FOR
LESS

The Shoes That Satisfy

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.

Men's Dress and Work Shoes

Qualities That Appeal to Men
Durability - Strength - Attractiveness

Dress shoes of finest calfskin, kid and kangaroo leather in brown and black—English lasts and medium and broad toes in Blucher and straight lace styles—



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



Strong, durable work shoes of high-grade Retan leathers that resist the barnyard acids... \$2.98, \$3.50, \$3.98

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 calfskin and calfskin—lace and Blucher styles—single and double soles.

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

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