

PENNEY'S
J. C. PENNEY CO., INC.

VISIT OUR
CHILDREN'S
COAT AND SUIT
DEPARTMENT, Too!



*Fur is Fashion's
Soft Note*

FUR COATS
FIRST AT
PENNEY'S
\$44.75 -- \$65.00

Beautiful fur fabrics—an assortment of autumn colors—splashes of fur, hmmm! Fur is the soft note that flatters! Fur is the soft note that warms! Fashion notes on black, and coats in color.



*Be Tailored
Be Smart*

19.75 24.75

Autumn Days are Suit Days
Smart women are tailored women, and tailored women are usually smart. They wear our two piece twill or all-wool suits in black, brown or whatever their favorite color. They dress them up with ruffy blouses . . . or they're tailored in plain white shirts . . . smart either way! And smart under coats!



Genuine Harris Tweeds. The coat you like and want. All sizes, 9 to 15, 12, 20. . . . \$29.75

Casual Coats

for the
CASUAL LIFE
19.75
to
29.75

Extra minutes count these days . . . so we're living the casual life. A casual coat saves minutes, too. Wear it across your shoulders . . . or buttoned warm and neat. Wear it with your every dress . . . it's right with all your clothes. Chesterfields; Man-tailored, and Box styles.

**There's AUTUMN COLOR
in our DRESSES**



7.90

There's the color of falling leaves . . . the look of Indian Summer. There's style, too . . . and the lovely feel of soft materials. There are dresses tailored as a crisp fall day, or soft—like the harvest moon's glow. One and two piece styles in gabardine, rayon crepe and wool-and-rayon.