

25th Anniversary

Style Wl.ims
In Footwear

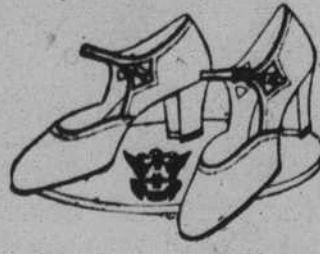


Satin and black brocade have formed a pleasing conspiracy in Fall oxfords, at a price you'll never think twice about.

\$4.98

25th Anniversary

Clever Shoes
For Flapper Feet



Miss Seventeen takes a woman's size but she needs the rounded toe and sports heel for still growing feet. All Patent.

\$3.98



J.C. PENNEY CO.

"where savings are greatest"



Newest of the New

25th Anniversary

Snake Trim
On Patent Ties



Smartness begins at your toes, or it never begins at all, and Patent Oxfords with Snake trim are strikingly effective.

\$3.98

25th Anniversary

Neat "Strollers"
For Young Girls



School shoes in a warm, sunny brown are always a favorite with the Younger Miss. These are long-wearing and comfortable.

12-2 \$2.49
8 1/2-11 1/2 \$1.98

OUR NEW SECOND FLOOR READY-TO-WEAR DEPT. NOW OPEN

25th Anniversary

COATS

The Approved Style For
Fall and Winter At Our Famous Prices

School girls, business women and housewives—in this display of clever new coats there are several for each of you! Coats to wear everyday—and distinctive models that will take a smart place anywhere.

Fancy Novelties, Plain Materials
—Warm Furs

The sport coat is belted and fashioned of novelty mixtures—dress coats are especially smart from smooth suede mixtures and bolivia. Flattering fur collars are shown on practically every garment.

Pockets—Belts—Collars—
Cuffs—New Treatments!

So many new details are shown on these splendid coats that you must see them to appreciate their charm—lined and interlined for all winter comfort.

Women—Misses—Juniors

\$14.75 to \$39.75



Graceful Silks and Velvet Fashion
New Frocks

At Surprising Prices

Afternoon festivities this fall and winter will be attended by scores of these charming silk frocks—satin, flat crepe and georgette and velvet combinations—black is outstanding.

Soft Lines Are Smartest

The softly draped or circular skirt is very new—one and two-piece styles are shown and a variety of necklines.

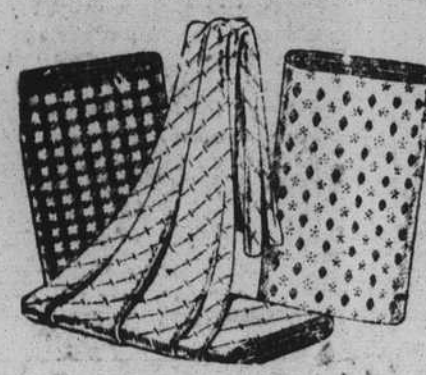
Women, Misses, Juniors

\$9.90 to \$19.75



25th Anniversary

The New Season Emphasizes
Wool and Wool Mixed Fabrics



A modish place is accorded fabrics of wool and wool mixtures for fall and winter frocks—the new ones are fascinating! Yard—

89c to \$1.98

Many Novelties
Plaids, checks and fancy patterns in interesting variety and color.

Summer Sets
Of Bloomers and
Vest to Match



Rayon is the practical and comfortable choice for warm weather.

Lace trimmed vests are priced only

49c

Bloomers to match, only, pair

98c

25th Anniversary

Snappy Ties
For Early Autumn



A delightful bit of style has been cleverly wrought into this Brown Calf Oxford with the Snake Trim. Low priced, too.

\$2.98

25th Anniversary

One Piece Cap
For Boys

Fashioned from newest cassimere and twist fabrics, with leather forehead protector. Just like Dad's in shape, quality and trimming. Low-priced at—

98c

25th Anniversary

Our Pay Day
Overalls



Union made. Of durable 1.20 blue denim; cut big and roomy all over, triple-stitched, six bar-tacked pockets. Low priced, over all or jumper

\$1.15

Youths' Sizes, 98c
Boys' Sizes, 89c

25th Anniversary

Storm Serge
Has Many Uses

A sturdy fabric that gives excellent service—children's school clothes wear longer when they are made of it. Yard—

59c to \$1.29

Feature Value
In Fall Caps



Tailored from double and twist fabric, silk lined, leather sweat, rubber visor. At—

\$1.98

25th Anniversary

Girls Love To Shop In This Store For NEW COATS

The Styles And the Prices Find Favor
With Mothers, Too

Here are coats for every girl—each one full of style and packed with the service that goes with splendid materials and good workmanship.

Suedes, Bolivias, Polaires

Smooth suede-like materials are a favorite this season—bolivias and polaires still popular—fur collars add to the cozy warmth of these coats.

Every Coat a
Charming Style!



Make Your
Selection
From a Complete
Stock

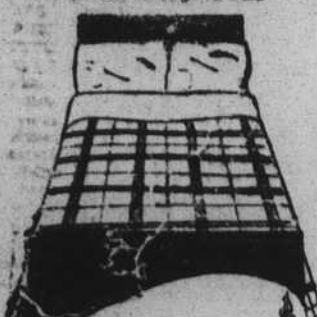


Our Prices Range From

\$4.98 to \$14.75

Coats for 2 to 16 Year Olds

Warm Blankets
Make Cozy Beds



Before you need them—that's the best time to buy blankets!

Select a single plaid blanket for

98c

A wool-mixed blanket, size 68x 82, for

\$3.49

All wool blankets in plaid patterns for

\$7.90

25th Anniversary

4-Piece Suits
For Boys

Single-breasted or double-breasted model coats, with 1 long pants, golf knicker and vest; or with 2 golf knickers and vest. Blue cheviot and cassimere in novelty weaves and fancy stripes and over-plaids. Exceptional value at—

\$7.90



25th Anniversary

Stamped Cases
Of Nation-Wide Tubing

Another solution for your Christmas gift problem.



98c

25th Anniversary

Majestic Garters
Best for Service



Wide web, single grip. Our own brand. Big values at—

23c

25th Anniversary

Toe Freedom
In Men's Oxford



Right from Shoe Style Centers comes this Gus Metal Calf Oxford for the well dressed man who demands fine leather, and faultless workmanship.

\$5.90

25th Anniversary
Here's a "Collegiate"
Model Suit for Young Men

Smart, stylish lines; unusual patterns and splendid quality fabrics—cassimeres, chevionts and novelty twists.

The ideal suit for young men—modeled on distinctive lines, value through and through.

\$19.75

Extra Trousers, \$6.90
Other Fall Suits

At \$19.75—Extra Pants, \$4.98
At \$29.75—Extra Pants, \$7.90



25th Anniversary

Fur Felt Hats
For Fall Wear



You can get "The Criterion" in Pearl, Elk, Slate and Moss shades. Low priced

\$2.98

25th Anniversary

Growing Feet
Need Roomy Toes



This Patent stitchdown with fancy trim is roomy, good-looking and will wear and wear.

12-2 \$2.49
8 1/2-11 1/2 \$1.98
5 1/2-8 \$1.49

25th Anniversary

Medium Weight Overcoats and Topcoats

Topcoats for first Fall days; medium weight overcoats for early Winter. Coats that have warmth without undue weight.

Plaid Backs
Fancy Overplaids
Novelty Weaves
Twist Fabrics

Every overcoat will uphold our reputation for selling only values that are tried and true—that make good—at popular prices—

\$16.75-\$19.75

