

**CASH**  
saves  
**CASH**  
at Penney's  
Doors Open  
9 a. m. Thurs.

# AT Penney's Get Set for JACK FROST!

SEE  
Every Item  
NOW!

Doors Open  
9 a. m. Thurs.

## Get Set For JACK FROST!

### SHEER RINGLESS HOSE

Gaymodes in Yule. A crisp new autumn shade.  
• ALL PERFECT  
• FULL FASHIONED  
• THRIFT PRICED  
Begin to Wear Gaymodes Today!

**79c**  
PAIR

## Get Set For JACK FROST!

### JUST A FEW SEWING SUGGESTIONS

Hundreds of items not listed. 300-yard spool sewing thread  
—All colors in bias and binding tape. Large Pkg. pins, buttons.

**8c**

## Get Set For JACK FROST!

### NEW SWANKY STYLES IN LADIES' FALL HATS

Jean Nedra, at . . . . . **98c**  
Betty-Coed . . . . . **\$1.98**

Colors to match your ensemble

## Get Set For JACK FROST!

### LARGE SIZE ABSORBENT BATH TOWELS

Get a supply at this unheard of low price.

5 FOR **\$1.00**

## Get Set For JACK FROST!

### LADIES' OUTING GOWNS

**79c**

Good heavy flannel to keep out the cold. Each

## Get Set For JACK FROST!

### ONE GROUP OF LADIES' SHOES

**\$1.00**

Repriced to clear, Pair

One group at

**\$1.66**

Come in and try these on.

## Get Set For JACK FROST!

### CHILDREN'S COTTON UNIONS

Cut to fit comfortably—made to give you long wear.  
Regular children's style cotton unions that give lasting wear.

**49c**

## Get Set For JACK FROST!

### LADIES' RAYON PANTIES

Get a supply at a saving. These are now selling at only, pair

**17c**



## May We Suggest the Following

- Wagons
- Tricycles
- Scooters
- Doll Buggies
- Dolls
- Vanity Sets
- Cannon Towel Sets
- Fitted Cases
- All Wool Auto Robes
- Oven Ware Sets

Easy to Pay Our Christmas Club Way!

## Here's Merchandise that You Need Right Now Buy Now at Penney's History Making 'Low-for-Cash' Prices

**SENSATIONAL BUDGET SHOP**  
**DRESS RIOT**  
REFRESHING STYLES  
One thrifty low price for a magnificent group of dresses! Expensive looking frocks that give you chic flattery at real savings! Every brilliant new style! Carefully tailored rayon crepes with important details. Wear them for school, office and dress-up!

**\$1.98**  
Sizes 12-20 38-52

## AT PENNEY'S A WORLD OF Winter Coats

Priced for Modest Budgets

### LADIES' WINTER COATS

Refreshing new styles in Fall coats! Fine quality all wool fabrics! Important new fashion trends—fullskirts with paneled and gored effects—trim fitted waistlines! Also swaggar and semi fitted models. Sizes 12 to 20.

**\$10.90**

MARVELOUS VALUES

### LADIES' FINE BAGS

Every color to match your ensemble. Each

**69c**

25% WOOL  
**Blankets**  
25% wool for extra warmth and durability. Fine long staple cotton—fleece and warm. Warm rich pastel colors. . . . . Another genuine Penney value.  
Size 66x80. **\$1.00**

Extra Large 72x84  
INDIAN DESIGN  
**Blankets**  
Heavy, warm and colorful.  
**\$1.98** each



Ladies' Smooth  
**Rayon Slips**  
New smartness in this slip tailored to give you perfect fit. Sizes 32 to 44 **49c**



### Men's Topcoats

These are the coats you'll be wanting to wear everywhere this winter. Single and double breasted models. In navies, blues, greens and oxford greys.

**\$14.75**

## BUY THE EASY WAY—ONLAY-AWAY

Men's Topflight  
**SHIRTS**  
New patterns and colors. Sanforized. **98c**

Men's  
**LEATHER BILL FOLD**  
Many styles to choose from in this all leather men's billfold. **98c**

Super Big Mac  
**Waist Overalls**  
Copper rivets at the points of strain! Heavy 9-ounce blue denim that is fully Sanforized shrunk. **89c**

MEN'S  
Supe. Oxhide  
**SHIRTS**  
Sanforized shrunk. Sizes 14 1/2 to 17. **49c**

Genuine Fur Felt  
**Marathon Hats**  
Latest fall shades. All sizes. **\$2.98**

Men's  
**Cotton Unions**  
Heavy weight cotton unions. Good fitting and warm. **69c**



Men's Gloves  
Imported Capeskin **\$1.98**  
These fine hand cut dress gloves are strongly stitched, will wear for years! Slip-on style with smart flared wrist. In black or brown!



### WELT CONSTRUCTED WORK SHOES

One of our famous Ox Hides, economical because they'll give you longer wear! Blucher style with retain uppers, rubber heels, extra thick composition soles. Welt constructed for added strength! Sizes in 4 - E width.

**\$2.98** pair

### Ladies' Patent Trim SHOES

**\$1.98**



Stunning styles you'll see on the smartest dressed women this fall. Comes in black or brown. Sizes to 9.

## Get Set For JACK FROST!

### MEN!

Try These Famous Penney Leather Work Boots This Winter.

Black chrome, steel stud hooks and eyelets, rawhide laces. Leather lined vamp, leather middle sole and 11-grain leather outsole. Good-year welt.

8-inch . . . . . **\$5.90**  
12-inch . . . . . **\$6.90**  
16-inch . . . . . **\$7.90**

## Get Set For JACK FROST!

### GET SET FOR COLD DAYS

Men's 33 1/4% Wool Unions . . . . . **\$1.67**  
20% Wool, pair . . . . . **\$1.29**  
Heavyweight Cotton, pair . . . . . **69c**

BUY YOUR WINTER'S SUPPLY NOW!

## Get Set For JACK FROST!

### MEN'S HEAVY

### FLANNEL PAJAMAS

at savings rarely offered for such dependable quality. Sanforized shrunk. Pair . . . . . **\$1.29**

## Get Set For JACK FROST!

An Eye-Opening Value!!

### ALL WOOL COAT SWEATERS

Button front. Brown and oxford grey, colors. A value we won't be able to duplicate. Ea. **\$1.98**

## Get Set For JACK FROST!

### MEN! KEEP WARM

Keep warm with one of these all WOOL JACKETS. Zipper front. Solid design. Sizes 36 to 48. **\$2.98**

## Get Set For JACK FROST!

### MEN!

### SUPER OXHIDE OVERALLS

Heavyweight denim. Sanforized shrunk. Cut to fit. Pair only . . . . . **69c**

## Get Set For JACK FROST!

### BOYS' WOOL JACKETS

32-oz. all wool bright plaid jackets. Tailor Front Cossack Style pleated belted back. In red, greens and blue! Sizes 6 to 18. **\$2.79**

## Get Set For JACK FROST!

### MEN'S WORK PANTS

Heavyweight moleskin. Just right for winter wear. Sizes 30 to 46 waist. Pair . . . . . **\$1.79**



## REMEMBER DAD AND SON

with a lovely Dressing Gown. Lovely Beacon Robes in cotton or all-wool.

**\$2.98 to \$5.98**

Easy to Pay Our Christmas Club Way!

**PENNEY'S**  
J. C. PENNEY COMPANY, Incorporated