

PENNEY'S HAS
YOUR NEW COAT...
NOW is the time to buy it!

29.75

- Coats with Sweeping Flares
- Coats with Detachable Hoods
- Classic "Boy" and "Bobbie" Coats
- Reefers with Wide Swirling Skirts
- 100% Woolens in Plaids, Solid Colors



Your favorite style is here from the flared Peignoir... the No. 1 coat-style from coast to coast... and every leading style, to the good classic type! They're 100% woolens! They're in wonderful colors! Buy your coat, now! MISSES', WOMEN'S, JUNIOR SIZES.

WOOL COATS WITH HOODS
24.75

Big plaids of solid colors in flared 3/4 coats with hoods. Lots of full length styles, too!

AT PENNEY'S
Your Dollars Go a LONG Way!



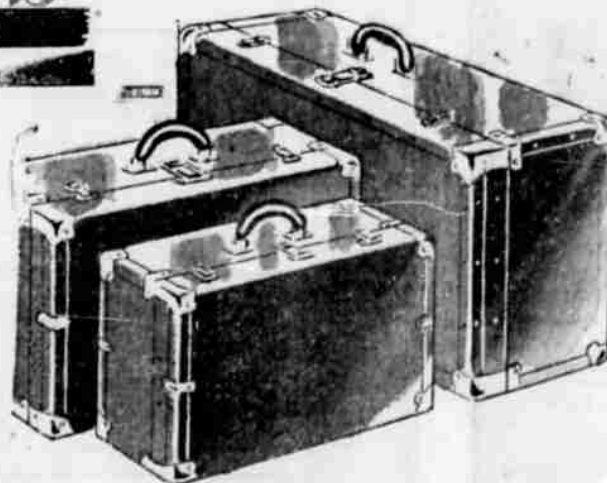
Men's Pajamas
3.98

Full-cut for comfort! Soft, warm flannel — that washes! Notch collar button fronts and slippers. Stripes, plaids and solid colors. Draw-string pants.



Men's Socks in Popular Argyle Patterns
59c

Tops are genuine elastic! Harder-wearing 4-thread type — in expensive-looking argyle designs! Dark and pastel colors.



Roomy Metal-Covered SUITCASES
3.98 to 6.49 Plus Federal Tax
Sturdy suitcases with all plywood frames. Plastic or leather handles.
24"x12"x7" 26"x14"x8" 27 1/2"x15 1/2"x9 1/2"

AT PENNEY'S
PRICES DON'T INCLUDE STOREKEEPING FRILLS

Now! For YOU... Mothers and Daughters!

CHENILLE ROBES



Penney Priced **7.90**

Unbelievable values at this modest price! Glamorous, wrap-around tie-front style with sweeping, ankle-length skirts, graceful 3/4-length sleeves. Made from warm, closely tufted baby chenille in white, turquoise, rosewood, gold, powder blue and American beauty. 12-20, 40-46. Washable, flame-tested.

Girls' Sizes **5.90**
Tots' Sizes **3.98**

Wraparound, tie-front style with cozy full-length sleeves! Toasty warm baby chenille in six sparkling Fall colors: turquoise, American beauty, white, rosewood, gold and powder blue. Of course, they're washable and flame-tested. Sizes to fit every young miss: tots' 2-6; girls' 8-16.



Another Great Buy! Women's WARM CHENILLE ROBES
You get a lot of style and value for this thrifty price! Full-sweeping, longer skirts; generous rever collars; 3/4 length sleeves. Gay colors. 12-20, 40-46. **5.00**



Longer, Curved Contours In Women's Suits
29.75

Subtly simple — buttoned higher at the neckline, more natural shoulders, curved-out hiplines to minimize your waist. Slim skirts in molded lines drop to 15" from the floor. Wool and rayon fabrics in new shades.

Juniors', Misses' and Women's sizes.



Fuller, Longer! CASUAL DRESSES
9.90

Light-hearted town-casuals of fine rayon gabardine or crepe in lovely pastel shades, styled in the new curved lines, with longer skirts! Couturier details seldom seen at this price! In Misses' sizes.



Popular Baseball Style! Boys' Jacket
9.90

Capeskin leather sleeves and pocket trimming on these warm jackets! Zipper front, cotton lining. 35% wool, 65% reprocessed wool fabric. 8-18.



Men! Buffalo Plaid Chopper Jackets
8.90

Husky "Chopper" in rich all wool (20 oz. weight). Double thick front and back yoke! Red, white or green on black. Man - size pockets. S-M-L-XL.



Sturdy—for School! Gillie Oxfords
3.98

This tough Cherry Lane—an exclusive Penney shoe—made over a roomy wall - last to give growing feet ample room! Fine leather, long-wearing! 3 1/2-10.



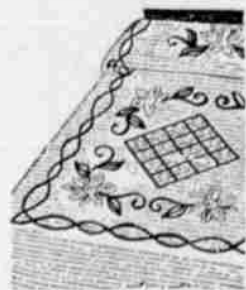
Scuffless Tips! Hi Shoes
4.49 and 4.98

Your youngster will have to outgrow this one! Has water resisting sole (for longer wear!), arch-supporting insole. 8 1/2-12, 12 1/2-3.



For Cold Winter! Boys' Union Suits
1.29

Snug fitting union suits for extra warmth in frigid weather. Ribbed cotton with long sleeves and legs, close fitting cuffs and ankles. 4-16.



Double-Size, Chenille BEDSPREADS
9.90

Soft, fluffy chenille tufts in multicolor floral design on fins, long-wearing white cotton ground. Laundered and preshrunk. Large 90" x 105" size.