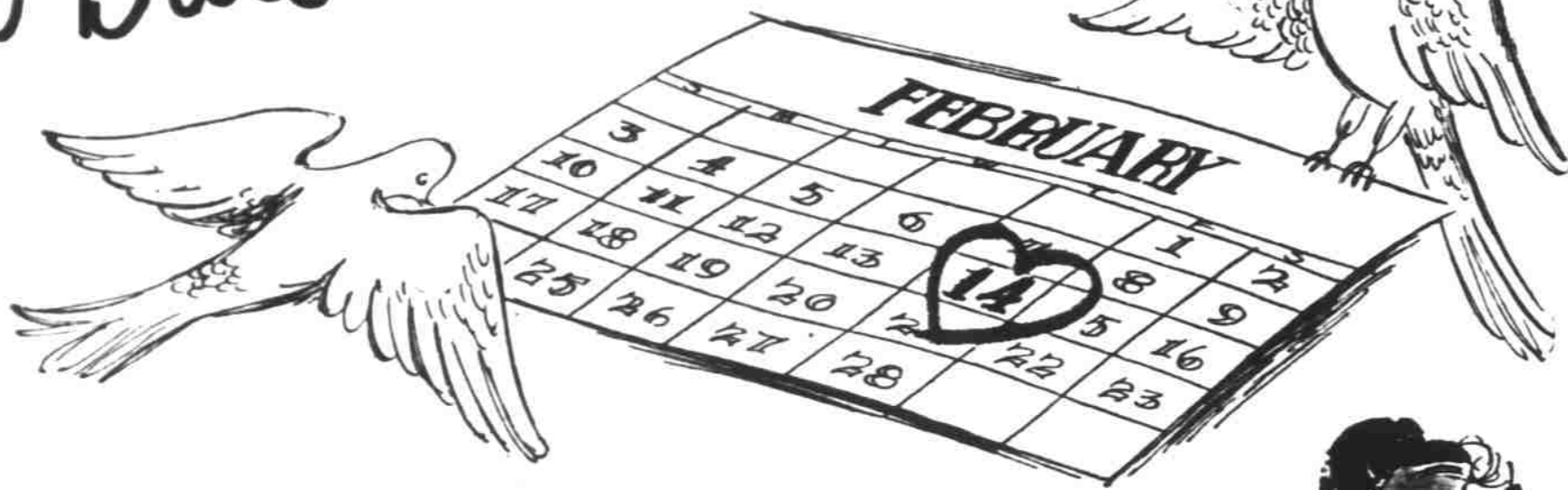


PENNEY'S
J. G. PENNEY CO., INC.

It's a Date to Know by Heart!



SHINING VALENTINE GIFTS!

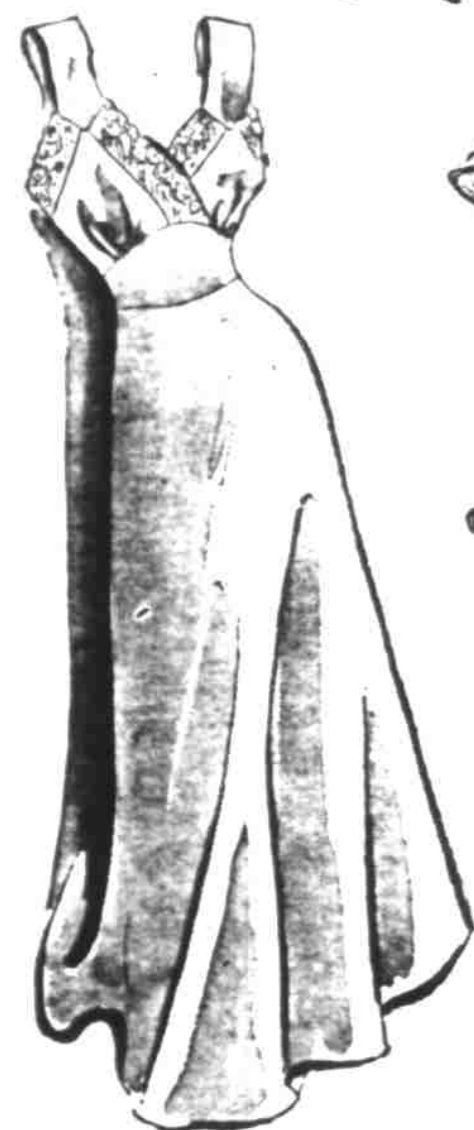
Plastic Patent Handbags!



Striking plastic patents brilliantly accented and trimmed. Drape, envelope and handle styles. Each a hit in its own right. Perfect gift.

2.98 and 4.98

Captivating Accessories!



4.49

GOWNS OF SATIN

Rayon satin gowns deftly trimmed with wide lace. White and tea rose. Real valentine gift for her **3.98**

HANKIES

Fine white linens. Dainty cottons, fancy embroidery—all a must on Valentine gifts **23c to 98c**

JEWELRY

Costume jewelry sets with simulated stone set in gold and silver. Metal pin and earrings. Always popular for gifts. **1.00 to 4.95**

NYLON HOSE

Sheer leg flattery in the newest of spring color. Full fashioned, long wearing. Always a thoughtful gift for valentine remembrance **1.35**

RAYON HOSE

Full fashioned 45-gauge rayon or cotton top hose. Serviceable in neutral color. Ideal gifts **86c**

WRAP-AROUND DICKEYS

So popular now with the ladies. Fancy trim and sheers. White and black. **2.98 and 3.98**



6.75

7.75

Patents ... shoe story feature!

Put your best foot forward for the holiday season

Shining black patent leather in these three models. Flattering all season long.

DOWNSTAIRS STORE



FIRST ON YOUR VALENTINE LIST FOR THE ONE FIRST IN YOUR HEART...

Austelle Dresses
7.90



On Valentine's day bring a gleam to her eyes, a glow to her heart with a shining new dress from Penneys magnificent collection of spring styles and colors. Intriguing prints, soft gathers, flattering necklines. Full swinging crepes in exciting styles—some smartly tailored too!

Other Prices From
9.90 to 16.75

SECOND FLOOR