

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

Colorful Sweaters

Closely knit fine or coarse gauge
WOMEN'S SWEATERS

3.98

Our sweaters are "sloppy" this fall! That's for style only! They're soft, precious wool in lovely pastels and useful neutrals. Sizes 34 to 40.

SWEATERS FOR GIRLS

2.98

A schoolgirl's "must": lots of sweaters, lots of colors, either style! (slip-over or cardigan). Try matching them! 10-16.

NEW FALL SKIRTS

To Team With Gay Sweaters!

3.98

Wardrobe standbys in breeze-soft wool-and-rayon crepe, tailored with expensive-looking details. Flattering box pleats fore and aft mean graceful fit. In warm solid colors. Sizes 24 to 32.
Penney's Second Floor

TOTS' SUSPENDER SKIRTS

1.98

Tiny tots adore these "going to school" skirts. They're all soft warm wool, pleated all around. In bright, exciting solid colors. Sizes 3 to 6 and 1 to 3.

Active Fall Days Demand Action-Loving Jackets



Smooth, Cape Leather!
MEN'S JACKET
9.86

Popular cossack model, suitable for all weather! Lined with rayon. 25"

For All-Winter Wear!
PLAID JACKET
4.98

Warm 33-oz. fabric in good-looking plaid. Button or zipper front.
All-Purpose Poplin COSSACK STYLE
3.98

Water-repellent, wind-resistant. Cotton plaid lining. Adjustable straps.

READY FOR FALL!



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

INVEST IN

A Warm Coat

STYLED FOR SERVICE

29.75

There's a new softness about these coats, prophetic of FASHION 1945! Perennial Chesterfields boast feminine Sweetheart lapels. Clean-lined classics have newly important flange fronts. Fitted models are gently tucked and molded for graceful femininity. All warmly interlined, of course, and handsomely rayon crepe lined to match their vibrant new-season colors. Sizes 12 to 20.

Enduringly Beautiful and Warm All Wool Fabrics in Newly-Smooth or Rugged Deep-Piled Fleece in Rich Glowing Colors

Values in All-Wool Classics

19.75

Wear-worthy, warm coats of velvet-soft all wool fleece or smooth fabric, in deep, glowing colors! Velvet-outlined flange front fitted models. Velvet collared Chesterfields with softer Sweetheart lapels. Expertly tailored boy coats. All handsomely lined and warmly interlined.

News in All-Wool Coat

24.75

There's fashion news in the smoother, softer all wool fabrics; in the rich, exciting colors; in the softer lapels and flange fronts of Chesterfields and boy coats; in the gently softened waistlines of the fitted styles. All warmly interlined. Sizes 12-20.

SELECT YOURS TODAY AND LAY IT AWAY

Penney's Second Floor



COMPARE THESE PRICES!

COLORFUL SUITS FOR GIRLS

Carefully tailored for a perfect fit. Short sleeved fitted jacket, deep pockets trim slacks. Penney's Second Floor **2.98**

TOTS' WASHABLE SLACK SUITS

Children's one and two-piece washable slack suits in colorful candy stripe Chambrays and faded blue denim. Ages 2 to 10. Penney's Second Floor **1.98**

GIRLS' PLAYSUITS AND PINAFORES

Girls' 3-piece cool summer play suits marked down to clear stocks. Washable cottons in 3 to 6 and 7 to 14. Penney's Second Floor **2.00**

Little Tots'

SUN SUITS

Cool, washable cotton Jimmy **1.00** pants and open back play suits. Pastels in percales and seersuckers drastically reduced! Age 1 to 6. Second Floor

Summer

HANDBAGS

Out they go! Large envelope and pouch bags in a wide variety of colors. Reduced! Main Floor **1.00**

Men's Swim

TRUNKS **1.00**

Reduced! All wool and rayon latest Swim Trunks. A real buy! Penney's Main Floor

REDUCED TO CLEAR!

BOYS' WASHABLE 2-PC. SETS

Out they go! We bought too many! Your chance to save. Cool rayon and cotton sport shirts with matching pants. Ages 4 to 10. Main Floor **2.00**

BOYS' DRESS SHIRTS REDUCED

Large size only! For ages 13, 14, 15 and 16. A real buy. Penney's Main Floor **1.00**

MEN'S WHITE RAYON DRESS SOCKS

Drastically reduced! Men's ankle style fancy pattern white rayon dress socks. Also full length army socks. Size 10 to 12. Penney's Main Floor **15c**

