

PENNEY'S

J. C. PENNEY CO., INC.

IT'S GOING GOOD



Warm Comfort
Fully Lined Throughout

Heavy, warm
24-oz. fabric.
Jacket trim-
med. Pants re-
inforced. **5.90**

HAT TO MATCH.....69c

Warm and Pretty

Heavy 24-oz.
oz. fabric, ful-
ly lined! Pro-
tective knee
patches, 2 to 6. **5.90**

TOTS' GLO DOWN SET

Warm, fleecy
pastel coats,
embroidered.
Zipper leg-
ings. **7.90**

MATCHING BONNET

Darling wide-
brimmed bon-
net in embroi-
dered pastels. **59c**

PIVOT YOUR WARDROBE AROUND

A Good Coat 2975

Wonderfully soft, wonderfully long-wear-
ing woollens in vibrant new colors or
basic dark shades emphasized with rich
velveteen touches, bright buttons and soft
dressmaker details. Favorite Chester-
fields with softer lapels! Fitted models
with pocket concealing flange-fronts!
Classic boy coats!



Jewel Tones Add Spice to Wardrobes
DRESSMAKER, Detailed CASUAL DRESSES

7.90

Beloved, every-hour classics in two-
piece button-front and shirtwaist
styles softly accented with clever
stitching, bright buttons, belt belts.
Gently tucked, pleated or shirred
for figure-loveliness. Bright colors.
Penney's Second Floor



STYLE-WISE

Foot Easy Shoes-349

The season's newest and best styles...
step-in pumps, D'Orsay, dress ties and
tailored spectators, designed by Cynthia*
for your walking pleasure! In smooth
leathers and rich suedes. Non-ratoned
gabardine styles, too, at the same low
price!

Men—Invest in Style and Comfort!
TOWNCRAFT* De Luxe Shoes

Styles for every taste, for every occasion.
Sport and dress models in fine leathers,
with long-wearing, flexible soles to assure
you seasons of service plus good looks.

4.79



STYLES FOR GROWING GIRLS

Moccasin oxfords and slack
shoes that are tops for school.
The dark antique finish is just
right with sweaters, skirts and
blazers. 4-9.

2.49

BOYS' AND GIRLS' OXFORDS

Good-fitting, long-wearing sport
and dress styles in rugged leath-
er. Composition or leather soles.
12-3.

2.69

In Sizes 8½ to 11½.....2.49



BOYS' Jim Penney* OXFORDS

Handsome moccasin toe
styles that will take
plenty of punishment
and give foot comfort.
Sizes 1-6.

2.98

*Reg. U. S. Pat. Off.



Off
Duty?

RELAX IN THE
LOVELIEST ROBE YOU CAN FIND

Lovely Pastel Floral Design!
Printed RAYON CREPE

Long, flowing lines,
with front gathering
for extra fullness. **6.90**

Pretty, and as Warm as Toast!
Quilted RAYON SATIN

Floral print, with
contrasting pastel
lining. Flattering
lines. 12-20. **9.90**

COTTON SEERSUCKER

Gay floral prints;
cheerful colors in
sizes 12 to 44. **2.98**

Second Floor



FULL BED SIZE COMFORT!

Blankets...

ALL-WOOL SOLID COLOR BLANKETS

Luxurious, deep-piled virgin wool blank-
et treasures, woven with a thick, springy
nap to give you magic warmth without
oppressive weight. Treated against moth
damage—guaranteed five years. **9.90**

PENNEY'S 25% WOOL CLOISTERS

Woven of 25% warm wool, 25% sturdy cot-
ton and 50% lustrous rayon. Solid colors and
jacquard designs. 72" x 84" full bed size. **5.90**

DOUBLE COTTON SHEET BLANKETS

For cold nights—they can't be beat—
soft downy nap cotton sheet blankets in
full 70x80 inch double-bed size—stock
up now! **\$1.98**

Penney's Balcony



RATIONED SHOES
Reduced! Women's Rationed Shoes

OUT THEY GO! Arch Supports
in good quality leather. New
low price. **2.00**

Penney's Main Floor

Reduced—Women's Better
SLACK SUITS

A real bargain in these beautiful gabardine slack
suits—smartly styled and priced at a real saving
to you... One full rack to choose from.

\$7.50

Penney's Second Floor



NON
RATIONED

Women's, Misses' and Chil-
dren's All Rubber

GALOSHES

\$1.39

Just two snaps and they're
shut! Let the children play
hard in these long-wearing
galoshes.

Fleecy lining that keeps
youngsters warm and protect-
ed.

Sizes 6-12, 12½-3 and 4 to 8.
Penney's Main Floor