

# AT PENNEY'S

J. C. PENNEY CO., INC.

# MONTH-END

Shop The Store! Every Floor chock full of Bargains!

### SHEETS

On Sale Saturday at 9:00 A. M.

**1.69**

Famous 81x108 in. Penco Sheets. To give our out of town customers a fair chance these will not go on sale until Saturday. Limit 2 to a customer.—Balcony.

**Flour Sacks**  
Extra large 125-lb. bleached sacks. Stock up now!—Balcony.  
**17c**

**Crib Blankets**  
Amazing value — 30x40-inch crib blankets. White, pink or blue.  
Second Floor  
**27c**

**MILLINERY**  
One large table of better women's hats, priced to go.—Second Floor.  
**50c**

**51-Gauge Hose**  
In the latest colors. Vista biege and patiosun. Good looking extra sheer rayons.—Main Floor.  
**98c**

**Part Wool BATTS**  
3-lb. quilted. Size 72x90 in. A real buy! Balcony  
**77c**

**Bed Pillows**  
Large 17x21 inch bed pillows, fluffy, filled with colored hen feathers. Best pillow value of the year.—Balcony.  
**1.79**

**Women's RAYON HOSE**  
Sheer, sleek fitting rayons. No seams. All sizes, best colors.  
Main Floor  
**40c**

## EARLY SHOPPERS WILL BE THE LUCKY ONES! SMART WINTER COATS



Repriced to **15.00**

Built to wear from October through Spring, this year and many more. Dove-soft wools or deep-piled mixtures in basic colors or bright hues. Chesterfields, boy coats or balmacaans that fit easily over dresses or suits. Every coat a genuine bargain! Penney's Second Floor

**Women's Dresses Reduced 3.00 to 4.00**

Shop our mark-down rack for real buys. When a dress is 4 weeks old it goes on the mark-down rack. Find your size and find a real buy. Penney's Second Floor

### TEA APRONS

Gay cotton bib-style tea aprons. Smartly styled prints in all the frills. **77c**  
Penney's Main Floor

### Some of the Many Savings

Work Shoe Laces, pr. **2c**

Bridge Sets ..... **1.00**

Boxed 36-inch Square Cloth with 4 Napkins

**KITCHEN TOWEL SETS**

Boxed 2 in a box. Applied or embroidered. **1.00**

**LINEN GUEST TOWEL 50c**

Pure linen, embroidered. Slightly soiled.

**CHAIR SETS**

3-Piece Sets ..... **50c**

Embroidered.

Buttons ..... card **2c**

Dresser Scarfs **50c**

Bibles, reduced.... **50c**

Leather Change Purses **15c**

Wooden Shoe Trees.... **25c**

Men's Part Wool Dress Socks ..... **25c**

Women's Rain Jackets ..... **3.00**

Women's Skirts, all wool..... **1.00**

**ODDS and ENDS to GO!**

## BE EARLY! DON'T MISS THIS OPPORTUNITY!

Men's Warm Winter

**Overcoats Repriced to 15.00**

Luxurious all-wool fleeces, serviceable covers, smart Cavalry Twills and warm Chevots. Comfortable broad shoulders, set-in sleeves. Your choice of Browns, Blues. Don't be deceived by the price. These are tops. We bought too many! Penney's Main Floor

Men's Quality

**DRESS PANTS**

Reduced to **3.00**

About 50 better pants to go at this money-saving price. Broken size ranges, slightly soiled and shop worn, but a grand buy. Penney's Main Floor

**3 only MEN'S SUITS**

Reduced **15.00**

If you wear a size 36 or 43 don't miss these. All wool Townsland Worsteds. Penney's Main Floor



Men's Non-Rationed

**RUBBERS**

**1.00 Pair**

Real buys! We've bought too many! Long wearing pure Brazilian rubbers to fit dress and work shoes. Penney's Main Floor



## HIGHER PRICED MERCHANDISE SWEEPINGLY REDUCED! SHARE THESE SAVINGS!



**Women's Shoes Reduced! 2.00**

Out they go! Odds and ends, broken size ranges. Oxfords, Pumps and Comfort Shoes at a real saving. One large table full.—Penney's Main Floor.



**Men's Dress Hi Shoes Reduced! 5.00**

Soft pliable kid dress shoes at a money-saving price. Not all sizes, but real buys in every pair.—Penney's Main Floor.



**Boys' Sturdy Oxfords Reduced! 2.00**

All leather Brown Oxfords. Priced to clear. Sizes 1 to 5. Penney's Main Floor



**Men's Dress Oxfords Reduced! 3.00**

To clear our stock of broken size ranges we offer you these real values in men's Tan Leather Oxfords. Penney's Main Floor



**Misses' Sturdy Oxfords Reduced! 2.00**

Out they go! To make room for new shoes. Real buys! See them for yourself. Penney's Main Floor



**Children's Long Wearing School Oxfords Reduced! 1.50**

Bargains in kiddies' all leather, plastic sole School Oxfords. Penney's Main Floor



## SHARE THESE AMAZING SAVINGS!



**Women's Better SLACK SUITS**

Reduced! **7.50**

Smartly styled, well tailored gabardine slacks suits. Were priced much higher. All are tops in style and quality. One complete rack to choose from. Penney's 2nd Floor

**Women's HATS**

Reduced! **1.00**

Smart hats that will add to your winter wardrobe. Penney's 2nd Floor



**Warmly Lined COSSACK JACKETS**

Reduced to **3.50**

Wear them in all sorts of weather, because they're wind resistant and water repellent! Easy fitting cossack style, these jackets are made with slash pockets, adjustable side straps, button front. Fleece lined. Penney's Main Floor

**BOYS' DRESS COATS**

Smart wool Herringbone tweed Sport Coats in sizes 14, 16 and 18 only. Real buy if you can wear these sizes. Reduced **5.00**  
Penney's Main Floor

## ODD LOTS

LIMITED QUANTITIES

Women's Anklets. Reduced. Part wool. Size 9 1/2 only..... **19c**

Men's Sleeveless Sweaters All-wool, grey only, size 36..... **2.00**

Men's Hunting Coats 2 only ..... **5.00**

Men's All-Wool Drawers Size 40 only ..... **1.79**

Men's Whipcord Breeches Dark grey: 31-inch waist ..... **1.00**

Boys' All-Wool Army Coats Size 14 only ..... **5.00**

Large American Flags With flag pole set. Reduced ..... **1.99**

Nurses' White Uniform Slightly soiled ..... **1.00**

Women's Rayon Robes Quilted satin ..... **5.00**

## REDUCED!



**MEN'S ZELAN DRESS Raincoats**

Reduced to **6.90**

Single-breasted fly front in sturdy poplin. Deep yoke, double sleeves, give extra protection. Vent back. Putty, Tan, Other styles. too! 34-36. Penney's Main Floor

**Men's Army Officer Style RAINCOATS**

Reduced to **10.00**

Raincoats with smooth fly front closing. Convertible collar for the worst days. Catchall patch pockets. 40, 42 inches long. Tan, colors. Only about 6 of them, so shop early! Penney's Main Floor



Men's Slicker Type

**WATERPROOF LEGGINGS**

Reduced! Ideal for work in wet weather. Just slip them over your work pants. Fit any size.—Penney's Main Floor. **1.00**

**MEN'S COMB and BRUSH SETS**

Reduced! All leather case, fitted with comb brushes, and space for shaving necessities. An ideal gift for service men. **2.50**  
Penney's Main Floor