

PENNEY'S

J. C. PENNEY CO., INC.

PIVOT YOUR WARDROBE AROUND

A Good Coat 29.75

- Dressy Black Chesterfields
- Rich Avacoda Greens
- Beautiful Fuscias Reds
- Deep Autumn Brown

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

Boxy Boy Coats
19.75

Warm, Snug-Fitting KNIT CAP and MITTEN SET

A set that will see lots of wear this winter! Cozy-warm hood gray with bright side motif, ties charmingly with a chin-bow. Matching mittens in the same suede-smooth finish. All bright colors!

1.98

Boys' Knit

Hockey Caps

A cap he can toss around without doing it any harm! Warm as toast—deep cuff can be pulled way down over ears. Noisy color combinations he likes!

49c

Boys' Ear Fuffs.....25c

Men's 100% Wool SWEATERS 4.98

- Slipovers—
- Cardigans—
- Swedes—

They're versatile, comfort-bringing, and the bright spirited colors are a joy to wear! Knitted in soft-to-the-skin, 100% pure wool in long-favorite classics.

Men's Button Front SLEEVELESS VEST SWEATERS 2.98

Just in! All wool warm button front vest sweaters. Rich pile suede finishes in tans and browns. Sizes 36 to 44.

Penney's Main Floor



Men's Lined Dress Gloves

Warm black leather capeskin dress gloves. Flannel linings. 8 1/2 to 10 1/2. **1.26**

GAYMODE RAYON

FOR SLEEK SERVICE

45-Gauge, Full Fashioned

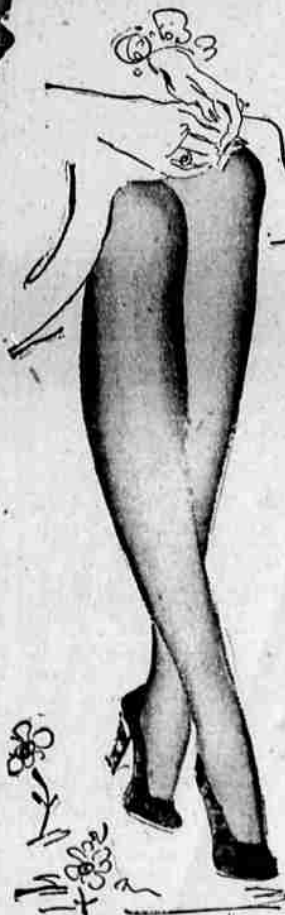
HOSE 87c

Full-Fashioned Sheers for Round-the-Clock Wear. Lovely hosiery that will serve all purposes. Sheer enough for dress, practical weight for business or everyday wear. You'll like the sleekness, the dull finish, the trim fit. Flattering shades, too!

ANKLETS GALORE

19c—25c

Brand new shipment of quality anklets. For children, misses and women. Bright colors and whites. Also heavy string knits. All sizes.—Penney's Main Floor.



Girls' Coat Favorites THAT DOUBLE FOR DRESS OR PLAY

Warm Wool

FLEECEES

Little Girl
Sizes 3 to 6 **7.90**

Teen Ages
7 to 14 **10.90**

Tots' Warm Coats in Mixtures, Solids, Checks. Adorable little princess styles with back pleats and velvet collars. Boxy Chesterfields in husky fleeces. Gay with embroidery motifs, velvet insets, colorful buttons. Warmly interlined.



Bright Red and Colorful Plaid

Reversible Coats

10.90

For Rain! For Cold Weather!

All the styles 'Teen-Age Moderns' want... velveteen collared Chesterfields, pin-slim reeferes, casual boy coats, all-weather reversibles. Of warm, fleecy fabrics in bright solid tones or handsome mixtures. Interlined! Sizes 7-14.



Girls' All Wool JACKET

Age 3 to 14

4.98

Bright Red!—Pacific Woolens! Soft Pacific Mills wool crepe. Grown-up tailoring, trimly fitted at the waist, fully lined.

GIRLS' WOOL SKIRTS

Box pleated, in warm, glowing fall colors! Well made of zephyr-soft, yet long-wearing wool crepe.

Penney's Second Floor



Girls' Spun Rayon

DRESSES

3.98

She'll be proud as a peacock in these chalk-crisp, lovable little dresses with their demure styling and wide-eyed trimming. Plain colors or flower-fresh prints in basque or tailored styles. 7 to 14.

Sizes 3 to 6.....2.98
Penney's Second Floor

Warm SWEATERS

For Boys

2.98

Handy slippers or ready-for-action coat styles. Good colors. Fabric and knit combinations.



58-INCH ALL-WOOL PLAID

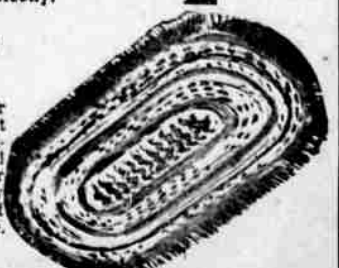
Rich woollens for skirts and coats. Bright plaids. Full 100% wool and 58 inches wide.—Penney's Balcony. **2.49**

Rayon and Wool Suiting, 54-inch solid color suitings and coatings. Soft textured warm wool and rayon fabric.—Penney's Balcony. **2.29**

Colonial BRAIDED RUGS

3.98

Occasional rugs to cover every floor space, to fit any budget! In multi-color patterns that will blend with any color scheme, they're firmly woven to stand lots of hard wear. Washable. 27"x48" oval. Penney's Balcony



HIGH STYLE DRESS CLEARANCE

OUT THEY GO!



Over 100
BEAUTIFUL DRESSES
PRICED TO CLEAR!

\$3, \$4 and \$5

We've gone through the entire dress stock and re-priced and regrouped all dresses that have been in our store over 30 days. They are all good styles! Good workmanship, but we are over-stocked! It's your chance to add to your wardrobe and buy more war bonds and stamps with your savings.

Penney's Second Floor

Men's Suits and Overcoats

Men's Towncraft SUITS

Finest Suit Tailoring—All Wool Fabrics

All-wool worsteds. A tailored smoothness that lasts! A multitude of stripes and plaids. **29.75**

Men's

Warm Fleece

Top Coats 16.75

Soft fleeces, smooth coverts, durable Cavalry Twills, warm Cheviots—every one all-wool! Brown, blue, tan.

Penney's Main Floor

Men's Dress Hats, 4.98

Smart new fall and winter Fur Felt Hats. Variety of colors.

Penney's Main Floor

