

PENNEY'S

J. O. PENNEY CO., INC.

BRIGHTEN WINTER WARDROBES

Castelle
Dresses

7.90

Tired of your winter clothes? Here's a gay selection of wardrobe refreshers that you can wear from now through Spring! Black lightened with the first spring touches of feminine white in collars and cuffs. And bright prints in graceful rayon jersey, tucked and pleated. Such soft, flattering lines!

New Spring Blacks
Frou-Frou Collars
Flower Colors
Prints
Second Floor



Blouses

are ADDED ATTRACTIONS
for Any Wardrobe
1.98 - 2.98

Softly tucked and fagotted styles with demure bow-ties or feminine jewelry necklines for dressy wear! Clean-lined, yoke back shirts with long or short sleeves. Of smooth white or pastel rayon crepe. 32-40!



New—Special Group
Tailored Slips
1.98

Form fitting rayon knit Tailored Slips and gorgeous lace-trimmed easy-action kind that are the busy woman's favorite. Adjustable straps. Tea rose. Sizes 32 to 44.

Rayon Jersey
SLIPS
2.98

Perfect fitting, comfortable—excellent quality Rayon Jersey. Sizes 32 to 40.
Penney's Main Floor



Fluffy Bed Pillows
Large, plump pillows, stuffed to the brim with soft, clean, sanitary hen feathers. New shipment just unpacked. A real value!
1.98

BED PILLOWS
An unusual value in chicken feather bed pillows. Serviceable striped ticking.
1.25
Penney's Balcony

MATTRESS COVERS
Twin Bed Size.....2.00
Double Bed Size.....2.35
In these days of difficult replacements, good mattress care is important. These covers slip off for laundering, keep dust and dirt away.

CHEESECLOTH
Soft absorbent bleach-10 yds. ed cheese cloth. 36 inches wide. Packed 10 yds. to a box.
49¢
Make dandy cleaning cloths.
Penney's Balcony.



MONTH END CLEARANCE

FINAL CLEAN-UP
WINTER COATS

Every Coat Reduced to
14.77

Just 32 of these excellent Winter Coats left, so we've cut them deeply to clear our racks. Every coat an amazing value. All originally priced at many times this clearance price. Smartly tailored Chesterfields, sporty boxy boy coats, and dressy fitted Princess styles in solid colors and tweeds. All warmly lined and interlined. Get your size early.
Penney's Second Floor



Misses' Winter Coats
To Clear at
10.00

Just six left in sizes 11 to 16. Boy style wool fleeces in blues and browns. A whale of a bargain! Warmly lined and interlined.
Penney's 2nd Floor

SHOES REDUCED
Black Patent Pumps to Clear
2.77

For walking pleasure, and for street and dress wear you'll find these smart patent low pumps in the top bracket. Your chance to save! One full table to make your size selection.



Brown Calf
D'ORSAY PUMPS
to go at
2.77

One of the season's best styles. Rich deep brown leather D'Orsay Pumps—dress heel.

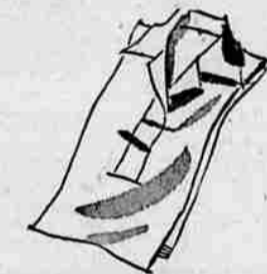
Lizard Calf Print
OXFORDS
3.77

Cut to Clear! Open toe sling-back pump, built on a cushion platform. Very comfortable, very smart, in Town Brown. A good shoe with autumn costumes. Sanitized linings promote foot health.
Penney's Main Floor



Crisp New
DICKIES
1.98

Large selection of tailored and frilly dickies that will dress up your wardrobe.
Main Floor



Jr. Boys' Suit
4.98

Smartly tailored, matching jacket and Jimmy set. Ages 3 to 10.
Main Floor

Boys' Bib-Style Overalls Regular boys' blue denim overalls in sizes 6 to 12.
Main Floor

Sturdy
Oxfords 1.98
FOR JUNIORS

School and dress oxfords for growing young feet. Soft, yet hardy leather for hard wear, comfortable fit!
Penney's Main Floor



Out They Go!
WOMEN'S LEATHER COATS
Drastically Reduced! About twenty better Capeskin Leather Coats in the lot. Good for all seasons. Wear and will wear for many seasons. Surcoat length, belted, large patch pockets. Brown only. Sizes 12 to 20. Penney's Second Floor.
9.90

Out They Go!
WOMEN'S RAYON HOUSECOATS
Reduced to Clear! Crepe Printed Housecoats in the lot. Gay colored Prints — Full Skirt. Sizes 12 to 20. Penney's Main Floor.
5.00

Out They Go!
WOMEN'S LONG SLEEVE SLACK SUITS
One rack of Penney's Better Slacks cut to clear. Smartly tailored in fine Gabardine, Navy Blue and Brown. Sizes 12 to 20. To clear—Penney's Second Floor.
12.77

Out They Go!
WOMEN'S TAILORED SUITS
About six of these fine Woolen Suits left at this bargain price. See them and you'll agree that they are amazing values. Not all sizes so shop early Reduced To—Penney's Second Floor.
14.77

Out They Go!
MEN'S OVERCOATS
Only five left so we've cut them deeply to clear the stock. Size 35 to 42. A real bargain awaits you if you can wear these sizes.
Penney's Main Floor
15.00

Out They Go!
MEN'S SPORT JACKETS
A few of those Smart Two Tone Sports Jackets cut deeply to clear stock. Tan and Brown only. 36-42. Penney's Main Floor.
5.00

Out They Go!
WOMEN'S RAYON CHEMISE
Out they go! Good quality Rayon Knit Chemise in Tea Rose. Size 36-52. Drastically reduced for clearance.
Penney's Main Floor
88¢

Out They Go!
WOMEN'S DRESSES
Reduced!
3.25 - 4.25

One rack of mark-down dresses. Every dress a bargain, some only four weeks old. Check this rack for a Smart Dress at money savings prices!