

# PENNEY'S

J. O. PENNEY CO., INC.

## Spring Coats and Suits

# Time for Valentine Gifts!

Ready at Penney's, in brightest array,  
Presents to give on St. Valentine's Day:  
Gifts for your sweetheart or mother or wife,  
Nice, thoughtful gifts for the man in your life!

**Dressmaker Suits And Tailored Top Coats In Soft Colored Wools** **2475**

Your fancy will turn to thoughts of Spring when you see these suits. Flower colors, or deeper tones . . . styled with delicate dressmaker details. And coats to top them or wear separately, in Casual or fitted styles. 9 to 20.

**A Variety Of Styles In SUITS and COATS** **1975**

Checks, bright colors, pastels in tailored or dressmaker styles. Smart kick-pleated skirts. Boy coats with sweetheart lapels. Or Chesterfields with new details on pockets and buttons. 9 to 20.

Soft Dressmaker Details Severely Tailored Types Wonderful New Colors

Penney's Second Floor

**NEW FASHIONS IN YOUTHFUL JUMPERS** **4.98**

So gay! So useful! A pretty blouse underneath and you can wear it and wear it! Tailored or ruffled styles with bright stitching. Flattering skirts!

Outlined in colored bands or girlish ruffles!

Women's Navy **Pea Coats 16.50**

Warm, dressy, fingertip navy blue Melton Pea Coats—tailored just like the navy Waves regulation coats. Sizes 12 to 20. Penney's Second Floor

**Gaymode\*** **DURATION SHEERS**

—BUT HOW THEY WEAR!  
**45 Gauge! 86c**

EXTRA LONG Full Fashioned SHEERS **81c**

Spring hosiery . . . as bright and vibrant as their new names . . . Joytan . . . Sunniblush . . . Cheerglo! Rayon sheers with snug full-fashioned fit. Reinforced for longer wear. War-time wisdom suggests buying at least two pairs of the shade you prefer—salvaging the best pair!

**Loyal to the Bareleg Hosiery Style?**  
They're here in spring shades, too! They're practical rayon sheers, reinforced where needed. End trying "seam distress" now! **45c**

**So Refreshing for Transition Days**  
**NEW ACCENTS ON AUSTELLE DRESSES**

Printed jerseys are ideal transition dresses! Though you don't put away your jewel-tone wools and velvety blacks, brighter days will seem more springlike if you're wearing a frock with just a few light lingerie touches!

**7.90**

Here's a present that is bound to please

**DISTINCTIVE GIFT HANDBAGS**  
**2.98 4.98**

If the clothes she chooses have an irreplaceable frill—if her suits are the soft dressmaker type—she'll like these handied pouch bags. If she's strictly tailored—the envelope style will probably please her more. Every woman appreciates lots of room—these are roomy!

Tuck a Hankie in Her New Bag — Added Thoughtfulness—Matching Belt or Gloves

**New Shipment of... WARM WOOL JACKETS FOR MEN AND BOYS**

**Men's Plaid Cossack Jackets 4.98**

Zipper front, rich wool plaids in a wide variety of colors. We've been unable to offer you this jacket for some time and we advise buying now while stocks and sizes are complete. Sizes 36 to 46. Penney's Main Floor

**BOYS' PLAID COSSACK Jacket 3.98**

A rugged, warm, fleecy plaid to wear when the wind blows free—and cold! Zipper fronts. 8 to 18.

**Men's and Boys' Raincoats DRESS TYPE**  
**MEN'S 6.90**

Natural tan gabardine—single-breasted, fly front, all weather coat. Two roomy patch pockets, flap protected. Sizes 36 to 44.

**BOYS' RAINCOATS 4.98**

Natural, blue, and dark green, all weather coat—long wearing box coat style, large patch pockets. Sizes 6 to 18.

**8-INCH LOGGER TYPE BOOTS 7.90**

Here they are—Penney's famous lace-toe logger last and logger heel work shoes. Oil tan uppers, heavy double thick compo outsole. Sizes 6 to 11. Penney's Main Floor

Penney's Main Floor

**INFANTS' AND KIDDIES' NON-RATIONED WHITE SHOES**

Sizes 0 to 4 . . . **98c**

Sizes 5 1/2 to 8 1/2 . . . **1.69**

Your chance to save a shoe stamp and get your tot a new pair of shoes. Shop while sizes and stock are complete.

Penney's Main Floor

**White Frilled NECKWEAR**  
Crisp cotton eyelet embroidered collars! Lace effect! **79c**

**SMART UMBRELLAS 4.98 to 6.90**

Umbrellas—an always welcome gift—especially during rainy spring weather. An ideal Valentine gift and Penney's now have an abundant stock of smart patterns in rayons and cottons—metal frames, novelty handles.

Penney's Main Floor

**Colorful Floral Printed! HANDKERCHIEFS 33c**

Some women have a favorite handkerchief with each outfit! Hankie collectors will appreciate one of these! Frivolous!

**FRILLY NEW DICKIES 1.98**

Immaculate white sharkskin or crepe, trimly tailored with Peter Pan or convertible collars. Spring flower pastels, too! Get one for every mood!

Penney's Main Floor

**New Spring Lingerie! RAYON SLIPS 98c**

Lacy touches embroidered sprays or just plain. 32-40.