

PENNEY'S

J. G. PENNEY CO., INC.



DRESSES

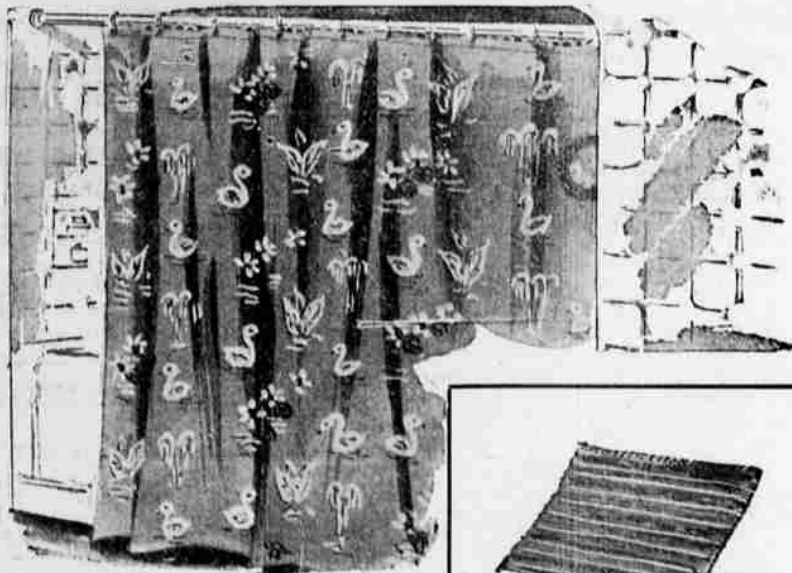
That suit your way of life

Are you a clubwoman, a party girl, or do you like to hug the fireside? No matter, we've the kind of dresses that will suit your way of life! Dresses with a business-like tailored way about them, dressy rayon crepes and sheers or pinafores for stay-at-homes! Rayon gabardines and wool-and-rayon combinations in an assortment of styles in black and the new winter colors. **4.98**

Other Dresses5.90

Now We Are Again Able to Offer EVENING DRESSES 1975

It has been some time since we were able to stock beautiful full-length evening frocks. A wonderful selection of rich rayons in taffetas, ninons, and long flowing sheers. Visit Penney's Second Floor today and make your selection.



Bathing Beauties

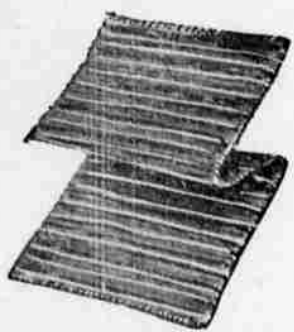
Colorful SHOWER CURTAINS
Spray Charm in Your Bathroom

COLOR FOR YOUR BATH

Bright shower curtains in stripes and flower prints are the touch of color you'll like for your bathroom! Printed celanese taffeta or oil coated all rayon, in an assortment of colors and designs. 6' x 6' **3.69**

Bath Room Curtains
to Match **3.69**
Pair

Bright Floral Prints in oil coated fabrics—ruffled! 27"x54"
Penney's Balcony



Hit or Miss

Rag Rugs 1.98

3 ft by 4 ft. Those handy cotton rugs—bright woven cottons in hit or miss fashion—washable, too!
Penney's Balcony

Flour Sacks 20c

Extra large bleached and opened Flour Sacks for those handy absorbent dish towels.—Penney's Balcony.

Men's 8-inch Logger Shoes **7.90**



Oil tan uppers, buckskin laces, waterproofed tanned—double weight composition sole. Logger heel and last.

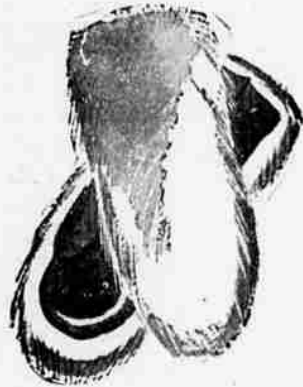
- 10-inch Caulked Loggers 13.50
- 12-inch Caulked Loggers 15.90
- 12-inch lace-to-toe Caulked Loggers 17.50

Penney's Main Floor



Beautiful All Wool Head Scarfs **1.49**

A solid hit for every occasion—fluffy, all-wool zephyr-knit fascinators that do wonderful things for your eyes, any way you wear it! Soft, warm, enfolding; 32" long, in ten exciting winter shades!
Penney's Main Floor



White Bunny Fur MITTENS **2.29**

We've taken mittens in hand this winter; given them the super-warmth of fluffy furs. Cloud-white bunny-fur combined with durable cape leather in gay colors; lined.—Penney's Main Floor.



INFANTS' Wool Sweaters **2.98**

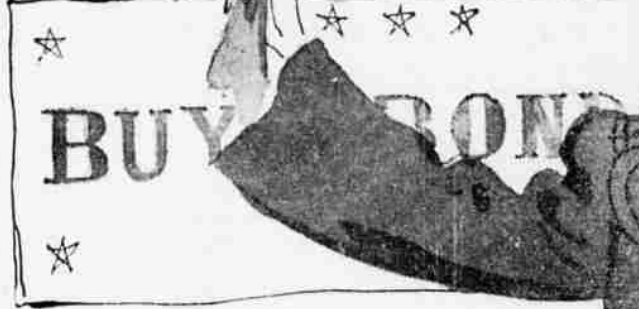
If Baby isn't your, but your best friend's or your sister's, it's still fun to buy things for him. A sweater is a fine gift because a tot can't have too many! We have a selection.
Penney's Second Floor



Boys' Leather HELMETS **1.39**

Boys' Leather Helmet... Like an aviator's, with chin strap for junior fliers. Boys' Swinging Ear Muff Cap 98c With ear muffs that swing up on warm days.
Penney's Main Floor

New Coats Arriving Daily!



Buy Victory Bonds Now!

It's easy to KEEP WARM

IN OUR WINTER COATS
IN OUR CASUAL STYLES

29.75

Easy to keep warm and easy to keep smart as well—in a coat you can toss casually over your shoulders as you hurry out the door on a busy day—and yet look as impeccably put together as though you had spent five precious minutes in front of the hall mirror. Chesterfields, Mantailored and Box Styles in Black and colors.

27 Only—Beautiful FUR COATS

Remaining in Our FUR COAT CLEARANCE!

When we can't offer you a complete stock of styles and furs... When size ranges are broken... It's TIME TO CLEAR! For those who can find just the right coat, just the right size, it's an opportunity of a lifetime!

- 2 only! American Dyed Opossum \$99
- 3 only! Grey South American Kid \$79
- 6 Hollander Dyed Coney \$69
- 5 Mink Dyed Coney \$59
- 1 Mink Dyed Coney \$39
- 2 Red Fox Short Coats \$59
- 4 Grey Ombre Dyed Jackets... \$34

Make Your Selection Early!
Excellent Christmas Gifts!
Penney's Second Floor

Boy's Denim Jimmy Overalls

Little boys—and their sisters—demand comfort at play. And that means Smartalls are the thing for them to wear! Nice alone or with shirt or sweater. Made of sturdy, washable denim. 1 to 10.
Penney's Main Floor

1.05



White Shoes for Baby **98c**

Plenty of wiggle-toe room in baby's first shoes! Sturdy white cloth in a snug-ankle pattern, soft soled for flexibility.
Penney's Main Floor



Juvenile Sweaters **1.98**

Sharp 2-tone coat sweaters as the one shown and neat pull-overs of soft wool-cotton and rayon. In bright colors. 4-10.
Penney's Main Floor