

SEPTEMBER VICTORY SAVINGS!



SHOP AT PENNEY'S..... YOU'LL SAVE FOR VICTORY!

Savings for you NOW---when you need them most. Our stocks are complete with the Fall and Winter Clothing you need. We urge you to anticipate your needs and BUY EARLY. USE OUR LAY-AWAY Plan! No interest---no red tape. Remember---cash saves cash---at Penney's!

Fall Hat Time!



"Gabby"



Men's HATS 2⁹⁸

"Gabby"! A factory blocked, tailored edge hat! Genuine fur felt! Many new colors! This fall's styles are tops!

STYLED ESPECIALLY FOR THIS FALL! SATISFYING FITS!



"Edgeworth"

Men's HATS 4⁹⁸

"Cascade" The hat of the season! Moisture proof sweat band! Made of fine quality, high grade fur felt! Every man will appreciate the style, colors and value that come in this hat!

This soft comfortable light-weight has a hand tailored brim edge and narrow band. Complete style appeal in every line. GENUINE FUR FELT!

3⁹⁸

Men's HATS

Cold Weather Ahead!

Men's Plaid Jackets

Heavy plaid jackets! Plenty of warmth all rolled into this one jacket! Best value in town for such a low price!

3²⁹



Men's Heavy MACKINAWs

Men's heavy duty Mackinaws! Belted front! Large roomy pockets! Long style! Double breasted! New plaid designs! Fall colors!

6⁹⁰



Men's Melton JACKETS

Men's 32-oz. blue melton jackets! Same quality as before! Zipper front! For only \$3.00.

3⁰⁰

MEN'S HARDY! HEAVY WEIGHT! CORD MOLESKIN WORK PANTS



2⁴⁹

Men's cord moleskin work trousers! Same quality as before! Double seat on inside! Leather trimmed pockets! Reinforced waistband! Boatsail pockets!

STYLES FOR FALL IN MEN'S SWEATERS



Men's COAT SWEATERS

2⁹⁸

Men's new fall coat sweaters! Zipper front. Many new styles, two-tones and plains.

Men's All Wool SWEATERS

3⁹⁸

Men's fall all wool sweaters! New styles, new colors! Great values!



Men's Slipover SWEATERS

2⁹⁸

Men's new slipover sweaters styled for fall and winter! New colors, new styles!

Men's All Wool SLIPOVER SWEATERS

3⁹⁸

Men's new fall all wool slipover sweaters! Newest styles, all colors!

Men's All Wool SWEATERS

4⁹⁸

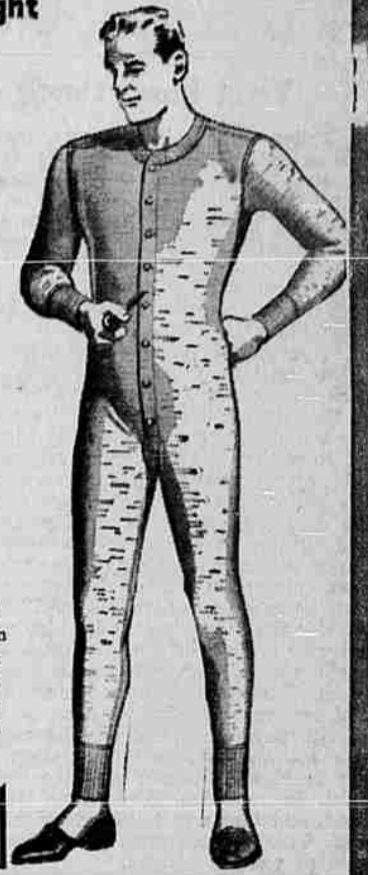
Finest quality all wool sweaters! New styles! Bright fall and winter styles!

Winter Weight All Cotton

UNION SUITS

1²⁹

Men's winter weight all cotton unions! This union suit may be bought with long or short sleeves! It has long legs! Just the right weight! Keep warm on cool, chilly mornings!



Use Penney's Lay-Away Plan!

Men's RAYON COTTON UNIONS

1¹⁹

Men's rayon and cotton medium weight unions for men who don't need such heavy unions!

Men's 1/3% WOOL UNIONS

2⁴⁹

Men's 1/3% wool union suits! If you like them heavier and warmer than cotton!

Men's 1/2% WOOL UNIONS

3⁴⁹

Men's 1/2% wool union suits! You can't miss on this quality! Compare the value!

Men's ALL WOOL UNIONS

4⁹⁸

Men's all wool union suits for the real cold days ahead! Buy them early. Use our lay-away plan!

WINTER WEAR FOR BOYS

Warm Favorites With Boys!

Plaid Cos. Jackets

3¹²



Boys will choose this comfortable jacket for its colorful plaid, its handy zipper front, and its two large, roomy slash pockets. Mothers will choose this good-looking jacket for its warmth, its long-wearing qualities, and its economically low price. In attractive blue, green, red and brown plaids.

Boys' Plaid Shirts

89c

For school boys! Just the thing to keep them warm and comfortable while at school or at play!

Boys' 10% Wool Unions

79c

Boys' 10% wool unions for colder days ahead! Nice winter weight for boys! Use our Lay-away plan!

Boys' Athletic Sweat Shirts

69c

Boys' sweat shirts! For sports or just to keep out the cold!

Boys' Winter Weight Union Suits

69c

Keep the boys warm too! Winter weight for boys!

Boys' Part Wool Boot Socks

39c

Boys' part wool boot socks to wear on cold days to school or to play in!

Boys' Knit Pajamas

1.29

Boys' knit pajamas! Just the thing for growing boys!

Boys' Rubber Helmets

39c

Boys' lined rubber helmets! Keep their head dry and their ears warm!

STURDY WORK SHOES FOR WINTER WEAR



Men's Ox Hide* WORK SHOES

4⁷⁹

Men's brown, glove-leather, 6-in., Munson last work shoe! Leather soles, rubber heels and steel arch! Large selection of widths, B-D-E-EEEE!

Men's Goodyear Welt Lace to Toe Logger

7⁹⁰

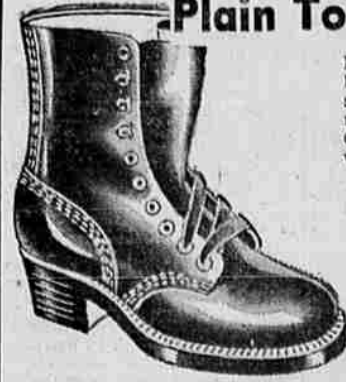
8-Inch Men's 8-inch logger with double leather soles and rubber tap composition rubber sole and heel! Good-year welt! Lace to toe model! EE widths!



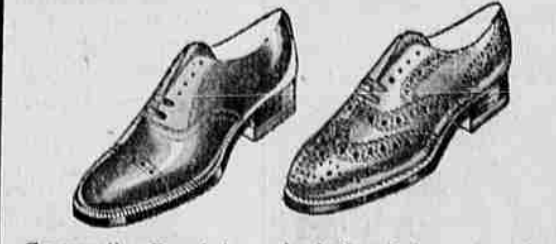
Men's Goodyear Welt 8-Inch Plain Toe Logger

6⁹⁰

Men's 8-in. plain toe logger Double leather soles and composition rubber sole and heel! Good-year welt! EE widths!



DRESS SHOES FOR MEN



Dress Shoes

Men's dress oxford! Brown or black! Comfortable!

3.79

Dress Oxfords

Wing-tipped men's dress oxfords! Extra heavy soles!

3.79

Men's All Wool COAT SWEATERS

4⁹⁸

All wool men's fall coat sweaters! New two-tone and plain color styles! Light or dark shades! A perfect fit!

Men's Sleeveless Slipover Sweaters

1⁴⁹

Men's sleeveless slipover sweaters! New colors! Any size! Buy now for cash and save!

Men's WORK SOX

2^{35c}

Grey, brown and black men's work socks! All cotton! Heavy footwear for steady work!

Men's Cashmere WORK SOX

49c

47% wool cashmere work socks! The favorite of millions!

Men's 30% Wool WORK SOX

25c

30% wool men's long boot sock! Keep 'em warm this winter!

Men's 40% Wool Long BOOT SOX

59c

40% wool men's long boot sock! For foot comfort this winter!

Men's 90% Wool WORK SOX

49c

90% wool men's heavy duty work socks! They absorb the perspiration!

Men's Cotton Flannel PAJAMAS

1.98

For those cool winter nights ahead, wear flannel!

Men's Cotton Shirts and Drawers

69c

Men's cotton shirts and drawers for fall and winter wear! Each garment

Men's 66 2/3% cotton, 33 1/3% wool Shirts and Drawers for the colder days!

1.89

Each garment

Men's All Wool Buffalo PLAID SHIRTS

3.68

Men's all wool buffalo plaids! Popular among millions of Penney's customers! Heavy weight!

Men's All Cotton PLAID SHIRTS

1.10

Men's all cotton plaid shirts! New fall colors!

Men's Suede Cloth PLAID Shirts

1.69

Men's heavy suede cloth shirts! All cotton suede!

Men's Sweat Shirts

98c

Men's fleece lined sweat shirts! Quality plus value! All cotton.

Men's Coat Style Sweat Shirts

1.29

Men's button front coat style sweat shirts!

Men's Zip Front Sweat Shirts

1.29

Men's heavy zipper front sweat shirts with collar!