

PENNEY'S
J. C. PENNEY CO., INC.

Bright Colors



for a Bright Future in Carol Evans* Dresses

Glorious colors running the gamut of the rainbow! Distinctive designs lending figure-perfection! Feather-light wool mixtures, ruching-encrusted, with softly placed pockets, gleaming buttons and gracefully feminine necklines. Chalk-smooth rayon crepes, intricately tucked or peplum-accented and sparkling with jewelry clips or pins. 9 to 15, 12 to 20.

12.75

*Reg. U. S. Pat. Off.

SECOND FLOOR

Ladies' Dressy Purses

Patent leather, Kay Kords, fabrics and leathers. Black, brown, navy, luggage tan, green and red.

4.98

Ladies' Gowns and Robes

Rayon taffeta gowns and robes in figured white, blue and tearose.

Gowns 2.98 Robes 3.98

Ladies' Rayon Hose

Rayon hose in Duration Sheer. Soft cotton tops. Sizes 8 1/2 to 10 1/2.

82c

Ladies' Panties and Vests

Part wool tuckstitch material. Tearose. Small, medium and large.

65c

Ladies' Cotton Knit Pajamas

Balbriggan styles in tearose. Small, medium and large sizes.

1.23

Medium Blue Cotton Yardage

Excellent for the uniform or for house dresses. Make your own! 36 in. wide.

27c

Famous Penimaid Yarns

100% wool worsted yarns suitable for sweaters and skirts. All colors to choose from. 4-oz. pkg.

69c

Penimaid Cleansing Tissue

Superfine cleansing tissue for removing cosmetics, and sanitary for colds.

33c



For Particular Men!

TOWNCRAFT DELUXE

Dressy oxfords in glossy, high-flex leather. Wears!

4.79

Men's Dress Oxfords

Towncraft OXFORDS

Plain-tailored or perforation-trimmed. Long-wear!

3.79

Women's Dress Shoes

CYNTHIA STYLES

Suede, Patent, Calf, Alligator Prints and Kid!

3.49

Sanitized Linings

CHILDREN'S OXFORDS

Saddle trim, scuffless tips, moccasin toe. Durable!

2.29

Sizes 12 to 3 2.49

The School Boy Shoe

JIM PENNEY SHOES

Corded, stitched moccasin toe and dressy oxfords! Downstairs

2.98

-Ready with College Wear!

If boys and girls just starting off to college, Go first to Penney's for the clothes they need; It proves they have this fundamental knowledge: Wise planning will help many to succeed!

Sharply Man-Tailored Classics Wool Crepe Jackets

6.90

Slimly fitted, club collar model with neat flap pockets. In vibrant new-season tones. Fully rayon lined to match.

Gracefully Pleated All-Round Matching Wool Skirts

7.90

Zephyr-weight wool crepe, cut for action, built for wear. Dyed to match the jackets in dark or lively colors.

Frisly and Sheer Ladies' Blouses

2.98

Sheer dotted Swiss with tie string neckline and cuff bands. Buttons down the front. Sizes 32 to 38.



Little Girls' Warm, Husky Coats

Velveteen-trimmed Chesterfields, princess coats in colorful deep-piled fabrics or mixtures. 3-6.

7.90

Pleated Suspender Skirts

Graceful, action-loving, bright-hued woolens in popular button-on suspender strap style. 3-6.

1.98

Peasant Embroidered Blouses

Daintily ruffled collar, puff sleeve style of washable white cotton, brightly embroidered. 3-6.

1.49

New Softie Bar

Hats

1.98

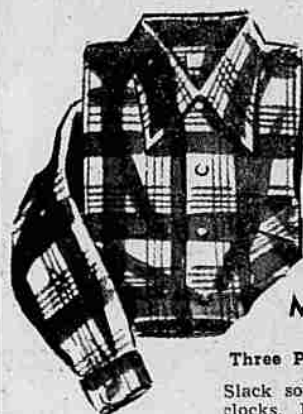
Classic or dressy models of soft wool felt, brightly quilted or veiled.



Values in All Wool Classic Coats

19.75

Beautifully tailored classics and slimly fitted designs of fleecy or soft with fabrics. Trimmed with feminine velveteen



Men's Plaid Shirts

1.98

Cotton sport shirts in bright colors young men like. Small, medium and large.



Men's Gabardine Shirts

Men's gambler shirts in gabardine and cavalry twill. Blue, beige, brown, maroon and green. Three-button cuff. Sizes 15 to 17

4.98

Young Men's Trousers

Novelty styles, in blue, tan and brown. Bedford cords and gabardine. All sizes.

5.90

Men's Hose

Three Pair for 1.00

Slack sock style. Stripes and clocks. Brown, black, blue and wine. Sizes 10 to 12.

MAIN FLOOR

Men's Dress Shirts

Towncraft white shirts in fine Sanforized broadcloth. Ocean pearl buttons, 7-button front. Sizes 14 to 17.

1.65

MAIN FLOOR

BOYS' WEAR



Men's Sport Coats

All wool fitted sport coats in tan, blue and brown. Ideal to relax in! Sizes 34 to 40.

12.75

Men's Flannelette Pajamas

Coat and slipover styles. Drawstring belts. Medium weight in sizes A, B, C.

2.49

Main Floor

All-Wool Two-Toned Casual Coat for Schoolboys!

Bright checks, interesting stepweave overplaids, courageous young plaids-back and front! All-wool cloth sleeves, collar. Fully lined. 14-18.

5.98

Hard-Wearing Slacks in Good - for - Fall Fabrics!

Brown and blue Cavalry Twills, Herringbone, checks, diagonals and overplaid Cassimeres. Button or slide fastener closure. Sizes 6-18.

4.98

First Solution to Cooler Weather! Sweaters!

Crew neck slipovers and knitted coat sweaters. Soft, warm suede-cloth fronts. Good color and size selection! Take a lot of classroom wear!

2.98

Boys' Suit With DeLuxe Tailoring Details!

Three-button single breasted model with notched lapel, semi-vent sleeves. Grown-up tailoring! Trousers have slide fastener fly, 6 to 14.

12.75

Downstairs