

PENNEY'S

J. G. PENNEY CO., INC.

The "Marathon Run" was a feat of endurance!
 The Marathon Hat features stamina too!
 You'll wear it with comfort, with style, and assurance,
 Just almost forever! It stays looking new!



For Cold Weather Playtime

Play-Boys and Girls Will Want To Live In Snowsuits!
 Comfort and warmth for school and after-school playtimes—
 In Penney's newest snowsuits! Two-piece belted models with
 convenient pockets for treasure-hoarding juniors. Reinforced
 knees. Warmest flannelette linings!

7.90

Keep the family bright and warm



MEN'S SPORT & LEISURE SWEATERS

Fine gauge pure worsted slipovers. All-knit coat styles, or sporty herring-bone or plaid cloth fronts.

3.98

Slipovers, Coat Styles, Boy's sizes 8-14. \$2.98

Women's All Wool Sweaters

Toasty warm, all-wool slipovers and cardigans in spicy fall shades!

3.98

For Daughter: 2.78

Coat Weather is on the way

Get a coat that will keep you warm, in a color that keeps you looking lovely!

Wrap your fitted wool Chesterfield closely about you, shutting out icy winds and harsh winter weather! Wear a rich, inky-black fleece coat; a snappy, man-tailored boxy style; a boldly colored three-quarter length top; and defy the cold blasts! All virgin wool, very easy on your purse!

24.75



Dressing for Winter?

Put Her in a Penney Snowsuit!
 Send the Junior Miss in your family off to school in a warm two-piece snow suit. Flannelette lined jacket. Some with embroidery. Contrasting pants. Warm winter fabrics.

9.50

10.90

Acclaim—\$5.90

Commando—\$3.98



Marathon Hats

Made with MELLOW Fur Felt

Mellow—fur felt brought to perfection by slow-process felting. Never a weak spot anywhere. Marathons stay alive through long seasons of wear. You'll be comfortable and style-right in any Marathon you pick out! Look for the label!

Contraster—\$4.98



They're Tops With the Crowd



BOYS' FINGERTIP COATS

4.98 6.75

Boys' wool fleece and corduroy fingertip coats. Heavy gabardine lining, water repellent. Fly fronts, convertible collar. Stitched bottoms. Teel tan and brown. Sizes 4-16.

For School and Play! Boys' Oxfords

2.98

Sturdy brown oxfords that were built to take the punishment an average boy inflicts on shoes! Long-wearing brown rubber. Goodyear welt construction and Sanitized* linings to keep his feet healthy!



Boys' Slacks

2.98

Trentwood slacks take a lot of punishment! Colorful fabrics with securely serged seams, 4 convenient pockets, separate waistband! Neatly cuffed and pleated front.



Man-Wise Town-Clads*

29.75

Fancy Overplaids
 Pin Stripe
 Tick Weave

Your new Town-Clad* Suit will have a noticeably "new" look if you choose from this spring fabric group! But the fine tailoring will be the "old" kind—coat fronts, lapels and collars made to fit smoothly as long as you'll be wearing it! Single, Double Breasted.

Men's Grey WHIPCORD PANTS

1.98

Precision fit, made over new scientific patterns to assure perfect fitting qualities, for medium, tall or short men. Sanforized shrunk. Waist sizes 29 to 42.

BOYS' WHITE SHIRTS

1.29

Quality white broadcloth, finely tailored, fused collar, pearl buttons. Sizes 8 to 14.

MEN'S WORK SOX

10c pr.

Heavy cotton knit sock for hard every day wear. Grey and blue, size 11 only.

STRUTTER CLOTH SLACKS

New "Dude Duds" slack suits made of heavy-weight strutter cloth with bright colored yoke trim. Sizes 12 to 18.

9.90

SECOND FLOOR

SANFORIZED OVERALL JIMMIES

Just arrived — children's denim overalls. Lovely chambray motif on center bib. Light blue and navy only. Sizes 2 to 6 1/2.

1.15

SECOND FLOOR

JACQUARD CREPE DRESSES

Ladies' attractive Jacquard crepe dresses in bright colors with button front, also shirt-waist styles. Convertible collars. Sizes 14 to 44.

2.66

SECOND FLOOR