

BARGAIN DAYS

JANUARY SAVINGS!!!

PENNEY'S
ALWAYS FIRST QUALITY!



SAVE ON BETTER WOOL COATS!

ONLY **\$17**

• tweeds, plaids, zibelines

Save dollars on the season's most outstanding coat fabrics and styles. Choose from polished and fleecy zibelines of wool and mohair . . . or nubby textured all wool tweeds. See a wealth of detail, varying back interest, push sleeves, more! And every coat is lined with Milium for modern light-weight warmth.

NEWEST SPRING DRESSES

misses,
juniors
half sizes

3⁹⁸

Sparkling new frock fashions from favorite makers! "Waist Bandits" in duco-acetate jersey. Woven plaids in easy-care Arnel and cotton, or lustrous all-combed cotton. A whole bevy of new Spring prints in our famous "6-Yard Sweep" full circle cottons. You'll want an armful at Penney's unbelievable 3.98 price.

