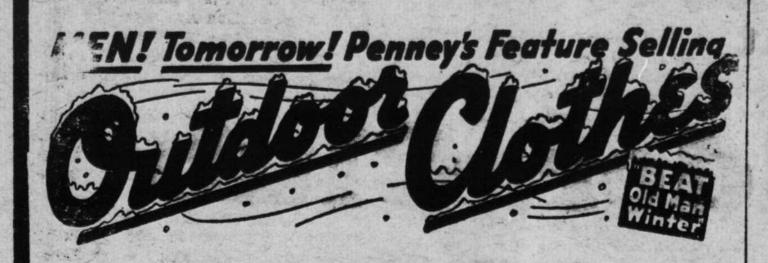
Here's Why Thrifty Folks Flock to Penney's!





Priced so you'll buy now! **OVERCOATS**

Rich Fabrics! Fine Tailoring!

Don't wait another minute. The price is sensationally low for these marvelous winter overcoats. Smart double breasted styles: box coat with easy drape and tube coat that's semi-fitted

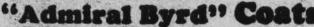


Sport fabrics! "E-Z Swings"!

SPORT SUITS

Great buys at this Penney price

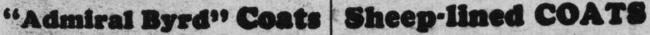
Men! \$19.75 never bought more in quality of fabric, tailoring and style than in these knock-out suits! E-7 swing back and other sport styles for every man. Season's newest fabrics





Leatherette!

Sheep - Ilned! Wambino collar, 2 muff, 2 side pockets. Boys' \$3.49!





"Admiral Byrd"

Moleskin fabric, Wambino collar. 4 pockets. Drab or green. 36-48. Boys' \$2.98!

MEN'S JACKETS



Blanket-lined!

"Ox-Hide" blanket lined denim with corduroy collar. Men's 36 to 50. Boys' \$1.19

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Men's Union Suits



15% wool!

51.29

Fine ribbed knit! Long sleeves! Ankle length legs. Heavy weight. Grey.



Smart Furs and Fabrics! New

COATS

At the money-saving price of

Don't miss these amazing values— brand new styles with the simpler sleeves, and fur collars shaped into jabots, revers, edgings and big face-framing collars! Misses'—Women's!



Children's All-Wool Button

SWEATERS

You'd Expect to Pay More!

Because they are so sturdy and serviceable ... wear so well! Good close knit or link weave for cold days! Byron collar or crew neck. Pastels or new Fall shades! Sizes 1 to 3.

SPORTS TOQUES!



Heavy Weight!

Heavier weight cardigan stitch hockey — in assorted colors big values!

Tots' Wool Dresses



Jersey! 3-6!

98.

They're real bargains! One-piece or jumper-andblouse types! Buy 2 or 3 at 98c!

Leatherette Coats



Sheeplined!

\$4.69

Black leather ette Wambine collar. Four poc kets. Full buckle belt! Bargains

BOYS' HELMET



Real Leather!

Have detachable geggles . . . warm knit lining. Regular flierstype! Buys!

MEN'S SCARFS



silk crepe at

98.

All carry the label "silk crepe." Plain colors! Embroidered crest design.

Men's Winter CAPS



Fur Inband!

Smartly styled cassimeres and twists. Neatly folding black fur inband.

C. Penney DEPARTMEN