

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

MEN! Tomorrow! Penney's Feature Selling
Outdoor Clothes
 BEAT Old Man Winter



Priced so you'll buy now!
OVERCOATS
Rich Fabrics! Fine Tailoring!
\$14.75

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.



Smart Furs and Fabrics! New
COATS
At the money-saving price of
\$14.75

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!
98¢

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.



Sport fabrics! "E-Z Swings"!
SPORT SUITS
Great buys at this Penney price
\$19.75

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

SPORTS TOQUES!
Heavy Weight!
49¢



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-and-blouse types! Buy 2 or 3 at 98¢!

"Admiral Byrd" Coats
Leatherette!
\$6.49
 Sheep-lined! Wambino collar, 2 muff, 2 side pockets.
 Boys' \$3.49!



Sheep-lined COATS
"Admiral Byrd"
\$4.98
 Moleskin fabric. Wambino collar. 4 pockets. Drab or green. 36-48.
 Boys' \$2.98!



Leatherette Coats
Sheep-lined!
\$4.69
 Black leatherette Wambino collar. Four pockets. Full buckle belt! Bargains!



BOYS' HELMET
Real Leather!
49¢
 Have detachable goggles... warm knit lining. Regular flierstype! Buys!



MEN'S JACKETS
Blanket-lined!
\$1.49
 "Ox-Hide" blanket lined denim with corduroy collar. Men's 36 to 50, Boys' \$1.19



Men's Union Suits
15% wool!
\$1.29
 Fineribbed knit! Long sleeves! Ankle length legs. Heavy weight. Grey.



MEN'S SCARFS
silk crepe at
98¢
 All carry the label "silk crepe." Plain colors! Embroidered crest design.



Men's Winter CAPS
Fur Inband!
49¢
 Smartly styled cassimeres and twists. Neatly folding black fur inband.



J. C. Penney Co. Inc.
DEPARTMENT STORE