

PENNEY'S LIMIT DAYS BARGAINS

SPECIAL PURCHASE! 225 FUR-TRIMMED DRESS COATS



To Be Placed on
Sale SATURDAY

12.75

Sizes 12 to 44!

Every coat is the height of perfection in workmanship and detail... lovely nub fabrics, heavy interlining! Blacks, browns, greens!

Group of Winter Sports Coats in sizes 12 to 20—

8.44

Fur Trimmed and Sports Coats in sizes 12 to 20 and 38 to 44.

16.50

PENNEY'S—Second Floor



Smart Street and Afternoon
DRESSES

2.88

Crepe and d. d. dresses with clever trim—mini details! 12 to 52!

PENNEY'S—Second Floor



Women's and Misses' Wool
SWEATERS

74c

Slidover styles, novelty weaves and colors! Sizes 34 to 40!

PENNEY'S—Second Floor



Girls' Fur
TRIMMED

COATS
Special! **5.49**

Wide range of adorable styles and popular colors! Warmly interlined! Sizes 3 to 14 years!

SNOW SUITS

Three-piece styles! Sizes 1 to 6 years... **4.98**

COTTON RIB HOSE

Full length, light and dark tan shades... **11c**

Hip and Bodice Style

SKIRTS

For Girls 3 to 14 Years

Bodice styles in plaids, hip styles in plain colors! Various models! **\$1**

PENNEY'S—Second Floor



Women's Pure
SILK CREPE

SLIPS
Special! **77c**

Bias cut, form fitting slips with lovely lace trim! A better quality at a low price! While 240 last!

PURE SILK HOSE

Sheer chiffons! Reinforced at foot... **29c**

Krinkle Crepe GOWNS

For women! Plain colors! While 120 last... **55c**

Women's Tuck Stitch

UNDIES

Pants and Vests! Close fitting cotton and rayon tuckstitch weaves! Small, medium and large! Each

PENNEY'S—Street Floor

DOWNSTAIRS STORE



PART WOOL
DOUBLE
BLANKETS

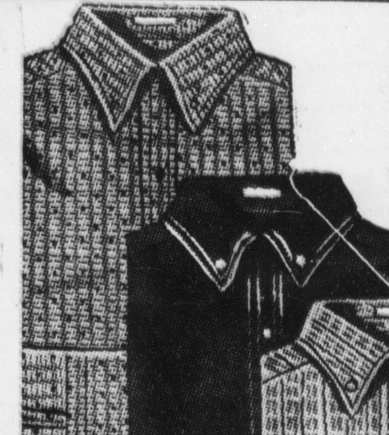
Good Size 70x80
Inches... **1.98** Pair

Gorgeous block plaids with striped borders... blue, rose, green, orchid and yellow!

PENNEY'S—Downstairs Store

Special! Boys'
SHIRTS
49c

A huge assortment! Fancy patterned percales and attractive solid color broadcloths! Expertly tailored! Sizes 6 to 14½.



Boys' Corduroy
KNICKERS

Tan, brown and grey! Sizes 6 to 12 years... **1.49**

Wool Sports
JACKETS

Talon fastener! Rain and water-proof! 6 to 18... **1.98**

Boys' ¾ Length
HOSE

With elastic knit top! Sizes 8 to 10½. Pair... **15c**

Boys' Corduroy
LONGIES

Fancy plaids, checks! Sizes 6 to 16 years... **1.98**

Special Purchase!
Boys' Cotton Ribbed
UNION SUITS

Usually Sell
for a Much
Higher Price!

49c

Mothers! Buy your boys' supply of underwear now at this low price—ordered and purchased before the price rise! Ecru shade! Short sleeves, knee lengths! Sizes 6 to 16!

PENNEY'S—Downstairs Store

AND IN THE MEN'S SHOP

CLOSE-OUT of Men's
Fine Quality, Plain Color

SHIRTS
While 367
Last **63c**

Plain blue, tan and grey, sizes 14 to 16½... most sizes in all three colors! Expertly tailored shirts, full cut, 7-button front—worth much more!

PENNEY'S—Street Floor



Special Purchase From Manufacturer!

Men's Warm 10% Wool

Union Suits

Limit Days
Special
Price... **\$1**

Of fine quality 10% wool and cotton, grey color! Long sleeves; ankle length! Perfect fitting! All first quality! Sizes 38 to 46! Take advantage of this low price!



A Spectacular "Limit Days" Value!



Dress SOCKS
While 300 Pairs
Last... **15c** Pair

Rayon Plaited Over Mercerized Cotton! You'll be amazed at the quality in these splendid socks—worth much more than this low price! Assorted novelty patterns! First quality! Sizes 10 to 12!

PENNEY'S—Street Floor

Canton Crepe Street
DRESSES

Saturday
Smart deep tone
prints and plain
colored crepes!
Chic, fall styles
with short or long
sleeves! Sizes 14
to 20; 38 to 44!
\$2

Special Purchase
WASH FROCKS
50c

Smart new fall prints,
all fast colors!



Women's Rayon **UNDIES** Panties, slips, and briefs! **15c**

Outing Flannel **GOWNS** Slipover and button style! **59c**

Boys' and Girls'
OXFORDS



\$1.98

Smart
Styles!

Children's School
OXFORDS



\$1

Black—Brown—Etc.

Weatherproof,
composition
soles. Sizes
8½ to 2!

Men's Calfskin
OXFORDS



\$2.98

Sizes
6 to 11!

Women's Arch
FOOTWEAR



\$1.98

Soft Kid Uppers!

Flexible built-in support! 6½ to 9; A, B, C!

PENNEY'S—Downstairs Store

A Step Forward!

Penney's "OXHIDE"
OVERALLS
At a New Low Price!

These Were 79c
Now **69c**

Full cut, roomy dimensions! 2:20 weight blue denim, turned in seams, no raw edges. Adjustable parva buckles. A splendid pair of overalls without a doubt—they're triple stitched and bar tacked at points of strain. Hammer loop cut to insure longer wear! A grand value at this low price!

SIZES for ALL MEN 34 to 46!

Genuine Super 'BIG MAC'
OVERALLS

• And Jackets

Made of rugged 8-oz. denim! Triple stitched and bar tacked at points of strain! Plenty full cut to insure longer wear! New low price. **98c**

Genuine Super 'PAY DAY'
OVERALLS

• And Jackets

A superior garment at a new low price! Extra heavy denim, bar tacked and triple stitched. They're plenty tough—union made, too! **1.29**

PENNEY'S—Street Floor.

Men's Overall
JACKETS

Discontinued "Pay Day" Brand **50c**

Heavy 2:20 blue denim—all first quality! Large sizes only! While 156 last!

Men's Work Sweaters... **69c**

Blanket Lined Jackets... **1.29**

Flannel Work Shirts... **69c**

Part-Wool Work Socks... **19c**

33 EAST
WASH. ST.

J. C. PENNEY CO.

INDIANAPOLIS
INDIANA