

PENNEY'S
J. C. PENNEY CO., INC.

BUY YOUR WAR BONDS FIRST!
Then Fill Your Wartime Needs with
Duration Values!



A GREAT LUCKY PURCHASE!

SUPERB NEW

Fur Coats

AT INVITING THRIFT PRICES!

Even in years of plenty, such coats were rare and welcome to value-wise women! This year they're almost unbelievable! Exquisite full-furred EARLY pelts... beautifully tailored on classic lines, just like expensive fur coats! Choose yours now!

MINK DYED CONEY COAT

rich, deep brown. Soft gleaming fur, cut in flattering swagger style with easy fitting sleeves, new smaller collar. Rayon satin lined. Interlined for extra warmth. Sizes 12 to 40. (Sketch A)

44⁷⁵

SEALINE and BEAVERETTE

DYED CONEY COATS soft and silky, yet sturdy and long-wearing. Classic full-cut swagger lines, so right for every hour, every occasion, many seasons. Rayon satin lined. Interlined for winter warmth! Handsome brown and black. Sizes 12 to 40. (Sketch B)

65⁰⁰



*Plus 10% Federal Tax

PENNEY'S—
Second Floor

AT PENNEY'S
J. C. PENNEY CO., INC.

We take your problems to heart!



AS A SHOPPER TODAY, you have two big problems. The first is to find what you need—the second, to get a full dollar's worth for every dollar you pay.

Come to Penney's for a happy solution. Our selection is as wide, our prices as low, as times and conditions will permit. And our salespeople understand your wants and needs.

DRESS WARM for a Cold Winter!

See Penney's Gigantic Coat Selection—Over 700 coats to choose from!

Warm Winter COATS 10.90

Popular, smart Tweeds! Rough, hairy, rugged Wool Tweeds in dressy Princess and sporty Box Styles. Warmly interlined. The all-around season coat.

Rabbit Fur Lined ALL WOOL COATS 29.75

Warm fleece casuals—in the popular "boy-style!" The most popular coat of the season to top your woolen dresses and all your suits! Lined with genuine Rabbit Fur—for rich, smooth fitting and extra warmth. Try on one of these coats and be convinced. Sizes 12 to 18.

Penney's Second Floor

FALL HATS

Specially Priced!

1.50

Dressy Felts! Snap brim Sport Hats! A grand assortment of smart hats at a real money-saving price.

Second Floor

MISSSES' WOMEN'S TAN GABARDINE RAIN COATS 4.98

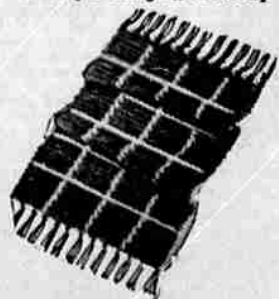
Just arrived! A neat, trim design handsomely tailored with button fly-front closing, flap pockets, railroad stitched collar. Natural. 12-20.

Girls' Puddle Jumper Coats 3.98

"Impregnable" Moleskin in natural color. Roomy flap pockets, fly front closing. 8 to 16.

Colorful! Sturdy! Practical! RAG RUGS 1.98

To scatter in your hall and bedrooms! They're fine for children's rooms and studies, too! Gay plaid design in won't-show-the-soil colors Size 2 ft. x 4 ft. Penney's Bargain Balcony



FLOUR SACKS

Stock up now on these opened, bleached and laundered flour sacks. Opened size 36"x33". Penney's Bargain Balcony

SANITARY NAPKINS

Special feature price on a box of 12 genuine Pen Co-Nap Sanitary Napkins. An unusual value! Penney's Main Floor



WOMEN'S WARM FLANNELETTE PAJAMAS

Two-piece, long sleeve styles in charming prints. Lightweight, yet warm. Comfortable fit. 12-20.

1.49

DAINTY FLORAL PRINT FLANNELETTE GOWNS

Keep warm as toast in zero weather! Soft, downy flannelette with long sleeves. Pastels. Sizes 12-20.

1.19

CHILDREN'S PLAIN FLANNELETTE SLEEPERS

One-piece, drop seat styles of soft, fleecy pastel flannelette for warm comfort.

1.11

WOMEN'S WARM COTTON PANTIES

Smooth fitting, pastel colored cotton knit panties. Popular brief style. Sizes 36 to 42. A sell-out value.

49c

Penney's Main Floor

LACE TRIMMED SLIPS

Rich rayon crepe or satin lavish with lace. Bias, gored or straight.

1.29

MEN'S STRIPED FLANNELETTE PAJAMAS

Coat or slipover styles with drawstring pants. Stripes or prints. Notched collar. One pocket.

1.91

Boys' Warm Flannelette Pajamas.....1.03

MEN'S WARM UNION SUITS

Winterweight ribbed knit cotton in ankle length style with long sleeves. Longwearing.

1.15

Boys' Warm Union Suits.....88c



Good-Looking and Durable LEATHER JACKET

9.86

Soft, supple cape leather in full-cut, action-back style. Warm and sturdy value! Boys' Wool Jacket.....4.98

All-Round, Cut for Action SPORT JACKET

6.84

Soft cape leather front and sleeves. Warm 24 oz. fabric back. Durable and warm! Boys' Warm Jackets.....5.85

MEN'S COAT SWEATER

All Wool! Handsome two-tone coat style that doubles for a jacket. Handy flap pockets. Sturdy, practical colors. Sizes 36-46.

4.98

BOYS' COAT SWEATERS

All Wool! Roomy and comfortable for school or play of sturdy, long-wearing Interlock Knit. Two-tone combinations. 8-16.

2.98

FUEL RATIONING'S NO PROBLEM WITH

Good, Warm Bedding!

LARGE DOUBLE BLANKETS

All Cotton Plaid Pairs. Soft long staple cotton. Washable. Extra big. Size 72x84 inches.

2.98

Penney's Bargain Balcony

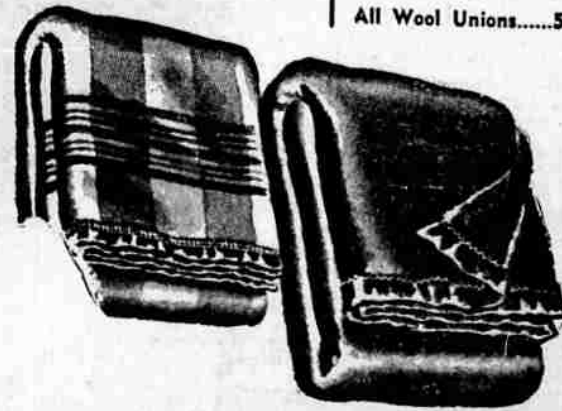
25% WOOL SOLID COLOR BLANKETS

Luxuriously warm, in rich pastel colors. Good weight. Size 72x84 inches. Rich satin binding.

5.64

Penney's Bargain Balcony

COMFORTERS—5% Wool Filled.....\$3.98



Men's Warm Fleece Lined

UNION SUITS 1.20

Stock up now on your winter needs. Full length ankle and full length sleeve. Sizes 36 to 46.

1-3 Wool Unions.....2.81

1/2 Wool Unions.....3.98

All Wool Unions.....5.19