

PENNEY'S

J. C. PENNEY CO., INC.

Gigantic Coat Selling Event 300 Smart New Winter Coats!



**Chesterfields
Boxy Boy Coats
19.75**

**Fitted Princess
Bunny Fleeces
24.75**

There's fashion news in the rich, exciting colors; in the softer lapels and flange fronts of Chesterfields and boy coats; in the softened waistlines of the fitted styles.
Penney's Second Floor

Fitted models are gently tucked and molded for graceful femininity. All warmly interlined, of course, and handsomely rayon crepe lined to match their vibrant new-season colors. Sizes 12-20.—Penney's Second Floor.

Red Fleece Reversible All Around Coats

For Warmth!

For Rain!

Wear them for cold weather as bright Red Fleeces. Reverse them and wear them as a water repellent tan gabardine rain coat. They're teen age leaders! Big box pockets, comfortable loosely fitted boy style. Warmly interlined.
Age 11 to 16 years

Age 7 to 12 10.90

Penney's Second Floor

Save Your
Good Clothes!

**WOMEN'S
MISSSES'
RAIN
COATS
5.90**

Natural Tan —
Cotton Plaid Lining!

Snappy, sturdy twill weaves. Single-breasted box coat with fly front closing. Slash pockets.

Penney's 2nd Floor

BOYS' FINGERTIP RAINCOATS

Natural Tan Gabardine, plaid lined. Single-breasted, fly-front, box coat. Convertible Collar. Sizes 8 to 18.
Penney's Main Floor

**NOT RATIONED — Women's, Children's
All Rubber GOLOSHES**

1.39

Two snaps and they're on! Smart looking footwear for those discouraging, rainy sloppy days. Complete protection for your feet and ankles. All sizes.—Penney's Main Floor.



**Sparkling New
HOUSECOATS
2.98**

Clean-looking stripes, floral patterns, and the cool, smartness of dark backgrounds! Sizes 12 to 20.

Flowerbud Prints of Smart
RAYON CREPE
Sleek fitting shirtwaist style. Full sweeping skirts, smartly trimmed.

5.98

Penney's Second Floor



**Just Unpacked!
ARTEX CRETONNE
59¢ yd.**

Sturdy, washable cretonne in the most delightful colors and patterns possible at this price! And how timely this offer is—just when you're in the mood to change things around. 36" wide.
Penney's Balcony

Hundreds of Brand New

COTTON BATTS

8-oz. Batts 19¢ 1-lb. Batts 39¢
1½-lb. Quilting Batts . . . 49¢
2-lb. Batts 79¢ 3-lb. Batts \$1

Get ready now to make those delightful comforters and quilts.
Penney's Balcony

PANNE SATIN yd. 59¢

Rich, colorful solid color Rayon Satin for slips and undies. New stock just in. Shop early! 36" wide.—Penney's Balcony.

17-inch TOWELING, yd. 15¢

Heavy duty cotton crash toweling. Bleached with striped border. For general utility face and dish towels. Only six rolls in this shipment. Get yours early.
Penney's Balcony

**Double Cotton
BLANKETS**

Pr. 1.98

Firmly woven for long wear and bound. They come in a variety of lovely plaids to match your other blankets. And—they are priced low at Penney's. Size 70"x80".

**Solid Colors
Prints! Plaids!
HEAD
SCARFS
98¢**

At the first sign of cool weather you'll want a pretty head square to keep you warm and to keep your curls in place. We've a wonderful selection for you!



Penney's Main Floor



**Rayon
Print
Dresses
2.66**

Penney's 2nd Floor

All-over floral pattern on solid color backgrounds. Classic lines. 12-20; 38-44.

Men's Tan Gabardine Raincoats 6.90

Natural tan gabardine in single-breasted, fly front, box coat model. For solid comfort! Warm and water resistant. Comfortable and good-looking. Sizes 34 to 42.

Penney's Main Floor



Men's Long Slicker

Work Raincoats 4.49

Black, serviceable slickers for work. Tower brand. Corduroy collars. Full length for added protection. All sizes.
Penney's Main Floor

Men's Short Slicker

Work Raincoats 2.49

Jacket length black slickers. Ideal for heavy duty. Keep dry and comfortable. All sizes.
Penney's Main Floor

Men's Slicker Rain Hats 79¢

Large brimmed southwester Rain Hats, water proof headwear that will stand the gaff.—Penney's Main Floor.

Men's SLICKER LEGGINGS 1.00

Adjustable pant style slicker leggings. Just slip them on over your work pants. Fit any size.
Penney's Main Floor

Men's FLANNEL SHIRTS 1.55

Just received! Another shipment of those bright plaid cotton flannel shirts. Full roomy cut.—Penney's Main Floor

Boys' Waterproof Helmets 69¢

Navy Blue, and Army Tan Helmets to keep him dry and warm. Adjustable chin strap.—Penney's Main Floor.

Men's Warm FLANNEL PAJAMAS 2.59

Button-up surplus coat or slip-over style. Soft wash-winter. Neat, tailored lines. Four sizes, A, B, C, and D.
Penney's Main Floor



Men's 10% Wool Union 1.33

Warmth without bulk, snug without binding. Stretchy cotton knit, lightly fleeced. Short sleeves, ankle length.

Heavy Cotton Ribbed Unions 1.19

Get ready now for winter with these warm, snug fitting winter weight cotton union suits.
Penney's Main Floor

Men's Blanket Lined WORK COATS 3.89

This heavy-duty coat is as tough as your overalls, as warm as your overcoat! Everything you'd look for in a work jacket! And it's blanket lined for extra warmth!
Penney's Main Floor

**Sturdy Core Yarn
BOOT SOCKS
39¢**

Keep Your Feet Warm and Dry! Men, you can depend on these socks for miles of wear and lots of comfort. They're well made of core yarn—sturdy cotton wrapped.



Men's Light Weight RAIN JACKETS 3.98

Handy fly weight water proof green colored rain jackets. Roll them up in a small bundle. A dandy general utility jacket for wet weather. All sizes.—Penney's Main Floor.

NOT RATIONED RUBBER FOOTWEAR

Men's

Dress Rubbers

Light weight dress rubbers to fit any shoe and they are not rationed. All sizes.

1.39



Penney's Main Floor

**Men's Heavy Duty Work
RUBBERS**

Designed for the outdoor man. Sturdy, long wearing rubbers that are well-known for their durability. Extra strong reinforcements at all points of wear. 6-11-12.

1.59



Penney's Main Floor

**Men's All Rubber
OVERSHOE**

3.49

Not Rationed! A stout Arctic for hard work! 100% water-tread heavy tread soles that give plenty of wear. 6 to 12. proof! Heavy.



Penney's Main Floor