

PENNEY'S

J. C. PENNEY CO. INC.

500 pair - Non - Rationed Shoes

JUST UNPACKED
SAVE YOUR SHOE STAMP WITH A PAIR OF THESE!

Unrationed Sport Shoes

PLAY SHOES

*Nailheaded
for fall*

Even if they were only plain black gabardine—they'd be headed for fall popularity! But they're nailheaded, too, for a sparkling good time! And cushion soled for a comfortable time! Plastic soled to wear for a very long time!

UNRATIONED!

\$2.98

3.49

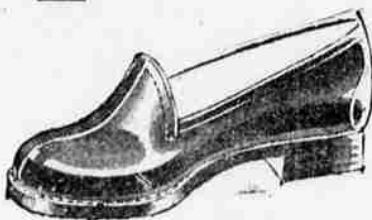
WOMEN'S COMFORTABLE HOUSE SLIPPERS

RATION FREE
1.98

Felts, bengalines, satins; a wonderful selection of smartly styled, comfortable slippers. No stamp needed!

Streamline Casual

2.49



Young step-in brown gabardine. Perfect for your fall back-to-school outfits. Neatly lined with faille. Non-marking rubber sole.

UNRATIONED

Dress Shoes

Patent Sandals

3.49



We're putting your feet up on a pedestal! Smooth black patent leather platform sandals trimmed with brilliant nail-heads. Open-toes and heels.

STAMP FREE

SUEDES

3.49



When the fall social calendar begins to fill up, you'll be wearing fragile scalloped sandals—in suede.

Wear a Fascinator! ZEPHYR FASCINATORS

1.49

On cool evenings—a zephyr knitted scarf tied at the throat or folded into a bandanna to wear over your hair. Flattering pastel shades!



a Good Coat

is such a reassuring thing to own!

24.75

29.75

A good coat is the most important thing in your winter wardrobe! It's assurance you'll be at your best in all your away-from-home hours! It's the part of your wardrobe that SHOWS! Chesterfields, Fitted Coats, and Boy Styles in black and winter colors. Lined and interlined.

DRESSES

With a Pretty Way of Going About the House 4.98

And a pretty way of going about the town, too! Colorful cottons, spun and printed rayons to wear from dawn to dusk! Their gay colors brighten winter days... and make housework seem lighter.

Penney's 2nd Floor



Penney's 2nd Floor



Smart New HATS ARE HERE!

Of course you're beautiful—but when you top your outfit with a dash of a hat, you're even more so! Get one of our softies to match each of your dresses. Wear it anywhere.

Others 1.98 and 3.98

Penney's Second Floor

2.98

Girls' School DRESSES

3.98

Starched neatness as crisp as chalk! Gay checked cottons in brightish new colors. Saucy styles for the miss. Ages 7 to 12.

Penney's Second Floor



Leather or Not

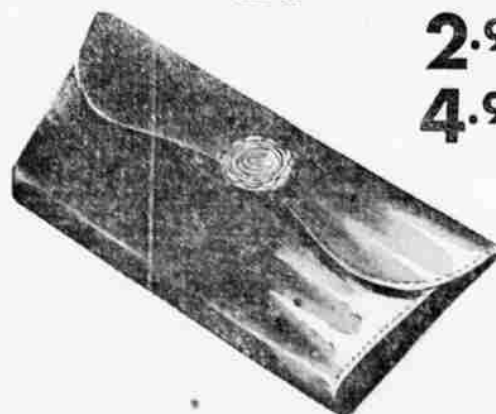
YOUR FALL HANDBAGS FROM
PENNEY'S ARE A COSTUME TREAT

It may be leather—or it may not, but you'll always delight in beautiful, new-as-tomorrow styling, a gleaming clasp, the versatile day-to-date look a Penney handbag gives your every costume!



2.98

4.98



Winter - Weather - Right

Poplin Cossacks

3.69

You can always depend upon rugged cotton poplin for cold-weather protection! Especially if it's a neat, protective cossack with two storm slash pockets, adjustable side, cuff straps, cotton lining.

LUNCHEON CLOTHS

1.39

Every meal becomes a treat, when you have a colorful, inviting luncheon cloth on your table!



BOUDOIR CHESTS

4.98

Abloom with luscious roses, this pretty washable chest is 28" high, 12 1/4" wide, 11" deep. Store your gloves, undies, bags and blouses.



CRIB BLANKETS

1.98

Nothing like a bright pink or blue crib blanket to add color, charm and neatness to the baby's crib. Sturdy, washable cotton. 36"x52".



GIRLS' BLOUSES

1.98

Dainty white cotton blouses, with many frills. Ages 4 to 14.

