

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

Glitter stuff is saved for dates
By the chick who really rates,
'Cause for every-day, she knows
She looks best in tailored clothes!



WHEN THE NORTH WINDS BLOW



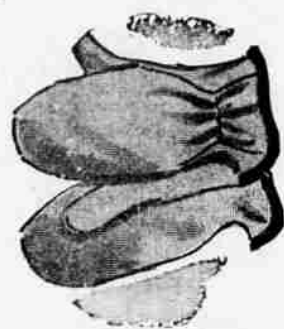
Anywhere
Anytime

Twill Suits
All Wool Suits
Black Suits
Colored Suits



"I haven't a thing to wear," is a frequently heard complaint, but it's never made by the woman who owns a suit. A suit goes anywhere—from shopping trips to evening parties. A suit's worn anytime—from early morning to late at night. "Yes I'd love to go," are the words you'll hear from the woman who owns a suit.

19.75
24.75
29.75



For Boys and Girls
WARM GLOVES

29¢

Snow time, play time, winter sports time is here, and boys and girls need warm gloves to help keep hands from getting chapped! These gloves are warm, heavy, sturdy fabrics in bright colors, with smooth-fitting elastic backs!



Young Fellows' and Girls'
FABRIC MITTENS

1.19

It's time for snowballs, for building ice forts; it's time to see that your children have warm, sturdy fabric mittens! Cut for finger-freedom, with snug-fitting elastic backs; brightly bordered in contrasting colors. So inexpensive!



Quilted
HOUSECOAT
9.90

Brunch
Coats
8.27

Warmth—cozy, comfortable, dreamy warmth enfolds you, when you wrap yourself in a fluffy, quilted rayon housecoat! Luscious flower-full pastels, all excitingly styled—See them!

The short coat that is easy to slip into. Becoming colors in quilted rayon.

NEW ARRIVALS!
Misses' Evening Gowns
14.75 to 19.75

Watch their eyes glow with admiration as you dance about in a lovely evening gown of soft sheer pink, blue, white or aqua. Styled with gathering loveliness. Fine net over sheer rayon. Sizes 9 to 16.

Ladies' Leather Jackets
3.98 to 16.75

Soft suede that will stand up under hard, long wear. Ideal for the outdoor sport. Also suede vests.

Baby Needs a New Pair!
Non-Rationed Shoes

98¢

Baby gets his first pair of out-of-the-carriage shoes, and without your precious ration coupon! It's white cloth, with a semi-hard woven fabric sole and cemented construction that gives your child comfort, support and confidence for his increased activity. Sizes from 1 to 5.

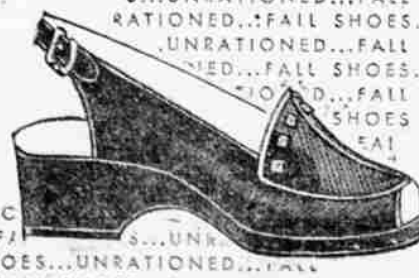


Play Shoes—

NAILHEADED

FOR

FALL



\$2.98

UNRATIONED

Black—as severely simple as a practice ballet slipper! But sparkling as an opening night performance with these bright metal nailheads.

Cushioned platform soles make these playshoes as comfortable as plush seats!



Dress Re-makers
WOMEN'S SCARFS

98¢

Brighten a dim dress with a scarf. Tie it round your waist like a sash, or use it for an ascot or a halter. You can even wear it on your head. These come in plain colors or jewel-tone prints.



Gay Colored
Fascinators

1.49

Warm, colorful wool that can be worn so many different ways. Tie or drape over your head, or use as a neck scarf.



What a Pretty Hat!
FELT FLATTERERS

1.98

Your eyes look so bright and alive, under a feminine wool felt topper in tangy autumn color! Little hats, darling hats, dressed up with frills or suit-tailored for smartness. You'll find you want several!



Felt Softies

1.49

Gay little eye-catchers that can be worn with anything. Can be worn at different angles to bring out its smartness.



You'll Like This Rugged
Juvenile Leather
JACKET

8.90

If you're an outdoor man from gunning season to spring fishing, school sports included, you need a leather jacket. Nature made hide to protect the animals, so you know leather is warm stuff!