

PENNEY'S

J. C. PENNEY CO., INC.



Winters' Perennial

19.75 to 39.75

The Chesterfield Coat

Like joyous sleighrides through the snow and cozy evenings in front of a crackling fire, a man-tailored Chesterfield is a time-honored tradition of winter. And no wonder, with its shoulder-to-hem flattery, cozy warmth!

PENNEY'S SECOND FLOOR

Men's Oxfords Are Here Again!

Blacks — Browns

Dressy Lasts — Sturdy Brogues

4.79

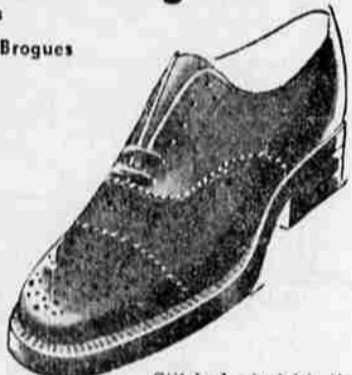
to

6.50

Famous Towncraft® Quality



Towncraft® De-Luxe Oxfords. Goodyear Welt Construction.



Stitched straight tip oxford in Army Russet, with antiqued finish.

MEN'S WOOL STAG COATS 10.90

Good looking, warm plaids, well tailored at your shoulders. Sharply notched collars, bright cotton plaid.

Double shoulders, large game pocket. Lots of red plaids for hunting. Size 38 to 46.

Red Hunting Hats 98c

Just arrived! Men's red felt hunting hats. Soft crusher, roller type. Size 6 3/4 to 7 3/4. Penney's Main Floor



Men's Rubber Boots and Rubber Overshoes

Now Without a Certificate!

Your Choice 3.49

You can now buy rubber footwear without a special certificate. They are off the ration list. Penney's is ready with a brand new stock.



Brown

Teddy Bear COATS 24.75

Soft and cuddly as a real Teddy Bear—rich brown pile fabrics—the season's inexpensive glamor coat. Warmly interlined. Sizes 12 to 20.

Penney's Second Floor



Tiny Tots' One-Piece Snow Suits 5.90

Helmets 79c

Send them out for winter playtimes in one-piece twill snow suits that are cut for a snug fit. Flannelette linings and matching helmets. Perfect for cold Fall days! 1-4.

Penney's Second Floor

Special Group of Brand New Dresses for the larger woman

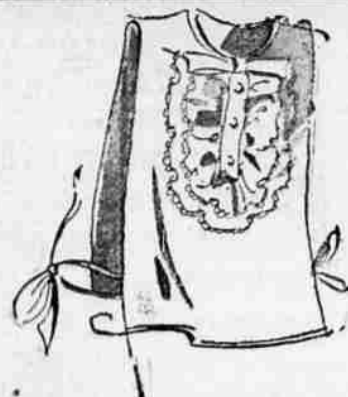
Size 38 to 44



5.90

Bright dresses—tailored dresses—all occasion dresses to usher in a gay autumn and please masculine eyes! Bright rayon prints and spun rayon in solid colors. Choose yours today!

Penney's Second Floor



NEW DICKIES 98c — 1.98

Saucy Peter Pans in snowy white, frothy jabots and cascading ruffles freshen up fall suits! Some sweetly laced trimmed, others embroidered. In white and pastels! Sharkskins, too!

Penney's Main Floor

Clever New Frocks for Home Wear



RAYON FAILLES

Trim little numbers with tiny flowers woven right into the fabric. Sunny colors that button up all the way or just on the blouse. You'll be proud to wear them all the day!

2.66

JUST UNPACKED HUNDREDS OF

NEW FALL BLOUSES

aren't they lovely? 2.98

The high rounded neck blouse makes the perfect foil for those new gold necklace rings. The tie front blouse is a graceful break with too much simplicity. And who doesn't appreciate tailored blouses. Long, short sleeves.



Penney's Second Floor

Boys' Hooded MACKINAWS 10.00

Hood folds down to make a collar. Heavyweight plaid fabric with bright cotton plaid lining. Hood folds neatly. 6-18. A real coat for winter weather.

Penney's Main Floor



Boys' Shirts 1.20

You won't be disappointed in this shirt when you take it out of the tub! Of strong, fast-colored print in long sleeve styles. It can't be beat!

Boys' Helmets 1.39

Boys' all leather Helmets. Fur band. Warmly lined for Winter.

Boys' Sturdy Oxfords 3.49

Moccasin blue her oxfords! Of army russet antique leather that is so popular with boys, plus long-wearing composition soles and soft rubber heels! Size 1 to 8.



MAIN FLOOR



No Stamp

Boys — Men's Tennis Shoes 2.29

First shipment of Tennis Shoes for many months. Not rationed. Good grade, rubber sole and canvas uppers. Penney's Main Floor

NON-RATION SHOES FOR BABY—WHITE!

98c

Save your precious ration stamp; protect your baby's tender feet with a kitten-soft shoe! 100% virgin wool uppers, thick felt soles; designed in a snug, well-fitting ankle pattern, constructed to last! Sizes 0 to 3.



Penney's Main Floor

Non-Ration SHOES!

Misses' Pigskin Oxfords. Size 12 to 2.

2.98



NO STAMP!

No stamp! Pigskin and matching gaborline, neatly lined. No-mark rubber sole.

Women's Non-Ration Dress Shoes 3.49

New patent pumps, patent low-heel sandals. Dressy high heel suedes. A grand selection of smart styles and they are non-ration, too.

Penney's Main Floor