

# PENNEY'S

J. O. PENNEY CO., INC.

"Take off your coat," the hostess invited.  
 "Thank you," the guest said, "I'd be delighted!"  
 She meant it, because (though she'd never confess)  
 She was dying to show off her new Penney dress!



The Season's Dressy Coat!

## THE BLACK CHESTERFIELD

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 shoulder-to-hem flattery, warmth!

**24.75**

Misses'

## FLANNEL JACKETS

**4.98**

Superbly tailored 100% springy wool flannel blazers with soft-as-butter linings! In tawny autumn shades. Ages 4 to 12.



Knitted

## Baby Boy Suits

**1.98**

They'll take plenty of wear from your active baby boy—and they'll wash well, too! Baby boy knit suits in bright pastel shades, with tops in colorful contrast to the button-on suspender shorts—and for added warmth on cold days, long sleeves.

Penney's Second Floor

## Ready for Stormy Weather!

Children's — Misses — Women's

## GOLOSHES and RUBBERS

Non-rationed, too!

No pulling or tugging... the Young Set will like the easy snug fit of these winter-proof goloshes with warm fleece linings. Two snaps.

**1.39**



Storm

## RUBBERS

Stick bright fin-1.09

ish rubbers to fit all shoes! The outsole design prevents slipping. Sizes 4 to 8.

Boys' Rubbers .....1.29

Men's Rubbers .....1.39

Penney's Main Floor



## BOYS' SCHOOL OXFORDS

**2.98**

Boys' Jim Penney's Oxfords have a fast traveling assignment—to cover the hours at school, the afternoon delivery job, the Saturday ball game and a young man's social whirl! No wonder Jim Penney composition and cord soles are loaded with "friction resistance!" Army Russet and Brown. In sizes 1 to 6.

Penney's Main Floor!



## Sport dresses flaunt a casual air

Sport dresses flaunt an air of casual competence—of fashion knowledge. There's nothing looks neater, more in-the-know! And there's nothing more appropriate every day of the week... for the woman who shoots par golf or for the woman who stays at home to sew a fine seam! Tailored styles or soft lines in colorful rayon gabardine and wool- and -rayon. Two-piece suit dresses, also!

PENNEY'S SECOND FLOOR

Others

**9.90**

and

**12.75**

**7.90**

They're Comfort and Color for Winter Days



## Fingertip Coats

...they're tops with the crowd

## Reversible—two-way Coat

On one side a warm wool fleece overcoat—reverse it and a tan gabardine rain coat.

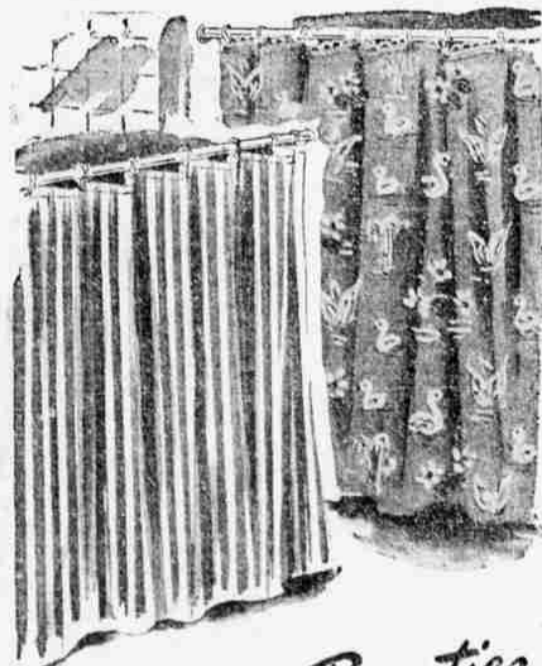
Age 8 to 14

**9.90**

Age 14 to 20

**15.75**

Ask any boy who's in the know, and he'll tell you fingertip coats are tops for wear! Warm knitted fleece with warm interlining or a tan shower-proof rain coat on the other side. The best all-purpose coat for boys—Big roomy pockets, too.—Penney's Main Floor.



## Bathing Beauties

### SHOWER CURTAINS

WATER COLOR FOR YOUR BATH

Bright shower curtains in stripes and flower prints. Printed celanese taffeta or oil coated all rayon in an assortment of colors. 6'x6'. **4.98**

### FABRIC SHOPPING BAGS 98c

Smart-looking handy large fabric bags with comfortable wooden handle. In rich cretonnes and sun rayons. Makes an ideal shopping bag or knitting bag. Penney's Balcony

### 4-oz. WOOL YARN 98c

Large skein of genuine Zephyr woolen yarns in 4-ply weight. Variety of colors and white, too. Penney's Balcony

### 2' x 4' RAG RUGS 2.98

Washable, colorful, bedroom or bathroom hit or miss rag rugs. Large size and good weight. Penney's Balcony



DOUBLE HEADER FOR WARMTH

all wool fascinators

**1.49**

Solid hit for every occasion—fluffy all-wool zephyr-knit fascinator that gives you sparkle any way you wear it! Warm, enfolding, in ten exciting winter-bright shades.

bright scarfs

**98¢ 1.49**

Winners in warmth, color, all-around good grooming—bright scarfs. Some printed for dress-up, monotones, whites, sheers for tailored suits; gay headpieces, too!



## NON-RATION SHOES FOR WOMEN

Shiny Patents **2.00**

Smart patent leather dress shoes in both medium and high heels. A very special buy at \$2.00. Sizes 4 to 8. Penney's Main Floor



Gabardine

## NAILHEAD

**2.98**

Non-Rationed

Lines are severely simple, always a sign of shoe smartness! Cushioned soles make walking a fleet-footed pleasure! Good plastic soles you've come to realize give such excellent wear!

Penney's Main Floor



a hat that's versatile

**5.90**

*Squads Right*  
a Marathon hat

Worn with dignity, off-the-face. Or casually, as a snapbrim. Custom quality felt. Six good fall shades.

See U. S. Pat. '412



Coffee Brown  
Commando Tan  
Pearl Grey  
Covert Tan  
Palmetto Green  
Parchment Tan