

PENNEY'S

J. B. PENNEY CO., INC.



Pigtail Fashions

LIKE BIG SISTER'S!

Send them off to school in coats they'll wear with pride! Carefully tailored fitted coats designed to flatter active juniors! Single and double breasted models with two pockets. Warmest wool and cotton in gay Fall colors. Jaunty velveteen collars and smooth rayon linings. Warm!

Girls' Coats—3 to 6

9.90

Coats For Sizes 7-14

12.75

Girls' Coats—11 to 16

14.75

it's time to think of Coats

Time to think of County Fairs and leaf raking. Football's being talked about again. It's time to think of coats! Warm as toast! Fleece and Pile coats, suave Chesterfields, attractive Box styles, and Boy-coats with girl charm. Yes, it's time to think of coats, and doing so is a pleasure! In black and colors.

24.75**29.75**

FALL SHOES ARE HERE

Cynthias

.... \$3.49

Streamlining straight into fall! A young girl's darling in turftan leather.

A spectator pump in turftan leather. Good definition in the walled toe, extension sole, and clean punching.

Just enough cut-out at toe and vamp to brighten the black suede neatness of this medium heel pump!

STEP-IN

This one in glove leather. Note turned edges, part of the smooth streamlining. An all leather shoe, Army russet.

3.49

SADDLE

Usually the No. 1 selection of a girl at school. Brown and cream glove leather. Rubber sole and flat, flat heels.

3.49

Classroom Classics



JACKETS . . . Smartly tailored blazers of 100% wool! In wonderful fall colors—neat white piping. 12 to 20. **10.90**

SKIRTS . . . Crisply pleated skirts with smooth button side closings! In spicy autumn colors! Sizes 24 to 32. **3.98**

BLOUSES . . . You'll look pretty at school in our fresh beruffled and tailored, soft rayon blouses! 32 to 38. **2.98**

School Fashion Majors
GIRLS' SWEATERS

2.98

If you're looking for a teen-age girl—you'll find her in a sweater! . . . An all-wool boxy slipover that comes in assorted colors. Pusa-up sleeves—a boon to charm collectors! In sizes 8 to 14.

PENNEY'S

Now is the Time to
Select Your Fur Coat—
Buy on Lay-Away!

You can look
like a Queen.

SABLE-DYED

CONEY

COATS

44.75

To

79.50

plus tax

The regal sweep of the tuxedo coat in fine quality Hollander and Hair-Up sable-dyed coney has a queenly look! See the wide luxurious cuffs, the richness of the tone, the skillfully worked skins! You'll hold your head a little higher, walk with new grace when you have a coat like this! Lined and interlined. Sizes from 12 to 20.

