



A Style for Every Face!
**CHERRY LANE
HATS**
More attractive than ever!

\$1.98

Beautifully designed—
young, flattering, and very
smart! Grand colors—the
leading ones for Fall! All
the new shapes and inter-
esting trimmings! See them!

FABRIC GLOVES



49¢ pr.

Sleek, smooth
and smart!
Rayon and Bem-
berg—novelty
weaves. Newest
styles, colors.

Leather HANDBAGS



\$1.98

Smartly tailored
of genuine lea-
ther, in the new
shapes! Unusual
trimming de-
tails! Made to
wear well!

Bemberg Knit Slips



\$1.29

A beautifully
tailored slip
with uplift bras-
siere top...
shadow panel
adjustable
straps. 30 to 40.

PENNEY'S SAVES YOU MONEY ON EVERYTHING FOR Fall



Silk and Satin

GOWNS

\$1.98

Smartly tailored and lovely lace
trimmed styles in such luscious
shades! Well made! 15-16-17.



New Telescoping Back Foundation

\$2.98

Our most popular "Flex-O-
Back." It can't ride up! Side
hook type, swami bust section.

Pay As You Earn



CHERRY LANE
FOR SPORTS!

BURLING-LANE
FOR DRESS!

FUR TRIMMED COATS

16.50
New swagger and fitted styles,
featuring the smart fleece wool-
ens! Styled like much higher
priced coats! Furs selected from
finest pelts! See these to-day!

TEACHING them

young



If you can't count on giv-
ing your children a mil-
lion dollars, the least you
can do is give them good
habits! They're never too
young to begin learning
about thrift... that's why
it's never too early to
start bringing them to
Penney's! Let them get
the habit of thrifty shop-
ping early, and save them
the trouble of learning
from sad experience later.

Bring the children in to
Penney's for all their Fall
and Winter needs! You'll
be setting them a good
example... and saving
yourself money besides!

PENNEY'S
THE PENNEY COMPANY, INC.

Rayon Taffeta Slips



49¢

Our most popu-
lar slip! Lace
trimmed or tail-
ored styles in V
or bodice top.
Chalk finish taf-
feta. 32 to 44.



Lovely Ringless Gaymode

HOSIERY

98¢ pr.

Full fashioned chifcons with pi-
cot tops—of specially twisted
silk for durability and beauty!



For All Figure Types!

Brassieres

25¢

Bandeaux for everyone, from
slim young things to well-devel-
oped matrons! Many styles



Perfect Hats for Every Day!

Jean NEDRA HATS

The finishing touch
For Fall wardrobes!

98¢

These youthful hats will meet every one of your de-
mands! All the shapes you want, and the colors are
beautiful... youthful and smart! New trimming de-
tails! Good quality felt! For sports, street and dress
wear! Buy several—they're grand values!

Ask About Our
LAY-AWAY PLAN

Learn What Real Foot Comfort is With

OXFORDS

Just as Smart as They're Comfortable!

\$3.49



You're only as young as
your feet—so keep them
young with Cynthia Arch
Support Oxfords! Trim
and well made with special
attention to the fit! Soft
black kid with patent lea-
ther trim. Built-up leather
heel with rubber lift! Get
yours today and experience
true foot comfort!



Featherweight Lastex
Foundation

\$2.98

New, because it weighs only 7
ounces! Side panels stretch side-
ways, back lengthwise. 32-38.



Weights Just 5 Ounces!

ALL-IN-ONE

98¢

Girdle of two-way-stretch Lastex
with bra attached. Not a bone
in it! Small, medium, and large.



Fashion Features
FOR Fall

OUTSTANDING
DRESSES
FOR WOMEN
AND MISSES

4.98

Outstanding in style —
quality — value — smart-
ness! New fabrics, colors
and trimming details!
Princess and tunic styles!
See them today!

Our grand prize at the Charm School will
be a pair of ladies Cynthia Arch Shoes.
There will also be daily prizes of a
Lady Lyke Brassiere