

**Bargains!**

**PENNEY'S Birthday Event**  
CELEBRATING ONE YEAR IN OUR NEW STORE!

**Big Values!**



EACH A FASHION FIND  
**WOMEN'S DRESSES**  
**7.90**

Elegant in their very newness! Your first fall dress will be a difficult choice when you see this selection! Your choice of light-weight corduroy, wool jersey, plaids, novelty rayons and rayon Alpaca. Jeweled buttons and interesting new trimmings. Rich colors you'll like for Autumn.

The Season's Smartest  
**COATS**  
**16.50**

New coats arriving daily are going into this price range. Camels, tweeds and fleeces in smart fitted or loose fitting styles. Look at these before you buy. You be the judge.

Women's Blouses  
Laura Lee or Laura Mae broadcloth blouses **69c**  
All colors and white

Cherry Lane  
**Sweaters**  
**98c**

All wool knits in the newest versions of crew neck, boat neck, saddle shoulder and other favorite styles! See these today. Bright autumn colors.



Men's  
**Melton Jackets**  
**2.69**

32-ounce Melton Jacket. Firm, sturdy weave. An ideal coat for work or sportswear.

**Domet Flannel Shirt**  
The only Work Shirt for these cold mornings. While they last **59c**

**Waist Overall**  
Big Mac Overalls—9-ounce sanforized shrunk, reinforced at all points of strain. The overall with a reputation. **1.10**

**33 1/3% Wool U'Suits**  
Soft, heavy weight Union Suits. They're warm and they're sturdy. Now is the time to buy **2.19**

**Cotton U'Suit**  
The largest selling Union Suit we have. Fine comb cotton. Well bound. **79c**

**Work Sox**  
Plain color and white, medium weight, long wearing **10c**

**Golf Slickers**  
Green oil Slickers, blouse type, with elastic in wrists and drawstring in bottom. Snap closing. **3.98**



The Newest in  
**HANDBAGS**  
New shapes and sizes, under-arm or carry bag type. Some with zipper closings. There is one for each outfit. Styles copied from the best designs of the season. **1.59**

Smart New  
**GLOVES**  
Fine capeskin gloves in black, navy and brown. Many new clever styles. **2.25**  
Perfect fitting.

**Costume Jewelry**  
Fine costume jewelry in the newest creations. Distinctive! **1.00**

**Lace and Batiste BRASSIERES**  
Definitely fashioned to mould full bust types into firm, youthful lines! Sizes from 32 to 44 **49c**



**FOUNDATION**  
Here is a very sheer, light weight two-way stretch roll of fine quality rayon and cotton lastex yarn. Fashioned waist. **2.98**

**GIRDLE**  
Plain web model, 15 1/2-inch. Made with a lot of "kick" and firm support. Rayon and cotton lastex. **98c**



**Quilt Patches**  
A grand assortment of prints in a wide variety of patterns and colors. Plenty to make several quilts. Good size pieces **33c**

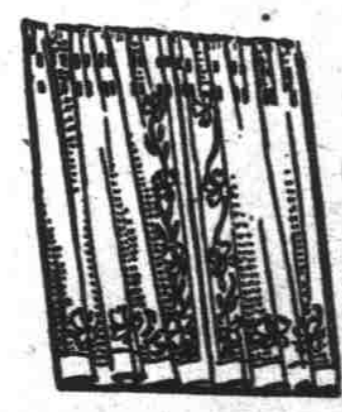
**Rondo Prints**  
Here are those famous Rondo prints. Bright new patterns and shades. If it is Rondo, it's always the best. Buy now for those Christmas aprons **23c**

**Printed Rayon Crepes**  
Attractive Cravat Prints in Autumn tones. Neat patterns, beautifully designed. **69c**

**Remnants**  
One Big Table of Remnants—Nothing held back. Some of the loveliest materials from our piece goods dept. are on this table. Real buys!

**SPECIAL 32-PIECE SET GOLD DECORATED DISHES 3.98**  
**MOTHPROOF WARDROBE CLOSETS 1.98**  
**WHITE ENAMEL UTILITY KITCHEN TABLES 2.19**

**ROASTWELL ENAMEL ROASTERS 98c**  
Deep oval shape for high-breasted fowls. Built-in gravy well for easier basting. Bottom construction makes the juice flow and prevents sticking. Shaped to fit any standard 20 to 24-inch oven.  
Holds 16 to 18 pound bird.

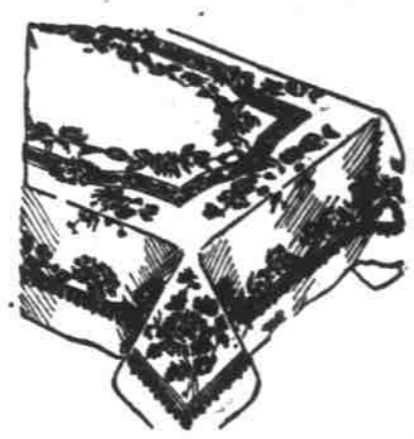


**LACE NET PANELS 59c**  
Beautiful net panels, 43-in. by 2 1/4 yards. Eggshell color. Quantity limited

**Ready Made Draperies 3.49**  
Split width rich rayon damask. Sateen lined. Shades of blue, rose, rust and ivory. The easiest and most economical way to buy draperies.

**RUFFLED CURTAINS 98c**  
Ruffled cushion and pin dot Priscillas, 45x78; five-inch ruffles. Crisp, new marquisette. A real buy.

**Lace Table Cloths**



A most effective way to dress up your dining room, and a practical cloth, as well! They're easy to wash. Sizes to fit standard size tables. **4.98**

**Pure Linen TABLE SETS 7.90**  
Printed linen 13-piece table set. One runner, six napkins and six piece mats. A colorful set just in time for Thanksgiving.

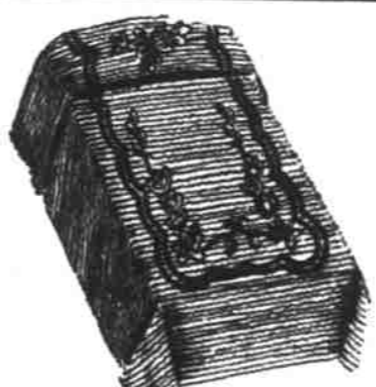
**Hand Made DOILIES 10c**  
Attractive lace doilies, round, oval and rectangular. While they last

**Embroidered Pillow Cases 98c**  
Beautiful new cases, one pair in attractive box; novelty embroidery, colored border. Hemstitched. Buy now for your Christmas list.

**Table Cloths 10.90**  
A pure Irish linen Table Cloth in two sizes, 60x90 or 60x80, and hemstitched. A beautiful cloth for this price, and impossible to replace

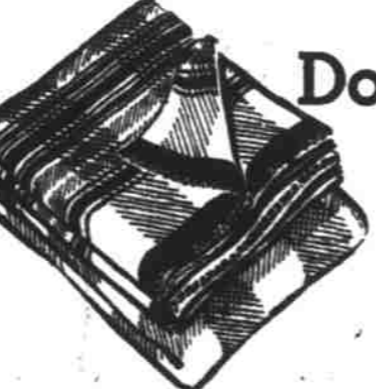
**Towel Sets 98c**  
Attractive Cannon Towel Gift Sets—1 bath towel, 20x40; 1 face towel, 15x27; 2 wash cloths, 12x12. All in smart looking gift box

**7 Way Floor Lamps 5.00**  
Imagine it! This same lamp at our opening last year caused a near riot. Now we repeat it. Complete with shade, in ivory or bronze.



**Chenille Bedspreads 4.98**  
Abundantly tufted with plump, velvety chenille, in a decorative array of colors and patterns. Easy to wash

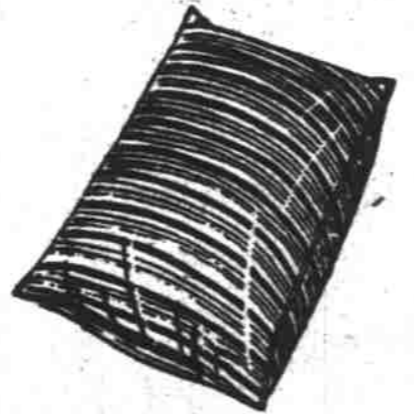
**Down Comforters 11.90**  
A limited supply of these gorgeous down comforters—100% grey duck down. Buy one now and save it for a Christmas present.



**Double Blankets 2.79**  
"Honor" double blanket, 5% wool and 95% cotton. Comb yarn process in manufacture assures longer wear and deeper napping for greater warmth

**Majestic Blankets 8.00**  
Imagine, at this price! 80x90 size, and 100% all wool. We were lucky to get this one, and the supply is limited.

**Percal Sheets 1.98**  
A luxurious percale sheet—"Percal" made of combed yarns for greater refinement, 25% more threads per inch than in heavy muslin sheets



**Bed Pillows 1.98**  
Not too soft, but just the right blend—5% down, 70% duck feathers and 25% turkey feathers. Nicely finished with neat corded edge

**Outing Flannel 12c**  
36-inch woven stripe outing. A good weight and a real value at this time.

**5% Wool Blanket 1.19**  
Another "Honor" Blanket, 72x94—generously large for double bed. 5% fine wool and 95% selected cotton.

**3-pc. Mixing Bowls 1.00**  
3-Piece sets in Pottery. Attractive flower designs on sides and gold band around the top. Only 600 of these sets—while they last.

**MEN'S TOWNCLAD SUITS 21.75**



The suit of style and quality. Worsteds or twills, single or double breasted, regular slims, stouts or stubs. They will warrant your inspection before you buy.

Extraordinary Values in  
**Overcoats 14.75**

What a bargain! These fleeces are outstanding values. Wide variety of styles and colors. An overcoat you'll be proud to wear.

Fit for a King!  
**TOWNCRAFT Shirts 1.65**

Full seven-button shirt, styled to fit. Sanforized shrunk and Nu-Craft collar. Whites or the latest and newest in stripes and neat figures.

For Looks! For Wear  
**Armorfoot Sox 4 pr. 1.00**  
If it is an Armorfoot sock you know it's good. At least 12 different types and all patterns and colors in each one. Buy now for Christmas.

Men! Try a  
**Marathon HAT 2.98**

They say: "Look at your Hat—everyone else does." If you're wearing a new Marathon you have style, beauty and Quality. Try on a Marathon this week and get the biggest hat bargain you ever had.

**Red Hot Specials! CLOSE OUTS**

Women's Novelty Shoes Broken lots and sizes **1.77**

Upholstery Edging & Tassels **1c**

Girls' Higher Priced Sweaters One group hand-knits and navy blue academy sweaters. All coat style. **50c**

One Group Romper Suits Sizes 4, 5 and 6. **10c**

One Table Odds and Ends from Baby Dept. Your choice any item. Greatly Reduced!

Children's Snow Suits & Coats. 2 full racks. Priced to sell fast. **2.00**

Odds & Ends Table in Men's Dept. Everything Drastically Reduced!

Men's Arch Support Shoes 4 pairs only—6 1/2, 7, 7 1/2, 8. **3.95**

**Fire King Oven Glass**

9-inch Pie Plates **15c**  
9 5/8-inch Pie Plates **19c**  
Deep Cooking Wishes **29c**  
1 1/2-quart Casserole **39c**  
2-quart Casserole **49c**

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