

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

WOOL headsquares and patterns of fine rayon, for heady glamour. **1.98**

FEATHERS swooping, swirling or nodding from hats of rich textured felt. **3.98**

HAND PAINTING on gossamer rayon scarfs, to tuck inside suits or coats. **1.31 and 1.49**

SCULPTURE, making your handbag of plastic patent extra roomy and handsome. **4.98**

LACE or exquisite embroidery edging handkerchiefs of fine firm texture. **19 to 49¢**

BOWS perched on shoes of supple suede . . . to make your feet look tiny. **5.50**

EMBROIDERY on fine fabric gloves to make your every gesture fascinating. **5.90**

FRILLS cascading from sheer rayon dickeys (wrap-around style for secure fit). **1.98 to 4.49**

Frankly Feminine!

It's the new look, the right look. It's YOU, beautiful as a woman can be only when she's clothed in woman's rightful adornment—the grace of artful drapery . . . the flattery of feathers . . . the glow of jewels . . . the allure of color . . . the daintiness of fine needlework. Designers have outdone themselves this season in creating fashions of feminine elegance for you. And Penny's brings them to you in endless variety . . . at prices which permit you to economize, with feminine guile.



★ GRACEFUL SLEEVES to push up or down, on sculptured coats of pure wools, for misses, women, juniors. **34.75**



★ RIPPLING FURS handled with satin-softness on fine wool coats for misses, women, juniors. **49.75 to 67.75**



★ SMOOTH FITTING SUITS, a natural look artfully achieved, on new suave suits for misses and juniors. **39.75**



★ DRESSY ACCENTS on draped or swathed dresses of rayon crepe for misses, women, juniors. **7.90 to 12.75**



★ SOFT NECKLINES, even on casual suits like this one of fine Pacific Mills wool in misses' sizes. **16.80**



★ LITTLE WAISTLINES achieved by softly belted skirts with frilly blouses. Skirts of wools, 24 to 30. Blouses of fine rayons, 32 to 40. **6.90 to 2.70**