

No Approvals!  
No Alterations!  
No Exchanges!  
No Refunds!

Please--  
All Sales Must  
Be Final!



# Now! Penney's Takes Stock!

Sensational Pre-Holiday Bargains

We've Planned the BIGGEST CHRISTMAS BUSINESS in Our History! We ordered early... holiday goods are arriving daily... stockrooms are over-flowing... we're cramped for space! So... We're TAKING STOCK! Repricing Fall and Winter merchandise to make it move out right now--before the holidays. Here are savings opportunities that everybody looks forward to but seldom gets 'til after the holidays. HURRY! Quantities Limited.

## \$8,500.00 Stock of COATS, DRESSES, SUITS OFFERING JANUARY PRICES IN NOVEMBER

### 30 Only Silk Dresses

Better Hurry to get in on this bargain. These will go mighty fast--at this drastic price cut-- **\$1.88**

One Group  
**Brushed Wool SWEATERS**  
Here Is a Buy— **\$1.98**  
Assorted Colors—

One Group  
**MILLINERY**  
Reduced for quick disposal—Hurry! **\$1.00**

### 25 Only COATS

Every one of our higher priced coats repriced and re-grouped in one lot NOW—  
**\$17.88**

### 149 Only DRESSES

Some wools, mostly silks, some knit suits. Just slaughtered in price—Ridiculously Low at—  
**\$2.88**



### Swagger Suits and Sport Coats

51 Sport Coats and 44 Suits—regardless of former price—We will sell these in one group—NOW **\$8.88**

### 31 Only Better Dresses

All our better velvets and crepe morocain dresses—OUT THEY GO **\$7.88**

## 453 Dresses - 138 Coats Re-priced to Move BIGGEST COAT - DRESS - SUIT EVENT IN OUR HISTORY

### HURRY! HURRY! THIS EVENT STARTS TUESDAY EVERY GARMENT MUST GO — We Need The Room

With the biggest toy stock in Penney's History over-crowding our stockrooms -- other holiday goods arriving daily--we must clear our racks. Hence these drastic prices. WE WANT ACTION NOW!

### 61 Only FUR-TRIMMED COATS

Silk lined, excellent furs, fine fabrics in splendid style treatments. Here is a coat below replacement cost. If we did not want to move them out fast we would not have marked them only **\$11.88**

### 143 High Grade Dresses

Velvets, wools, silk in abundance. All sizes. Some of these are just half price. Buy several at this price— **\$4.88**

EVERY GARMENT MUST GO

# PENNEY'S

# J. C. Penney, Co., Inc.