

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

Dress News for Fall!

Hundreds of Brand New Dresses Just Arrived From New York



ONE TOUCH OF GLAMOUR

Austelle Dresses

Softly Draped Designs of Smooth Rayon Crepe Aglow with Nailheads or Sequins **7.90**

Brilliant-hued shades or sophisticated black alluringly draped for the new season's divinely feminine look. There's added flattery in the low-curving necklines outlined with fiery sequins, the contrasting yokes studded with nailheads.



MADGE DAVIS DRESSES

chart your Fashion future **9.90**

Day-time classics of zephyr-soft wool-and-rayon, brightly embroidered or felt applied. Date time over-blouse and princess designs of rayon crepe, aglow with sequins, nailheads. Sizes 12 to 20.
Penney's Second Floor

MIRRA-LINE DRESSES

High Styles at Low Prices **4.98**

Figure - magic, miracle - priced frocks with unpressed pleats, gently shirred midriffs, arrow-straight button-fronts. The portrait necklines are outlined with soft ruffles, dainty self-rushing. Of chalky-smooth rayon sheers. 12 to 20.

See Our New Line of Penney's Best Dresses
Carol Evans!

TERRY TOWELS
Just Arrived— **25¢**

Two cases of Cannon Terry Towels—plain white and colored borders, size 20 by 40 inches. To be fair and to serve as many customers as possible we must limit these 4 to a customer.

Penney's Balcony

Month-End Clean-Up

Close-Out Buy

30 Men's Towncraft SUITS

Reduced to **\$20.00**

HANDSOME SUITS — Fine all wool fabrics in styles and patterns for young men or conservatives. Well tailored. Not all sizes — but what a grand value in these all wool Towncrafts. Come in and find your size.

Penney's Main Floor

SPORT COATS — In ALL WOOL! Plains, over-plaids or herringbone weaves in handsome single breasted styles. **12.75**

MEN'S HATS — Genuine fur felt in snap or roll brim styles. Models for every personality! **3.98**

Penney's Main Floor

Mail Christmas Gifts For Men Overseas—NOW!



Genuine Leather Military Cases \$3.50

Just the gift for the boys who must keep all their toilet articles in a small space. Beautiful genuine leather grained case fitted with steel mirror—two military brushes—comb—file and space for tooth brush, shaving cream and necessary accessories. A Real Value—a Gift he'll surely appreciate.
Penney's Main Floor



MEN'S AND BOYS'

Shoes

famous for enduring good looks

Dress Shoes for Men and Young Men by Towncraft®

Conservative comfortable shoes or styled-up with perforations. Solid good looks that stay with you for seasons of wear! **3.79**

Deluxe Dress Shoes **4.79** **Jim Penney® Oxfords**

They have style! They will wear! Comfortable too! **4.79** Hard on shoes? Likes good style? A Boy's Shoe! **2.98**

* Reg. U. S. Pat. Off.

Month-End Clean-Up WOMEN'S WINTER COATS

Repriced **\$10.00** to

Out they go—one full rack of Women's warm all-wool coats, warmly lined and interlined. Not all sizes but every coat a real bargain. Buy yours today.

Penney's Second Floor

Tiny Tots' One-Piece

SNOW SUITS

Warmly Lined Throughout

3.98

One piece, with deep fly-front opening, knitted cuffs and anklets. Belt attached at back, no broken loops, no lost belt!

Fleecy mixtures in practical colors for playing outdoors.

Brushed cotton lining adds warmth. Lined Hoods To Match **59c**

Penney's Second Floor



Carol Evans Fashions

You'll be seeing more of our Carol Evans dresses, especially selected for you from the smartest New York styles. Our opening fall collection alone is enough to widen your eyes! Look for luscious colors... sparkling sequin touches... softly tailored lines. You'll be saying, too, Carol Evans dresses are a fashion find.

12.75

Penney's Second Floor

GIRLS' COLORFUL DRESSES

For School Belles **\$3.98**
Age 7 to 12

Pert and pretty to please your school-going daughter... practically priced to please the family budget. Colorful spun rayons in gay dandy or princess styles, etched with white pique collars, bright embroidery, dainty buttons. Teen-age sizes 7 to 14.

Penney's Second Floor