

# PENNEY'S

W. B. PENNEY CO., INC.

Sweater, blouse, and skirt 'n' jacket  
 Worn by little miss or big,  
 High school, grade school, (What's your racket?)  
 Keep them looking mighty trig!

START NOW—Getting them ready for the school days ahead!



## First Graders-Top Grades in Clothes

Send Her Off to School in a Jacket!  
 Smooth wool flannel jackets in colorful plaids and solid colors. Two pockets and a rayon lining. **6.90**

Dresses For First School Year  
 Flowers, prints and bold plaids in cotton and rayon! Puffed sleeves, and button-down styles. **2.98**

SKIRTS TO KEEP HER GAY!  
 Suspender button skirts and plain skirts, pleated all around. Bright plaids and solid colors. **2.98**

LITTLE GIRLS' COTTON BLOUSES  
 Gay peasant blouses trimmed with smocking and square necks. Classic Peter Pan models. **1.49**

Sweaters To Keep Her Warm!  
 Novelty links sweaters with colorful embroidered trim. Sloppy Joes, like Big Sister's. **1.98**

Little Hats With A Grown-Up Look!  
 Newest bonnet styles with gros-grain streamers and under-the-chin bows. Beret models. **1.49**

Penney's Second Floor

FOR THE COLLEGE MISS TOO



JACKETS... Impeccably tailored blazers of 100% wool! In wonderful fall colors—piped in white. 12 to 20. **8.90**

SKIRTS... You'll live in these crisply pleated skirts with their smooth side button closings! In pretty weaves and spicy autumn colors! **3.98**

BLOUSES... You'll look as bright as a new penny in our fresh beruffled and tailored blouses! Of pretty soft-as-cream rayon! Sizes 32-38. **2.98**

Penney's Second Floor

Now is the Time to Select Your Fur Coat—Buy on Lay-Away!

## You Can Look Like A Queen

SABLE-DYED COATS CONEY

**79.50** Plus Tax

The regal sweep of the tuxedo coat in fine quality Hollander and Hair-Up sable-dyed coney has a queenly look! See the wide luxurious cuffs, the richness of the tone, the skillfully worked skins! 12 to 20.



Grey Dyed Coney FUR JACKETS

A coat you'll wear proudly across your shoulders or buttoned snugly, with a softly rolled collar around your throat. See the luxurious cuffs, the subtle flare from shoulders to hem! **44.75** Plus tax

Penney's Second Floor



Tiny Tots' and Little Girls' 3-Piece Coat and Legging Set **6.90**  
 Matching Hat 69c

MATCHING COAT AND TROUSER SETS

For gay little girls on their way to school! Single and double breasted models with two pockets. Matching leggings—warmest winter fabrics.

Penney's Second Floor



FOR GIRLS  
 Comfortable oxford, rolled edge sole. Army Russet, antiqued. 8 1/2 to 11 1/2. (Sizes 12 to 15 are \$2.49) **2.29**

Slack oxford with elastic front gore for snug fit. Cute wedged heel. Glove leather. 12 to 3. **2.49**

Hard to heat!

Children's Shoes

What boy doesn't stub his toes? Patterned tip conceals most of it. Sanitized lining fights ill effects of perspiration! Sizes 8 1/2 - 11 1/2. **2.29**



54-inch Woolens, yd. **2.29**

Penney woolens are amazingly lovely this year, because of their deep, rich tones, their in-woven quality, the made-to-measure look of their wonderfully soft drape. Checks, plain colors. Advance Pre-view Patterns. 25c

Second Floor

WE'RE MAJORING IN

## Sweaters



**3.98**

Flattering sweaters that rate with saucer-eyed freshmen and sophisticated seniors! In beloved cardigan and slipover styles in fresh, bright paint-box colors! Of 100% fluffy wool that's soft and warm as toasted marshmallows! 34-40. Other Pretty Styles too, for only **2.98**

Preferred For Autumn! SPORT FELT **4.98**

A hat you'll take genuine pride in wearing, whether with rugged tweeds or dignified business suits. Good fur felt in five soft shades, bound edge, medium width band, attractively shaped.

Penney's Main Floor



Pretty Smooth Headgear! SOFTIE BAR HATS **1.49**

Jaunty berets of pretty wool felt that's soft-as-a-lamb's nose! Fit one over your shining tresses for school or for that movie date! In tantalizing colors, some trimmed. Adjustable headpieces. Main Floor



Attractive Winter Plaids! MEN'S COSSACKS **4.98**

As neat looking as they are warm, and just as good-fitting — these warm 25" cossacks for men who work out-doors! Unlined, to top heavy sweaters comfortably on coldest winter days! Penney's Main Floor

Falls Good Companion 3-Pc. Suits of smart baby houndtooth check—

Coat **27.50**  
 Suit **27.50**

Great fall in baby houndtooth checks. Here they are in your beloved Chesterfield, and a 3 button suit, cardigan-cut to fit trimly under your topper. Sizes 19 to 18. Penney's Second Floor



New Cotton Frocks **2.50**

Off to market — out to give baby an airing — away to the Red Cross! Here's a group of trim dresses that will simplify your what-shall-I-wear problems. They button up neatly! Lovely colors!

House Slippers Reduced **1.49**

Smart rayon satin slippers with leather soles — medium heels or low wedge heels — no stamps needed — A real buy!

For Rain Or Shine! POPLIN COSSACKS **4.59**

All-weather, always becoming cotton poplin cossacks, lined in colorful plaid cotton. Water repellent to protect you securely, roomy storm sash pockets and adjustable side and cuff straps! Penney's Main Floor

