



PENNEY'S
ALWAYS FIRST QUALITY!

STRETCH
YOUR DOLLARS FARTHER AT PENNEY'S!

SHOP
Wednesday
NIGHT
TIL 9 P.M.

FALL FASHIONS SURE TO SUIT YOU AND YOUR BUDGET!

NYLON TRICOT BLOUSES

Fast Drying!
Little, or No Ironing!
Prizes in Smart Suit-Blouse Styles!

New... brand-new versions of the wonderful easy-upkeep nylon sheer blouse... tailored into pretty froth for your important new suits... dyed to exciting new colors... styled for not-to-revealing sheerness... and at a price that says "Buy two!" 32-38.

2.98

Hundreds of Other New Fall Blouses in
Cottons, Tissue Failles, Rayon Crepes...
Tailored Styles! Fussy Styles! 1.98 to 2.98.

New Deep Tones

turquoise, black, melon,
brown, purple, navy,
gold, green
...plus white!



THE Look for fall...

THE MOLDED LINE
THE CRISP TEXTURE
THE SURFACE INTEREST

8.90



The silhouette, buoyant-skirted, crisp in detail... the fabrics, beautiful new acetate-and-rayon blends of interesting weave and texture. Result... forward-looking, special-occasion dresses for a whole exciting fall-and-winter season! Look for textured satin-y stripes... for new puckered checks... for iridescent taffetas with a subtle lustre. The colors... dark, newly formal... yours in sizes 7 to 15 and 12 to 20.

SCALLOPED CARDIGAN

3.98

Special detail for your soft wool cardigan... it's contrast-color scalloped collar and pocket edge, the color repeated for the buttons. Navy, white or red with white, beige with brown, grey with wine, 34-40.



Rayon Gabardine SKIRTS

3.98

The new textured pebble crepe rayon-and-acetate blend in beautifully cut skirts... full-cut and swinging, ready to go casual with a sweater, dress-up with a frilly blouse! Dark and new high colors, sizes 24-30.

New Colors!
Corduroy
SKIRTS
4.98

Bright rich shades in smartly styled pinwale corduroy — full skirts — slim lines. Fall's most popular fabric.



HANDSOME NEW FALL COATS!

FULL LENGTH AND
THREE QUARTER LENGTH

... Cut Full and Flaring in
Special, New Patterned Wools!

19.75

Pinpoint
Checks
Diagonals
Boucles
Pebble Weave
Fleeces
Ripple Weave

Never Before
Such a Wide
Choice of
Fabrics,
Colors and
Styles

Brief-cut & striking little coats with long varied life ahead! Clear high shades & neutrals, too!



The Slim, Trim Suit

In the new ribbed textured fabric... button scored... cleanly tailored.

\$17.75

It's a brand new acetate-and-rayon rep weave with expensive worsted looks and feel... even expensive worsted tailoring! Precision-detailed, cut on young lines, beautifully made even to rayon crepe lining... yours in wine, green, plum, grey, navy, royal or brown. 9 to 15.

Many New Bolero Suits for Fall too! Checks, Stripes, Solid Colors... **7.90**



Nylon Slipover 2.98

Soft, soft nylon that's such a cinch to care for... easy washing, fast drying, shape retaining... in a classic slipover with latex in neck for snug fit. Yours in just about any color, too... white, pastels, vivids, darks! 34-40.



it's
SMOKY FLEECE
...a slim, fitted
coat of creamy
pure wool
29.75

The well-bred coat...new smoky fleece with its dark undertones, on classic fitted lines marked with new touches. Point...the clever collar with its split lapel look, good open or buttoned warm and high. Point...the hand-picked effect outlining collar and cuffs. Nude, grey, ice blue, gold...8 to 18.

SMALL DOWN PAYMENT NOW HOLDS THE COAT YOU CHOOSE