

**PENNEY'S**  
ALWAYS FIRST QUALITY!

FALL 1933 FASHION NEWS

SUPERS  
TEXTURE-INTEREST FABRICS!  
NEW SILHOUETTES!  
BACK-INTEREST DETAILS!

OPEN  
WEDNESDAYS  
TILL 9 P.M.

# Coat NEWS Now!

Fashion forecast!  
**FLEECE**  
is good!  
**FLEECE**  
is important!



in pastels!

**29<sup>75</sup>**

Certainly the warmest, the gayest coat you could own! And certainly "finds" in Penney's big October Coat event! Come see how exciting the colors are—how handsomely they're tailored! Smart stitching details on some! Misses' sizes.



GOOD SUIT  
HAT NEWS!  
**THE FUR  
FELT!**

**2<sup>98</sup>**

All kinds of shapes, and so perfect for suits: off-the-face, bonnets, conical crown profiles, in a good fur felt. Nice trims—good rich colors!



**NEW  
FOR GIRLS!**

Luxuriously  
soft wool fleece  
coat in . . .

**BIG, BOLD  
PLAIDS!**

**16<sup>75</sup>**

Softer, warmer, richer looking than any other coat your 7-14'er has ever had! It's a big, bold box plaid styled in the softest fleece. Rich flicks of velvet on collar, cuffs, and buttons make it "just right" for dress-up occasions!

**A SMALL DEPOSIT  
HOLDS YOUR  
SELECTION  
BUY ON LAY-AWAY**



check! a  
money-in-the-  
bank fashion!  
**RAYON  
VELVET  
TRIMMED!**

**16<sup>75</sup>**

The smartest of all coat styles for teeners' dress-up or casual wear. It is a flare back casual style with contrasting velvet trim. Neat, gathered cuffs with a velvet lining. Shop Penney's now . . . see these warm all wool check coats in sizes 7-14.



**NEWS**

Big Values  
in Casual  
Coats

**39<sup>75</sup>**

These are big feature news! Penney's spotlights them during October Coat Event because they're such rare values! Good swaggar lines becoming to everyone, in rich "curl" and boucle fabrics that stand seasons of wear! Bright shades, wonderful pastels! Come see for yourself. Misses' sizes.

**SPECIALLY  
PRICED!  
Corduroy  
Skirts**

**3<sup>66</sup>**

Major items in your wardrobe: tangy corduroys! Like this skirt, for instance . . . it's an easy going whirl with two big pockets . . . and it's yours in tawny, rich fall colors. Wise idea: team it up with one of Penney's crisply tailored plaid shirts! Misses' sizes  
Shirt shown **2<sup>98</sup>**



**WEEK-END  
SHOPPERS  
SPECIALS**

Multifilament Acetate  
and Rayon Crepe  
**SLIPS**



**1<sup>00</sup>**

Outstanding buys — The fabric alone ordinarily costs more than \$1! Stock up now — put some away for gifts! Sizes 32-42.

**Something Special!**

**Velour  
HATS!**

**4<sup>00</sup>**



Only once in a blue moon is a collection like this possible — through a special purchase. A slew of styles: cloches, cushions, profiles, others. Come see! Typical of why it pays to shop at Penney's . . . but hurry, these won't last long!

**NEWS! SHOPPERS**

**BLOUSE  
Value  
in  
WOOL  
JERSEY**

**2<sup>98</sup>**



Simply styled short-sleeve blouse tops your corduroy skirts, goes off to campus nicely! It's fine wool jersey, in white, turquoise, grey heather, tan heather, gold, black, ruby or red—grand color choice! Size 32-40.

**LAY-AWAY  
CHRISTMAS  
GIFTS NOW!**

**NEWS!  
CHOOSE NOW!  
NEW ARRIVALS!**

Dainty  
**Nylon  
Blouses**

Sizes  
32 to 38

**1<sup>98</sup>**

IN PASTELS OR WHITES

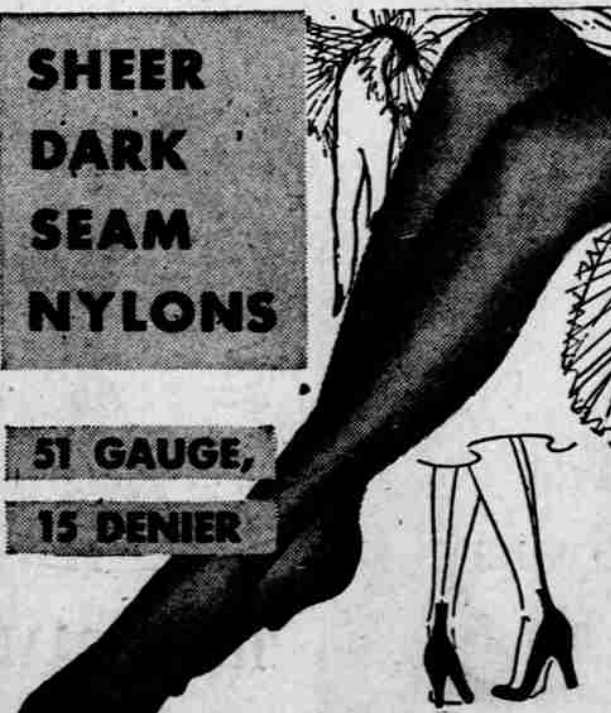
Yes, brand new shipment just received of 20 dozen fussy-type sheer nylon blouses, whites and fall tone colors to choose from. Buy several for gifts. See large selection tomorrow.

Penney Fashion Floor

**BUY ON LAY-AWAY**

**SHEER  
DARK  
SEAM  
NYLONS**

**51 GAUGE,  
15 DENIER**



**GAYMODE HOSE REDUCED  
PERFECT QUALITY 51-15**

Not a special buy of unbranded hose but reduced from our regular Gaymode stock. Your chance to save on these at a special price. 2 popular shades. Sizes 8 1/2 to 11.

**69<sup>c</sup>**