

# PENNEY'S

## The Secret of Smartness in Dresses!

### Carol Evans

MAKES THE NEW FASHION YOURS

# 1275



Fashion dictates a more feminine look in both casual and date-time designs. Carol Evans brings it to you through softer fabrics, gently detailed bodices, graceful and fluid skirts. Through dramatically placed tucks, gathers and pleats. Through heavenly pastels, tropical tones, town black.

Peplum, bolero and two-piece designs touched with angelic lingerie gillots, glittering nail-heads and flashing sequins.



SECOND FLOOR

Hundreds of crisp, new arrivals straight from New York. Styled to a "T." Tropical colors or plain sophisticated charmers in black.



# 9.90

## Colors from the Tropics

### MADGE DAVIS' DRESSES

Rich rayon crepes, chalky-smooth or nubby-textured, softly draped for real figure magic. Expensively detailed with colorful scrolls, delicate cut-outs, shining jewelry touches for new season's formality. High shades, black 9-15, 12-20, 16 1/2-24 1/2.



### Mirra-Line

# 498

Wonderful colors, slim lines and gentle details all bespeak the trend of new fashions. Smooth spun rayons etched with boldly embroidered pockets, side-buttoned closings from arm to hem, gracefully pleated skirts for classic, day-long loveliness.

A tiny price for such carefully tailored, easy-to-wear casuals.



### CYNTHIA SUEDE PUMPS

An open-toe suede dress pump with a medium high heel. The perky bow, large vamp cut-out and V-throat give this shoe an appearance of lightness. \$3.49

DOWNSTAIRS

### Classically Tailored or Softly Detailed UP-TO-THE-MINUTE AUSTELLE DRESSES

# 7.90

Whip-slim shirtwaisters, two-piecers or coat styles bright with gay buttons, soft pleats, feminine stitching. Festive frocks of smooth rayon crepe, deftly molded and draped for figure loveliness, aglow with color contrast, flashing sequins. Misses' and juniors' sizes.



### Gay Quills or Veiling on SOFT FELT HATS

Casual berets, tiny poms, catlots, new side-swept styles. 2.98

SECOND FLOOR

### BOYS' SUITS

Wool worsteds, well tailored. Three-button front. Comes in a rich blue or brown shade. \$12.75

DOWNSTAIRS

### Boys' Fingertip Coats

Wool fleeces with reversible cotton gabardine lining. Comes in a rich blue or brown shade. \$10.90

DOWNSTAIRS

### WOMEN'S COTTON HANDKERCHIEFS

Embossed edges. Regular size. Pastel shades. 6 for 39c

MAIN FLOOR

### Golden Dawn Blankets

100% wool, luxury quality. This is a solid color, double bed size blanket, 84x84, weight 4 lbs. Guaranteed five years against moth. \$11.90

DOWNSTAIRS

### LADIES' COLORFUL FASCINATORS

Rayon knit. Lacy and generous sized. All colors. Only 98c

MAIN FLOOR

### LADIES' GOWNS

Rayon jersey gowns, tailored and lace trimmed. Full length, assorted pastel shades. Sizes 34 to 40. \$3.98

MAIN FLOOR

### SUITING

58-inch-100% all wool. This fine quality fabric is woven entirely of 100% wool, designed to give utmost in beauty, style and serviceability. Suitable for coats and suits. \$3.49

BALCONY

### MEN'S SPORTCLAD POPLIN JACKETS

Durable repellent finish. Warm flannel lining, zipper front, storm-proof pockets, adjustable waist band and snug-fitting wrists. \$3.98

MAIN FLOOR

### MEN'S 10% WOOL DRESS SOCKS

Regular length. Fancy patterns in all colors. Long wearing. 39c

MAIN FLOOR

### MEN'S TOWNCRAFT GAMBLER SHIRT

Rayon and cotton gabardine. Three-button cuff, with two buttoned pockets. Sanforized shrunk. Burgundy, blue and tan. \$2.98

MAIN FLOOR

### MEN'S CASHMERE HOSE

48% wool-52% cotton. For warmth and durability. Regular length-natural color. Sizes 10 to 12. 49c

MAIN FLOOR

### CUDDLEE CUT-UP

Animals with everything to make them with. Pawns, horses, lambs and dogs. Each 49c

BALCONY