

PENNEY'S

J. G. PENNEY CO., INC.

*Anywhere
Anytime*



Twill Suits
All Wool Suits
Black Suits
Colored Suits



"I haven't a thing to wear," is a frequently heard complaint, but it's never made by the woman who owns a suit. A suit goes anywhere—from shopping trips to evening parties. A suit's worn anytime—from early morning to late at night. "Yes, I'd love to go," are the words you'll hear from the woman who owns a suit.

19.75
24.75
29.75

Second Floor



THEY'RE AT THE

Head of the Class

Penney's Warm Winter Coats for School Girls!

Sizes 3 to 6 **9.90** Sizes 7 to 14 **12.75**

Tailored in the grown-up way they'll all love! Neatly cut fitted coats. Single and double breasted styles with two pockets. Warmest wool and cotton, with rayon linings. Small velveteen collars. Bright Fall colors!

For Grammar Glamor
JR. GIRLS' HAT AND
BAG SETS

98c

Her school report card will show an A-plus in fashion . . . if she's the proud owner of a Pompadour, Pill Box or Calot hat with matching draw string bag of gay felt cloth. Assorted colors with bright nailhead or bow trimming.

SECOND FLOOR

Matched and Mixed

CLASSROOM CLASSICS



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

SECOND FLOOR



*Start
with a Coat!*

The Basis of a Fashionable Winter

19.75 24.75 29.75

A coat is the starting point—the important point—in your winter wardrobe. That means your coat must be just right—and that means pretty special. We have coats in many styles and materials . . . and you'll want one of them for your own wardrobe starter! Fitted coats, Chesterfields, and Boy styles in black, brown or whatever your favorite coat color.

SECOND FLOOR

Reduced to Clear!

Beanies
47c

A full assortment of shades in straw, felt and crocheted Beanies radically reduced!

MAIN FLOOR

Purses
47c 1.77

Clearance on white plastic, summer fabric and simulated leather handbags.

MAIN FLOOR

Scarfs
39c

Soft cotton, printed scarfs. Mark downs!

MAIN FLOOR

Gloves
47c

Good value in some Kelly green rayon gloves. Assorted sizes.

MAIN FLOOR

Snoods
47c

Full assortment of colors in crocheted snoods.

MAIN FLOOR

Jewelry
10c 47c

Earrings, Bracelets, Beads and Flowered Combs—at a bargain.

MAIN FLOOR

Skirts
97c 1.77

A real buy in girls' and women's pleated skirts. Assorted sizes.

MAIN FLOOR

Straw Hats
15c

Children's water repellent straw hats.

MAIN FLOOR

Boys' Jackets
3.77

All-wool sport coats for boys in sizes 4 to 10.

MAIN FLOOR

Wash Suits
77c

Boys' blue cotton wash suits in sizes 3 to 5.

MAIN FLOOR

An Assortment of EMBROIDERY WORK, BABY ROMPERS, BIBS, DRESSES, BOYS' JIMMIES and WOMEN'S APRONS.

47c 69c

MAIN FLOOR

Mendaire
39c

A set of Jiffy Name Tapes to identify every member of your family in his own handwriting.

MAIN FLOOR

Guest Towels
59c set

Assortment of embroidered guest towels. Two in a box.

MAIN FLOOR

Household Needs

No-rubbing wax for linoleum, wood floors, cork tile.

23c qt. 13c pt.

All-purpose cleaner wipes off grease and grime from furniture, upholstery, etc.

MAIN FLOOR

Infants' Knit Creepers
77c

Good quality knit creepers with short sleeve and button crotch. Sizes 6 mo., 1, 2 and 3 yrs., in blue, aqua and maize.

SECOND FLOOR

Ladies' Hats
47c

Spring and late summer hats reduced for final clearance.

SECOND FLOOR

AVAILABLE THURSDAY AT 9 A. M.

Rayon Poplin
79c yd.

Suitable for dresses, slacks and blouses. Solid colors in light and dark shades. 42 in. wide.

Rayon Broadcloth
69c yd.

Makes lovely dresses and blouses. Pastel shades only. 42 in. wide.

BALCONY

Final Clearance

Ladies' Spring Coats
12.00

These are regular stock coats in sizes 10 to 40. Values up to \$29.75.

SECOND FLOOR

Clearance of

Girls' Spring Coats
6.47 7.47

Values to \$14.75, in sizes 5 to 14.

SECOND FLOOR