

# We Want 5000 New Customers in November

## Pennington's Specials

EVERYTHING REDUCED

### Get a New Coat Now



You can easily afford one for we have cut our prices Distinctive straight line, wrappy & swagger styles. Blocked downy wool, bolivia, jersey cloth, suedine Browns, tans, grays, brick Fur collars and cuffs, fur collars, many are trimmed with buttons, stitching and braids.

Values to \$37.00

Now \$20.25

### We're Busy Cutting Down Your Expenses

We're continually reducing the customers overhead "tax"; because by advertising freely, by trimming prices closely, by carrying only fine merchandise, our business grows.

Latest Fashions at Special Prices  
ACTIVE ECONOMY BUY NOW

### Pennington's Coat Specials

Brings Tremendous Values

If you are looking for COATS you'll be delighted with these two groups.

NOW

NOW

\$12.50 and \$22.50

These coats are of the best plain, fancy stripes, and novelty weave, all wool materials.

EVERYTHING REDUCED

### Stylish Fall Dresses

Excellent materials, high quality workmanship, wonderful styling of these dresses ready to slip on. Charmeen, and wool dresses in plain, hair line stripes and novelty

weaves

Blues Browns Tans  
Button, braid, applique and self trimmed.

Values to \$20.50

Now \$14.85



## This is Not a Sale— It's a November Merchandising Plan

<b>Ladies Silk Hose</b> \$1.25 and \$1.50 values \$1.75 values \$2.75 and \$2.95 values (glove silk) \$3.25 values (all silk) \$3.75 values (all silk)		Now \$ .98 pr. Now \$1.39 pr. Now \$1.98 pr. Now \$2.23 pr. Now \$2.59 pr.	<b>CHILDREN'S HOSE</b> 35c values <b>2 pair 35¢</b>	<b>LADIES WOOL UNION SUITS</b> \$3.00 and \$3.50 values Now \$2.49 Suit	<b>CHILDREN'S DRESSES</b> Sizes 10 to 12 Velvets, wool crepes and fancy check wools with pleated and gathered skirts. Now \$7.50 and \$8.69 each All winter dresses		
<b>Bathing Suits</b> Jantzen's \$5.00 each values to \$8.50	<b>Handkerchiefs</b> Children's 4 for 25¢	<b>Unionsuits</b> Child's 73¢ & \$1.19 No stock reserved	<b>Cretonnes</b> Colonial draperies 23c 41c 93c values to \$1.35 yd.	<b>Handkerchiefs</b> Ladies 8,15,18,23¢ extra values	<b>Tab Bands</b> Infant's 27¢ Silk and Wool	<b>Sleeveless vests</b> Ladies 19¢ & 33¢ Priced to sell	<b>Rain Capes</b> Children's \$1.95 \$2.50 value

## No Stock Reserved Everything Reduced

<b>LADIES OXFORDS</b> all sizes \$2.98 pr.	<b>MEN'S</b> Shoes and Oxfords \$3.19 & \$3.69	<b>BOYS'</b> Dress Shoes \$2.19 pr.	<b>CHILDREN'S OXFORDS</b> sizes 6 to 11-2 \$1.98 \$2.98 pr.	<b>MEN'S</b> Work Shoes \$1.98 pr.	<b>BOYS'</b> School Shoes \$1.69 pr.
<b>LADIES PURSES</b> Hand engraved and sewed Christmas gifts \$4.50	<b>TRUNKS</b> Steamer, Cedar Lined, Fibre \$20.25 \$13.25	<b>BATH MATS and TOWELS</b> New arrivals, large assortment Beautiful patterns. Reduced	<b>TRAVELING BAGS</b> Genuine Leather, all sizes \$9.45 \$11.35 \$20.25	<b>UMBRELLAS</b> All Silk, latest Novelty Styles and fancy handles	



**MACKINAW**  
**MEN AND BOYS**  
 Reduced  
**BOYS' OVERCOATS**  
 New line, very classy  
 \$3.35 to \$10.00

**BOYS, MEN, AND YOUNG MEN**  
 SWEATERS, UNDERWEAR, SHOES, HOSE and SHIRTS  
**SUITS AND OVERCOATS**  
 All Merchandise Seasonable Goods

**COAT SWEATERS**  
 \$2.00-\$3.50  
 Values to \$4.50  
**SHIRTS**  
 Men's Dress  
 \$1.00  
 Values to \$2.50

### All Hart Shaffner & Marx Suits and Overcoats Reduced

**CLOSING OUT ALL BOYS SUITS**  
 Sizes 3 years to 16 years. Velvets, Corduroy and all Wool.

Now \$3.35 to \$11.00  
 Values from \$6 to \$16. No stock reserved

**SWEATERS**  
 Children's  
 Big Bargains

**BLANKETS**  
 Reduced  
 Large stock



**BOYS' AND MEN'S OVERCOATS REDUCED**

Sizes 8 years to size 44  
 Now \$3.35 to \$26.25  
 Values from \$8.00 to \$35.00. Satisfaction guaranteed

**NECKTIES**  
 10c each  
 Special lot

**RAINCOATS**  
 10 percent off  
 All new stock

**SWEATERS**  
 MEN and BOYS

<b>MEN AND YOUNG MEN'S SUITS</b> LOT No. 1 All Wool Suits \$32.50 LOT No. 2 \$45.00 All Wool Suits \$32.50 LOT No. 3 \$42.50 2 pants suits, wool \$30.00 \$25.00 to \$30.00 suits \$18.75 All suits sold under Pennington's guarantee.	<b>KUTE KUT'S</b> 95c \$1.50 value	<b>PILLOWS</b> \$1.25 each Very special	<b>OVERALLS</b> Now \$1.29 Regular \$1.75
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Boys, Rough Necks \$6 Value NOW \$4.19 Boys and Men "V" necks \$6.50 Values NOW \$5.50 Men's All Wool Jerseys \$3.25 Values NOW \$2.25 Men's Jantzen's Sweaters \$13. Values NOW \$7.75 Boys Heavy Cotton \$2.48 Values NOW \$1.48
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Pennington's Quality and Service Guaranteed Satisfaction