

SATURDAY!



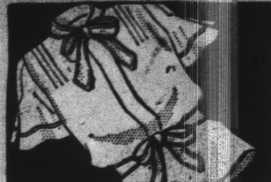
Women's Novelty
Sports Sweaters
Slipover Style!

1.00

Short and long sleeves!
Rich, fall colors! Sizes 34
to 42! Hurry!

PENNEY'S—Second Floor.

SATURDAY!



Acetate and
SILK BLOUSES
Also Satins!

1.00

Clever styles... wear them
with your suits and skirts!
Sizes 32 to 42!

PENNEY'S—Second Floor.

SATURDAY!



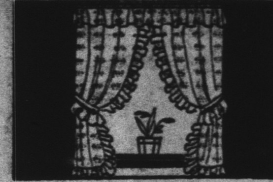
Women's Smart
FELT HATS
Flattering Styles!

1.00

Turbans, brims, off-the-face,
peaked crowns, feathers,
everything new!

PENNEY'S—Second Floor.

SATURDAY!



Dainty, Ruffled
CURTAIN SETS
Special Purchase!

49c Pair

Cottage, Friscilla and bath-
room styles! A varied selec-
tion!

PENNEY'S—Second Floor.

SATURDAY!



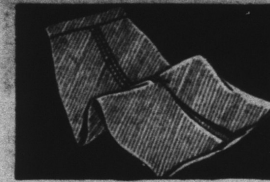
Children's Warm
UNDERWEAR
Winter Weight!

49c

Drop seat, short and long
legs; also elastic back un-
derwear! 2 to 12!

PENNEY'S—Second Floor.

SATURDAY!



Women's Wool
SPORTS SKIRTS
Popular Shades!

1.98

Big selection, smart styles—
plaids, crepes, flannels! Sizes
28 to 34!

PENNEY'S—Second Floor.

SATURDAY!



Women's Heavy
SPORTS COATS
Sizes 12 to 20!

7.95

Plaid backs, checks, mono-
tones, fleeces, self trim!
Swagger and belted styles!

PENNEY'S—Second Floor.

Penney's SATURDAY BARGAINS

You Hear It Everywhere "Penney's For Values"!



Girls' Lovely
Fur-Trimmed

COATS
• Dress
and
Sports
Styles!
4.98

She'll be a little princess in one of these
darling new coats! Clever styles! Inter-
lined for cold weather! Sizes 3 to 14 years.

PENNEY'S—Second Floor.



Women's Smart
Fur-Trimmed

COATS
• Newest
Styles
of the
Season!
10.95

Fabrics with surface interest, big, fluffy fur
collars, the season's smartest silhouettes!
Interlined! Black, brown, green! Sizes 12
to 46!

PENNEY'S—Second Floor.

Check the items on this page for real values! Penney's
handle only first quality merchandise—no substandards,
no seconds! Stock up tomorrow on fall and winter needs!

- ✓ Women's and Misses' Plaid SPORTS JACKETS, heavy kasha lined ... 5.90
- ✓ Women's All Wool FLANNEL JACKETS, sports style back, size 12-20 2.98
- ✓ Women's All Wool COAT SWEATERS, tailored, close knit, 34 to 46 ... 1.98
- ✓ Children's Cotton Knit BLOOMERS, tearose and flesh, 2 to 16 yrs. ... 15c
- ✓ Children's Cotton Ribbed STOCKINGS, light and dark tan ... Pair, 15c
- ✓ Children's Sateen BLOOMERS, flesh color, sizes 2 to 16 years ... 19c
- ✓ Girls' Wool Slipover SWEATERS, short and long sleeves, 3 to 16, ... 1.00
- ✓ Girls' Hip and Bodice Top SKIRTS, plains and plaids, 4 to 16 ... 1.00
- ✓ Girls' Printed SCHOOL DRESSES, all fast colors, sizes 3 to 14 ... 49c
- ✓ Girls' Middy Style DRESSES, Copen and Navy blue, sizes 7 to 14 ... 79c
- ✓ Girls' "Sunny Tucker" FELT HATS, smart styles and colors ... 1.00
- ✓ 18x36-Inch BATH TOWELS, white with colored borders ... Each, 10c
- ✓ 12x12-Inch Soft Terry WASH CLOTHS, with plaid centers ... 3 for 10c
- ✓ 36-Inch OUTING FLANNEL, fancy patterns, light and dark ... Yard, 12½c
- ✓ Acetate CANTON CREPE, beautiful fall colors, very special ... Yard, 49c

PENNEY'S—Second Floor.

Large Variety
of Fast Color

PRINTS

• Saturday

8c

Yd.

Full bolts, splendid
quality for house
dresses, school dresses,
aprons, novelty cur-
tains, etc.

PENNEY'S—Second Floor.



Children's **SHOES**

• STRAPS!
• OXFORDS
• SPECIAL **1.00**

Patent leather, black calf, brown calf, smoothly made
shoes that will fit correctly! A splendid value at this
price! Sizes 8½ to 2!

PENNEY'S—Downstairs Store.



A SCOOP! Exciting,
Gay, New Winter

DRESSES

• Afternoon!
• Street!
• Sports!
• Office!
• Shopping!
• Bridge!

3.98

Fashioned in such stunning fabrics
as flat crepes, rough crepes, mate-
lasses and light woollens! You
would usually pay much more for
any one of these frocks!

Tunics, peplums, sheer sleeves, touches of colorful
embroidery, high necks, braid bands, rows of
buttons, interesting buttons... the season's new-
est trimming details! Flattering new colors such
as rust, peacock, pumpkin, wine, aqua, green, blue-
tone, maize, black, brown! We made a spectacular
purchase on these lovely dresses... hurry for
best selection! Sizes 34 to 20; 36 to 42; 44 to 52!

PENNEY'S—Second Floor.

Use Our
LAY-A-WAY
PLAN!

Save the
Difference!

No Charge!



Boys' All-Wool
JACKETS

• Saturday Special!

1.98

Well made of all wool cloth,
navy blue, rain proof! Talon
fastener!

PENNEY'S—Downstairs Store.

Colorful Wash
FROCKS

• Saturday Special!

1.00

New deep tones, gay florals, novelty
patterns! Tailored types and tie
backs! Sizes 14 to 52!

PENNEY'S—Downstairs Store.



33 EAST
WASH. ST.

J. C. PENNEY CO.

INDIANAPOLIS
INDIANA