



Dresses Make Wonderful Gifts!

Be Your Gayest . . . Your Smartest . . . Through the HOLIDAY SEASON!

"AUSTELLE" DRESSES

Cleverly Designed for Every Occasion . . . All Winter Long!



Use Our
LAY-A-WAY
PLAN
Save the Difference!
No Charge!

Sketched
At Right
9.90

• A Collection of Dress Classics Far
Beyond Your Fondest Dreams — Yet
Right Within Your Reach!

7.90

Sketched
At Right
7.90

• SIZES 12-20 AND 38-44

They're wonderful—all of them from the
blackest black to the brightest colors! Rayon
crepes and rayon jerseys beautifully tai-
lored for business wear or school, charm-
ingly detailed for celebrations, one and
two piece. So many styles to choose from!

Dance in rayon jersey prints . . . Dine in
midnight black . . . Work in bright colors!
Look as if you stepped from a fashion plate!

PENNEY'S—Second Floor



Sketched
At Right
9.90

• Carol-Evans' DRESSES
Glorious colors running the gamut
of the rainbow! Distinctive designs,
lending figure-perfection! Chalk
smooth or rough textured rayon
crepes in sizes 12 to 44.

12.75

DRESSES
The first of a completely new group!
Dramatizing the
wiseness of softly
draped peplum,
crepes, pastels,
 gabardine and
wool! Sizes 9 to
15 and 12 to 20.

16.75

• MADGE-DAVIS' DRESSES

• SIZES
12 TO 20
38 TO 44

9.90

Such a glamorous collection—and just in time for the
Christmas holidays! Black magic in alluring rayon
crepes . . . glowing magentas, greens and golds . . .
graceful rayon jersey prints merry for any occasion,
and so flattering. You'll love their new little details
of bows and buttons and lace!

A little glitter at the throat and shoulder . . . a gentle
tucking at the hips and sleeves . . . gleaming nail heads
. . . swaying skirts. All so lovely . . . and so new!

PENNEY'S—Second Floor

Smarter HOLIDAY HATS

• INDIVIDUALLY YOURS — BUDGET PRICED!

1.98 2.98

It's a frankly feminine season for hats and a
compliment-winning future for you. All the
styles, all the colors and all the bewitchery
you're looking for in our big millinery collec-
tion! Dashing, back-brimmed buccaneer hats.
Diminutive, head-hugging calots clouded with
soft veiling. Dramatic side-swept berets. Pert
pompadours gleaming with grosgrain bows.
Softer casuals brightly quilled. In popular
dark or costume colors.

Attractive glance-gathering Fashions in all
headsizes 22 to 23 and adjustable headsizes!
Styles for miss or matron at Penney's!

PENNEY'S—Second Floor

• Smartly Styled Better Holiday Millinery... 4.98

OUR VALUES SAY . . . "THERE IS A SANTA CLAUS AT PENNEY'S"