

OPEN TOMORROW UNTIL 5! SHOP FROM 9:30 TO 5:00, MONDAY THROUGH SATURDAY

GIRLS!



NOTHING DIFFERENT FROM
HIGHER-PRICED STYLES . . .
BUT THE PRICE . . . IN OUR

Budget Coats and Suits

THESE COATS

100% Wool Tweeds . . . 100% Wool Coverts . . .
100% Wool Plaids . . . 100% Wool Fleeces . . .
100% Wool Yarn Dyes . . . Rayon Wool Gabardines . . .
Sizes 9 to 15, 10 to 18, 38 to 44.

The fabrics are the same . . . the styles are the same . . . but the price is different! It's a fashion-selection gathered from leading manufacturers! No matter what type your figure, what type your personality . . . just see if you don't look smarter in one of these new, 1949 styles! Just see how your budget approves high fashion—low priced! Hurry in tomorrow!

Fashion Coats and Suits, Downstairs

THESE SUITS

100% Birdseye Wool Tweeds in sizes 10 to 18 . . . Rayon-Wool Gabardines and Rayon-Wool Shakskins in sizes 10 to 18, 38 to 44.

\$18
Each



SMART! NEW! FALL COSTUME JEWELRY

More Glitter, More Beauty, More Fashion
Than Before—For So Little Money!

Add a pin, a pair of earrings, a necklace or a bracelet to each of your Fall costumes . . . just see how your costume perks up—and sparkles! We've a beautiful new selection . . . in gold-like, in silver-like finishes . . . in jewel-tone colors . . . in sparkling stones . . . in new color-tone simulated pearls. So beautiful you're certain to want to purchase more than one piece—and we've-priced them so that you can!

Accessories, Downstairs

\$1
Plus Tax

FOR EXTRA WARMTH AND COMFORT FIT

Juckotitch Undies

THE VESTS
THE PANTIES
39c EACH

Extra Sizes . . . 49c

Chilly days won't daunt you . . . if you're wearing these snug-warm undies! Knit of fine quality cotton . . . made to give extra warmth! Comfortable to wear . . . and so easy to launder! Sizes small, medium and large.

Lingerie, Downstairs

SNAP THEM UP AT OUR YOUNG PRICES!

Young Corduroys

THE CREW HAT

1.50

THE JOCKEY CAP

2.00

If you're up to date on campus fashions . . . there's no need to tell you that the corduroy crew hat and jockey are sweeping the country in style! To mix or match with all your corduroys—show that you're "in the know"! Any color you'd want is here to be had . . . priced to make it easy to buy more than one!

Millinery, Downstairs

SMART GIRLS STRETCH THEIR WARDROBES WITH OUR NEW FALL

Crepe* Skirts

A. BOX-PLEATS for a whirl of flattery! Zipper placket for smooth fit! NAVY, BROWN, BLACK, GREEN. Sizes 24 to 32 waist.

B. KNIFE-PLEATS to swing and swirl as you walk! BROWN, NAVY, BLACK, GREEN. Sizes 24 to 32 waist. Zipper placket.

C. 8-GORES with a flair all their own! Slimming style! Zipper placket! NAVY, BROWN, BLACK. Sizes 24 to 36 waist.

3.98

*Rayon
SPORTS SHOP,
DOWNSTAIRS

PROOF THAT BEAUTY CAN BE PRACTICAL! OUR LONG-WEARING

Lurleen BUSINESS SHEER NYLONS

Slight Irregulars—Designed By a Famous Maker of Beautiful, Fine Quality Nylons!

89c

One look at them—and you'd expect them to be priced so much more! Beautifully sheer—yet meant for long wear! Knit to fit with snug flattery! And in all the new fall shades! Ideal for school, office or dress! At an OUTSTANDING LOW PRICE . . . making it smart to buy several pairs! Sizes 8/2 to 11.

Hosiery, Downstairs

POCKETS, LAPELS AND
CUFFS ALL HIT A HIGH
FASHION NOTE IN OUR

Frostpoint* Suit-er

TO SLENDERIZE SIZES,
14 1/2 TO 22 1/2

A "suitor" . . . not a suit, not a dress, but an in-between that goes both ways! And, a "suitor" after your heart . . . when you look in the mirror to see yourself slimmer, smarter . . . to see new wide lapels, new cuffs, new 3-tier pocket treatment in a smart new 2-piece marking you as a fashionable woman of Fall, '49 GREY or TAN!

8.95

Fashion Dresses,
Downstairs