

# OPENING CELEBRATION

A fine new Penney store . . . but the same old store at heart. The same in values . . . the same in friendliness . . . the same in the good, sound merchandise you've always bought and know. But NEW in greater convenience of shopping . . . in spaciousness . . . in bigger assortments. We welcome you to the housewarming of this new Penney's. We know you're going to like it even better than your old shopping home. Naturally, we're celebrating the occasion in true Penney fashion with especially chosen values you won't want to miss. Here are just a few of them . . . many others will be found featured thruout the store. We will remain open THURSDAY, FRIDAY and SATURDAY evening until 9:00 P. M.



### JEAN NEDRA FROCKS

3.98

New FALL Styles! Straight From New York!

They're here—waiting for you to pick your favorite and take it home! Closely tailored shirtwaist types with clever touches that give them a personality all their own! Lovely draped frocks with gleaming gold trimmings, smart new buttons and belts! Or open rayon, rayon with wool, and rayon silks—in sparkling plaids, prints, and luscious fall colors.

\*Reg. U. S. Pat. Off.

A Preview of Fall Styles!

### MILLINERY

1.98

You'll see how flattering your first fall hat can be when you try on these new Cherry Lane and Betty Co-ed creations!

Lovely soft fur and wool felts. Sports styles with dashing brims! Feminine dressy types! Smartly finished with the newest trimmings—but come in and see them for yourself!

\*Reg. U. S. Pat. Off.



## SAVINGS by the yard

**Rondo Fall PRINTS**  
15¢ yd.  
Our famous percale in brand new prints and solid colors for fall! Wears well, washes beautifully! 36" wide.

**Silver Moon PRINTS**  
19¢ yd.  
Unusually bright clear prints and fine, soft finish large and small patterns, stripes, and solid colors. 36 in. wide.

**AVENUE PRINTS**  
10¢ yd.  
Good Quality—Economy Priced! New fall prints and solid colors. Tubular. 36 inch wide.

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It's easy to make all your clothes with **ADVANCE PATTERNS**. The step-by-step guide tells you how. 15¢ ea.

### CYNTHIA SLIPS

98¢

Long wearing beautiful slips. Adjustable shoulder straps. Double stitched seams. Craps or satin. 22-27.

### Girls' Underwear

25¢

Get your little girl all ready for school with plenty of underwear. Fine quality knit rayon panties, briefs, bloomers and vests.

Little Miss Prep® with pretty lace or embroidery trimming. Adorned—nicely tailored.

\*Reg. U. S. Pat. Off.

### Famous ADONNA UNDIES

49¢

You'll love the fine smooth knit of Adonna rayon. Families—Vests—Bloomers.

### Children's FLANNEL SLEEPERS

49¢

Pink or blue outing flannel sleepers. Helpful elastic drop seats. 1 to 6 yrs.

Low Prices That Make BARGAIN HISTORY!

### SANFA SLIPS

49¢

Sanitized—straight cut or bias—broadcloth slips. Excellent value at such a low price.

### GIRLS' DRESSES

98¢

In practical washables, or lovely rayon! Gay prints, plaids, stripes! 5-16.

### ANKLETS

10¢ pr.

Smart styles and colors. Size 3 to 10½. Feature value!

### OUTING FLANNEL

19¢ yd.

Women's Cotton Printed Handkerchiefs 3¢ ea.

### WOOL SKIRTS

1.49

Garred, twing or pleated styles in plaids, and lovely solid colors!

## CELEBRATION VALUES



### Enjoy the Smooth Flattery of GAYMODES®

79¢ pr.

And Balance Your Hosiery Budget, Too!

The minute you slip your hand into a pair of Gaymodes you'll see why they wear longer! Extra strong garter welt, specially reinforced toe and foot, balanced construction to equalize strain on each tiny strand of silk—has on the things that make Gaymodes famous! Chiffons, semi-service and service weights in new fall colors!

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### A Complete New Selection of Top-Hit Fall Patterned Dress Shirts

98¢

Never before has Penney's presented such a sensational new array of fashion-first! Dark ground stripes, light ground stripes, clubs, all-over figures, and checks—all of them champions for originality and good taste!

And the quality is as worthy of your enthusiasm as the styles!

### Pantie Girdle

98¢

For the outdoor girl—or her sister who wants a slenderizing, easy girdle! The garter crutch snaps in smoothly! The garters come off easily! Of two-way stretch "Luster" with a ruffled in waistline! 15 in. long.



### NEW AT THIS PRICE!

25¢

A Proportioned Bra!

Sizes designed for small, medium, and large figures! Up-lift style—of rayon cotton and lace with adjustable shoulder straps! Amazing value even at much higher prices!



### Flex-O-Back® COMBINATION

2.98

Meat's diaphragm control without discomfort! Skillfully boned, with elastic panels to ensure freedom of movement! Of rayon lacquered, with Seamed bust section. Wavy stay-up!

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### ATHLETIC SHIRTS and BRIEFS

39¢

Finer combed cotton shirts and briefs. Brief! Flat knit-fly fronts. Athletic shirt ribbed knit.

### Men's SLACK SOCKS

25¢

Fancy striped crew type—Rayons in dress patterns—plain or check designs, 10 to 12.

### PENNEY'S RAZOR BLADES

25 for 25¢

Thinner—more flexible. Single or double edge. Save on this value!

### Thrifty Values for Fall! Boys' Two-Tone COAT SWEATERS

1.49

At this low price you get styles as smart as any you'll see this season!

Slide fastener front, breast pocket and sporty pleated patch pockets!

Handsome new styles in two-tone effect—wool faced for warmth, cotton backed for wear!

### Boys' True Blue SHIRTS

79¢

Smart patterns—fast to washing. Checks, stripes, plaids. 6 to 16 yrs.

### YOUTH'S CORDUROY

1.98

Boys' heavy durable corduroy trousers. Zipper pockets. Blues—brown. 6 to 16 yrs.

### Full Size Cotton Handkerchief

3 for 10¢

### BOYS' LONGIES

1.98

Top styles for fall! Many pleated! Cashmere, Corduroys, and worsted! Sturdy!

### Sturdy Wool Felt BOYS' HATS

98¢

Snappy hats for lively boys! Styled with novelty bands and colorful leathers.



### HIMportant Fall Fashions

### MEN'S SUITS

19.75

Here is value and style at its best! Penney's Townsland Suits are distinguished for their good looks, high quality and low price. Get acquainted with them!

### THE EDGEWORTH

The Pick of the Lightweights for Fall!

### MARATHON®

2.98

Conservatively Priced at Only . . . . . 2.98

The style and quality you've been looking for are here—and so saving you'll grab all the value for fall with hand tailored welt edges.

Note: Popular narrow band and wide brim—fashion leader clear through!

### PIGSKIN DRESS GLOVES

1.98

Exclusive pigskin dress gloves. Snap wrist or driver styles. Sizes 6-11.

### ARMY TWILL UNIFORM

3.96

Matching shirt and pants outfit. Vat dyed and sanforized standard government army twill. Your assurance of wear.



### TOWNCRAFT TIES

98¢

New Fall designs, stripes—diagonal—plaids in latest fall colors.

### COTTON FLANNEL GLOVES

2 pair 15¢

Sturdy cotton flannel work. Save on this value!

### ALL WOOL PLAID—For Warmth In Style!

### MEN'S JACKETS

only 2.98

Leaders for colorful sportswear! The heavyweight 32 oz. plaid is your sure insulation against cold, blowy winds. Slide fastener front style with sports back and adjustable side straps.

Boys' Wool Styles, 6-18 yrs. . . . . 2.79

### AT PENNEY'S

Men! Save Now!

### WORK SHIRTS

Sanforized® chambray— heavier than usual at this low price! Tri-ple-stitched! \*Fabric shrinkage will not exceed 1%.

59¢

## Family Shoe Dept. FEATURES!



### WOMEN'S SHOES

1.98

Smartly styled! Smart street pumps in soft black kid with leather soles.

### Growing Girls' Shoes

1.98

School or dress type made in the best way!

### Men's Towncraft® DRESS SHOES

3.98

Antiqued copper ton with straight tips, professional.

### THRIFT VALUES

1.98

### BOYS' DRESS SHOES

2.79

### DURABLE WORK SHOES

1.79

Sturdy—leather uppers. Composite sole sewed and nailed. Rubber heels. 6-11.

### GIRLS' ONE STRAPS

1.49

Smart patent leather uppers. Sturdy stitch down leather sole. Rubber heel. 8½ to 12.

### WARM WOOLIES

98¢

### SEABIDE Canvas OXFORDS

98¢

Men's! Synthetic canvas oxford. White uppers. Durable rubber soles. Shockproof linings insure longer wear. 6 to 11.

### BOZO CANVAS SHOES

79¢

Sturdy black canvas uppers—Rubber soles for wear. Sizes 11 boys to 11 men's.

### Low Price! Top Comfort! Men's Work Socks

2 prs. 25¢

- White cotton ribbed top
  - Seamless transferred top
  - Mixed yarn reinforced with cotton
  - Reinforced heel
  - Reinforced toe
- Hardy socks for hardy men! In checked-looking blue and green mixtures.
- You'll find double value in the lower price and larger wear.

### PAY DAY SHOP CAPS

25¢

Sanforized—Union made. Express stripes—cotton—covers.

### PENNEY'S FINEST OVERALLS

- Super Pay-Day . . . . . 1.29
- Extra Heavy Denim
  - Parva Laundry-Proof Buckles
  - Snap Fastener Bib Pockets
  - Tool-Proof Drill Pockets

### GRADUATED PATTERNS FOR FIT!

Buy the best—real! Save 40% on the service you get! Super Pay Day are Sanforized (fabric shrinkage will not exceed 1 percent), high-stitched, best-made—see WEAR!

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