

PENNEY'S

J. C. PENNEY CO., INC.

THANK YOU, HENDERSON!

This is our "Thank You" note for the way you turned out to see our newly enlarged store—and for all the fine things you said about the greater shopping convenience you found! But we're not just going to say "Thank You" and let it go at that! We're going to prove our appreciation with down-to-earth values and up-to-the-minute styles! Here are some of them, typical Penney-wise buys. Our bigger store means we can bring you more and more!

Brimful of Value



PENNEY LITE 6.90

Marathon* HATS

Marathons* offer more! Rich fur felts in pre-blocked and softer shape-it-yourself models. Handsomely finished with bound edge brims, medium width bands.



SPORT FELO 6.90

Reg. U. S. Pat. Off.

TAILOR made for each other

WOOL SUIT TRIOS

Super-smooth fitting when you wear them together... each a beauty in its own right. Classic and distinctive 1947 styles in fine wools. 12-20, 9-17.



The 2-piece Suits
24.75-29.75 EACH

The Companion Coats
24.75-29.75 EACH



Softly Feminine WRAPAROUND DICKEYS

1.98 2.98

Bring the feminine touch to your fall suits with fine, comfortable wrap-around dickeys. White rayon sheers with ruffled necklines or roll collars and Venice lace inserts.



Men's Sanforized FLANNELETTE PAJAMAS

2.69

Don't like to be cold in bed. Why suffer when PENNEY'S has such a swell choice of flannelette pajamas! Warm and COMFORTABLE—they're plenty full cut—and Sanforized* to STAY comfortable! Fast color prints in blazer and narrower stripes. The coat model has notched collar, "laundry-resisting" buttons, double cuffed pocket edge. Pants have easy draw-string tie.

*Shrinkage will not exceed 1%.

Never a dull moment in these...
Bright Blacks



DRESSES A-GLITTER

with the neon brightness of SEQUINS, the starry sparkle of NAILHEADS... illuminating your face across the table, outlining your curves as you walk or dance. Rayon crepes: 12 to 20, 9 to 15.

12.75

HATS A-GLEAM

with no end of shining lights—sequins, nailheads, beads, jeweler's ornaments, lustrous feathers... on rayon satin or rich-textured felt.

2.98
4.98



FOR EVERY COSTUME

JEWELRY

Stone Set Earrings

All the wanted styles—single stones, clusters, drops, earlines! Have a pair for every costume, and give your face an attractive sparkle!

1.00

