

# "Looking Forward" FROCK FASHIONS



**\$9<sup>90</sup>**

Here are all the sleeve and neck treatments you'll see highlighted for months to come! All the most wanted fabrics and combinations! And all the tricky tucks, shirrings, pleats—everything that Fashion approves! And at what a low price!

## Women's Hose Bargains



Pure Silk  
**HOSE**

**79c**

These are full fashioned pure silk hose in autumn colors. Ask for No. 440 and No. 435. Our regular patrons know the high quality of this hose. Buy them by the half-dozen at 79c the pair.

## Women's RAYON HOSE **25c**

Value That Defies the Times!  
NEW SNUG-FIT  
Tuck-stitch  
**Undies**

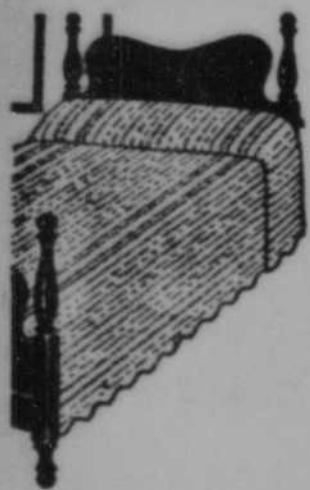


**39c**

Cotton and Rayon

• VESTS  
• PANTIES

Ideal for that sleek, snug-fitting look! Knit to give like elastic with every move you make! Pastel tints; for misses, women!



Cotton Crinkle  
**Spreads**

Size 90" x 105"

**79c**

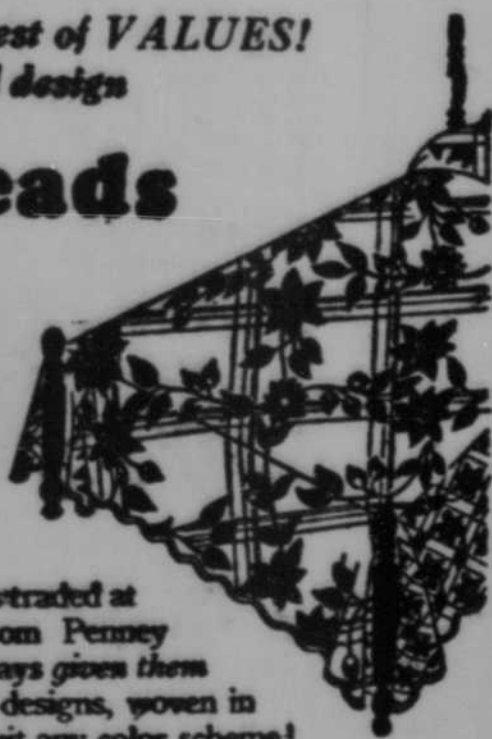
It's the crinkle in them that makes them so practical! They require little ironing! Serviceable, attractive!

These are regular \$1.00 values and there will be no more at this price when these are sold.

STILL the finest of VALUES!  
Colonial design

## Bedspreads

**\$1.98**



Housewives who've always traded at Penney's expect more from Penney's bedspreads! For we've always given them more! These are authentic designs, woven in a range of soft colors, to suit any color scheme!

When these are sold out they cannot be replaced for \$2.98. Size 81x105. A bargain at \$1.98.

## 150 Women's Coats

VALUES that challenge comparison!

## Beautiful Coats

**\$24<sup>75</sup>**

31 years of EXTRA VALUE in Penney's coats give you the right to EXPECT MORE today! These are lavish with furs, up-to-the-minute in style appeal . . . and simply marvelous at the price!



See Them Today!



## Women's Outing Flannel Gowns

You must appreciate these because they are real values. All sizes stocked in fancy colorings. **\$1.19**

This is another group of outing flannel gowns that are a real buy at Penney's price— **79c**

## Women's Rayon Undies

Well made of rayon in flesh color. Seams well sewed. Either bloomers or panties. Penney's price is—

**29c** the Garment

## PIECE GOODS DEPARTMENT

### Rayon Flat Crepe

A serviceable material 40 inches wide in many colors. This rayon flat crepe will make up well and only the yard—

**49c**

### 500 Yards Cotton Suiting

Extra fine cotton suiting in plaids, checks and tweeds. Bought before the NRA price effect. 38 inches wide. Splendid for dresses and suits. Yard—

**19c**

### 500 Yards Darbrook Printed Silk

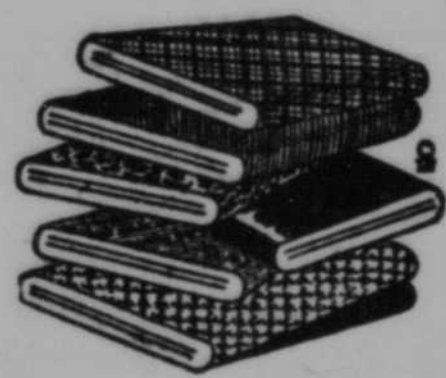
These are beautiful Fall silk prints and plaids, 40 inches wide. Yard—

**98c**

### Outing Flannel

Only 2,000 yards of this good quality outing flannel, 27 inches wide. White only. The yard—

**8c**



### Outing Flannel **10c**

This a heavy grade, 86-inch outing flannel in fancy colors. The yard—

### Colored Broadcloth **15c**

This is an exceptional buy. A 36-inch broadcloth in numerous colors. Splendid quality and only, the yard—

### Mercerized Table Damask **39c**

Fast color borders, 64 inches wide. A highly mercerized damask. The yard

### Table Damask **33c**

This mercerized table damask is 66 inches wide. Good quality at the yard—

### 200 Yards Cotton Twill

We have only 200 yards of this twill. Better come early because it's going fast at—

**FIVE YARDS 25c**



# \$75,000 MERCHANDISE

At Penney's in Brownsville at

## 300 Pairs Children's Shoes

### Just the OXFORD

for Active Youngsters!



**69c**

Sturdy black side leather, with lined vamp and unlined quarter! Composition outsole! A good-wearing oxford, with the correct lines!

## Women's Comfy House Shoes

These house shoes are made of soft kid leather with medium heel and sateen lined. Very Comfy.

**79c** The Pair

## Fast Color School Frocks



Mothers—here's a real bargain. Pretty school dresses in neat patterns in fast colors and beautifully trimmed. The girlies can use several. Only—

**39c** each

## Women's Porto Rican Gowns

These Porto Rican gowns are beautifully hand embroidered. You'll find them at Penney's in white and pink and only—

**39c** each

SOON the carpenters, plaster laborers will start remodeling. When this reconstruction work have one of the most modern de Texas.

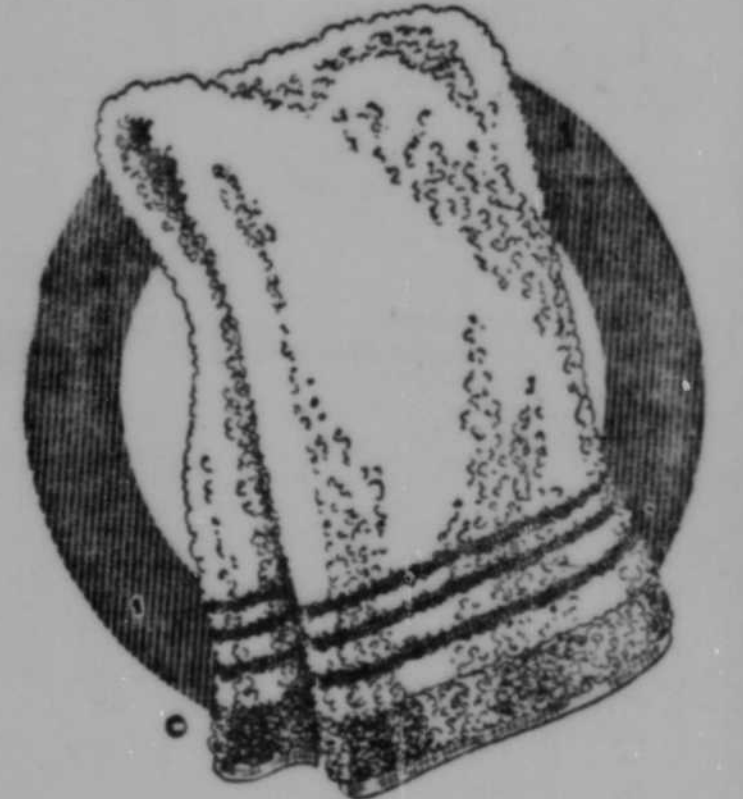
We are anxious to reduce our stock tractors to work on this remodeling project. The store were purchased and delivered to us.

This tremendous saving will be passed on to every item listed—compare the value. Be wise, a visit to our store in Brownsville will convince you on seasonal merchandise. Shop Penney's and save.

## ACT NOW while ever



## Here's a Lot of BATH TOWEL



## 75 Dozen Cannon Towels

Guaranteed fast color borders. Big and husky—22x44—double terry. The replacement price will make it a 25c seller. While the lot lasts, each—

**15c**

## The Season Is Here for Blankets and

### 5,000 Yards of OUR FAMOUS BELLE ISLE MUSLIN **10c**

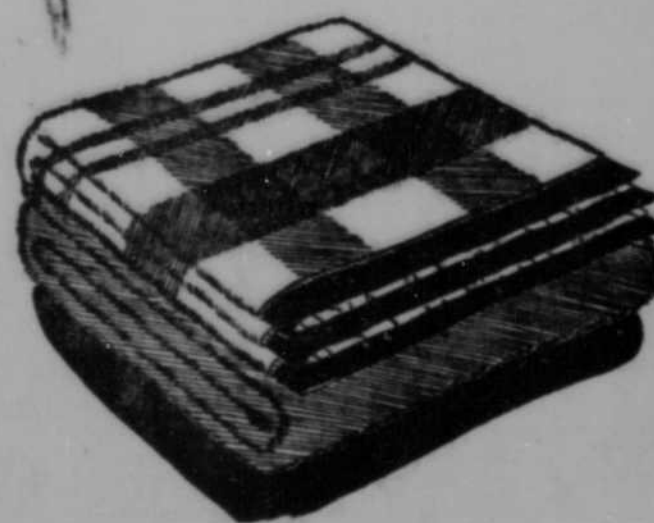
At 10c the yard this well known brand will sell fast. An exceptional all-purpose cloth. Penney's price is, the yard—

### Stevens All Linen CRASH TOWLING **49c**

Made of pure flax yarn. This is the lowest price we have ever offered this material.

### 300 Pairs Cotton Blankets **\$2.49**

These are deep nap blankets, 70x80. The replacement price will be \$3.98. Penney's price, while the lot remains in stock—



### Fluffy—Soft—Warm! Blankets! **\$1.49**



You'll thank your stars for these blanket bargains when the nights turn cold! Fine cotton, bargain priced! Use them for sheets!

200 PAIRS — SIZE 72x84

### 300 CRIB BLANKETS

Only Penney's can offer this value. Baby crib blankets, 30x40, in soft colors.

**25c** each

# J. C. PENNEY

1032-36 Elizabeth