

OF OUR FALL AND BACK TO SCHOOL

SPECIALS SPECIALS SPECIALS
 WE UNDERSSELL DEPARTMENT STORES — CHAIN STORES — DISCOUNT HOUSES! . . . SEEING IS BELIEVING! . . . FIRST QUALITY NAME BRAND MERCHANDISE!

Warm and Wonderful Sleepwear

Carew girl, college girl, homemaker . . . we're ready to please all the ladies with a wide, wonderful choice of warm sleepwear . . . gowns or pajamas in prints or plains, easy fabrics and pretty details.

\$1.66 Each Reg. 3.49



LADIES' NEW FALL CAPRIS

POLISHED COTTONS WITH THAT NEW SLIM TAPERED LOOK

1.59 SIZES 8-18 2 for \$3

LADIES' CORD CAPRIS

Hollywood Style in Favorite Cord All the New Fall Shades — Sizes 8-18

1.99 2.98 Val.

LADIES' WOOL CAPRIS

3.00 Val. to 5.98

MANY TO CHOOSE FROM—ASST. COLORS AND SIZES



\$1.00 HOLDS YOUR SELECTION

Layaway Now **Ladies' Loveliest Fall Coats**

10% CASHMERE 90% WOOL—ALL WOOL TWEEDS—ASST. COLORS

Val. up to \$49.50

\$15 SIZES 7-15 10-20 14 1/2 to 24 1/2

500 COATS TO CHOOSE FROM



LADIES' FALL STOLES

IF YOU LOVE FUR YOU'LL LOVE LURANA

\$9.77 19.95 Val. to

FITS ALL SIZES

NEVER BEFORE — NEVER AGAIN



LADIES' DUSTERS

COTTONS YOU'LL LOVE TO WEAR! DRIP DRY, ASST. PRINTS, MADE BY LEADING NEW YORK MFR. MANY STYLES TO CHOOSE FROM.

SIZES 12-20 **1.77** Val. to 2.92

LADIES' QUILTED DUSTERS

Cotton & Rayon Acetate In soft prints with fancy trim.

SIZES 12-20 **3.99** Val. to 7.95



LADIES' 100% ORLON TWIN SETS

A-1 Bulk Orlon Cardigan with Slip-Ons to Match — Pearl Buttons to Match — New Fall Shades — These were never sold less than 4.98.

FOR OUR GRAND OPENING SPECIAL **3.99** Many to Choose From

SIZES 34-40



USE OUR LAYAWAY

BUY AHEAD AND SAVE! LADIES' 2-PC. ORLON **KNIT SUITS**

IN-BULK KNIT IN NEWEST STYLES

THESE WERE NEVER SOLD LESS THAN \$12.98.

OUR OPENING SPECIAL—ASSORTED SIZES AND COLORS **3.99** 8 to 18



new arrivals... **Fall Handbags**

Just unpacked! A grand new, broad new group of fine fall handbags. Everything from travel-type bags to dainty clutch styles. Come in, choose yours.

FROM **\$1.50** VAL. TO 4.98 Limited Quantity



LADIES' 100% NYLON HALF SLIP

LACY TRIM IN ASSORTED COLORS MADE TO SELL FOR 1.98

SIZES 8-14—EXTRA LARGE

OUR GRAND OPENING SPECIAL **88¢**



LAYAWAY PLAN

BOYS' BLUE **TWIN NYLON JEANS**

11 1/2-OZ. — 18% NYLON

Great vitonized trousers for the life of New pair FREE if knee out before jeans. Can be worn with your clothes or velvety and soft. Do not shrink or fade. See fast colors.

VAL. TO 2.99

SIZES—Size 14-16 and 26-28 — \$2.22



Back-To-School GIRLS' 100% ORLON DACRON & COTTON BLOUSES

Beautifully styled for back-to-school. Short and long sleeved. Lacy and tailored styles in drip dry fabrics.

SIZES 2-18 **\$1.00** Val. to 2.98



SPECIAL! GIRLS' DRESSES FOR BACK-TO-SCHOOL

We have so many pretty girls' dresses, all at our wonderful low price! A very special purchase makes it possible for us to pass our savings on to you—so scoop 'em up for fall and school!

smartly styled **GIRLS' DRESSES for fall**

SIZES 2-6x **\$1.77** VAL. TO 2.98

7-14 SIZES **\$2.77** VAL. TO 4.98



USE OUR LAYAWAY! GIRLS' NEW FALL COATS

100% ALL WOOL AND 100% NYLON LINED

APID INTERLINED. SOME WITH HATS. SOME WITH HOODS. SOME WITH FUR TRIM.

SIZES: 7-14 **\$9.99**

AND SUBTEENS **6.00** SIZES 4-6x

NOVELTY & FABRIC EMBROIDERED STYLES and FUR TRIMS

WINTER IS COMING—BE PREPARED USE OUR LAY-A-WAY

ALSO LEGGING SETS AND PLEASANT for INFANTS \$4.99 3 \$1



OUR LAYAWAY PLAN

BOYS' BLUE **SPORT SHIRTS**

BACK-TO-SCHOOL Stripes & Checks and Collars or Long Sleeves

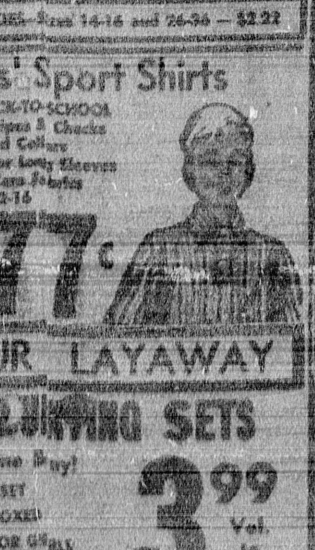
Size 10-14 **\$1.77**

OUR LAYAWAY PLAN

BOYS' BLUE **SLIPKNOT SETS**

Set Buy! SET BOXED FOR GIFTS

3.99 Val. to 7.95



GIRLS' — BOYS' PAJAMAS

BROADCLOTH and DRIP DRY SEERSUCKER PRINTS and FLANNELS

KNOW YOU WILL THESE BRANDS

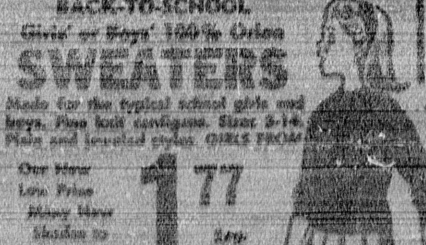
SIZE 4-14 **1.00** VAL. TO 2.98



BACK-TO-SCHOOL Girls' or Boys' 100% Nylon SWEATERS

Made for the typical school girls and boys. Fine knit sweaters. Size 8-14. Plain and looped styles. GIRLS FROM

Our New Low Price Many More Shades to Pick From **1.77** Val. to 2.98



GIRLS' 100% NYLON HOODED JACKETS

Quilted lined in the new fall shades—Perfect for the cool weather ahead.

SIZES 7-14 **4.44** Val. to 9.98



GIRLS' 100% NYLON TRICOT QUILTED ROBES

Fully Lined — Heavy Duty Quilting

Anti-penet shades with nylon face trim.

Tailored by leading mfr.

SIZES 2-14 **3.99** Val. to 9.98

