

Machineless Permanents

For sophistication or for sport! This lovely permanent will add lustre to your hair, charm to your coiffure. With shampoo, styled set.

Manicures, 35c; 4 for \$1
SEVENTH FLOOR—STATE.

\$2.19

Netcher's BOSTON STORE

"The Door to Thrift"—State, Madison and Dearborn Streets

A Spectacular Sale of \$3 Leather BAGS



ALL BRAND NEW! JUST RECEIVED! FINE CALFSKINS! BUFFALO LEATHERS! SOFT SUEDES! ALLIGATOR GRAIN CALFSKINS!

First, THEY'RE STRICTLY \$3 BAGS! Add to that Newness! Fine Quality! Grand Selection! That all makes for a great sale . . . and this is one. So come in and choose one or more handbags for yourself; then look ahead: Buy for gifts for Christmas! It's worth while when you save as much as this. You'll find smart tailored and dressy fashions in these styles: Pouches, Single and Double Zippers, Envelopes. Colors are Black, Brown, Navy and Wine.

\$2.09

MAIN FLOOR—STATE—MAIL AND PHONE ORDERS FILLED, CALL STATE 3000

MEN'S OVERCOATS OF GENUINE

ALPAGORA

AMERICA'S LARGEST STOCK!



15 STYLES!
15 COLORS!

\$31.50

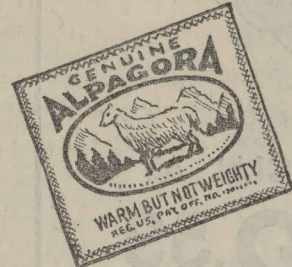
\$3 DOWN Balance in 12 Weeks

- MOTHPROOF
- MOISTUREPROOF
- WRINKLEPROOF

They're the "warm but not weighty" coats you've heard so much about. Alpaga is proven 25% warmer, 38% longer-wearing and 2 pounds lighter when compared with ordinary coat fabrics. It's knitted for extra durability . . . blended from alpaca wool and mohair. Choose your coat here from America's largest stock . . . 33 to 50.

- Oxford • Spruce Green
- Blue • Cambridge Mixtures
- New Brown Heather tones

FOURTH FLOOR—DEARBORN



Red Cross Shoes



FOR STYLE AND COMFORT



The Laurel

\$6.50

When you buy Red Cross Shoes, you can choose unworriedly any of their lovely fashions . . . because unflinching Red Cross comfort is always there. That's what makes Red Cross such favorites—with your feet, with your vanity. Pick yours here . . . from Chicago's largest stock! Sizes 5 to 10, AAAA to D.

FOURTH FLOOR—STATE.

Youthful Fur Fashions

STUNNING NEW 1940 FUR COATS!
QUALITY AT A LOWER PRICE!

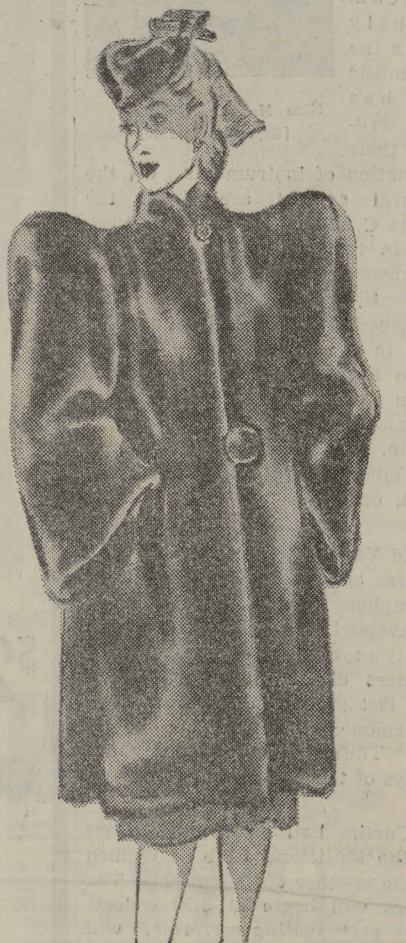


\$169

Not what you'd expect for \$169 . . . a whole lot better! The furs are gorgeous, the styling excitingly new, the tailoring faultless! Choose: Hudson Seal-dyed Muskrat, Natural Grey Squirrel, London-dyed Sable Squirrel, Grey Krimmer, Black Cross Persian Lamb, Persian Lamb Paw, Mink-blended Muskrat and Black Caracul Lamb coats. Come in for yours NOW!

Use our Easy Pay Plan: 10% Down, the Balance in Ten Months . . . or a nominal deposit will hold your coat in our vaults for future delivery.

FIFTH FLOOR—STATE.



It's a New Venus!



DESIGNED ESPECIALLY FOR YOUTHFUL STOUTS

\$5

A new slenderizer—incorporating every feature you want in a combination! Built-up shoulder for above-waist slimmness, uplift bra for youthful effect, well boned for added support, lined for durability. ZIPPER in front. Sizes 36 to 48.

Similar Venus Combinations for Short Stouts, Sizes 34-44, \$5.00

THIRD FLOOR—DEARBORN.

Fantastic Jewelry

IF IT'S BIG—IT'S SMART



98c

Newest bib necklaces, immense clips and bracelets . . . the bigger, the smarter! Gold and silver finished, even some stone set pieces.

MAIN FLOOR—STATE.

Clearance of Hats!

ONE DAY ONLY! \$2.94 TO \$5.94 VALUES!

\$1 and \$2



Chic new hats . . . 1,147 of them at tremendous savings! Fine fur felts . . . sueded fur felts . . . veloured felts . . . rayon velvets . . . newest fabrics! Styles for misses, for young women, for youthful matrons. All the new colors. While quantities last!

FIFTH FLOOR—STATE.

Oakbrook \$1.00 Hose

RINGLESS SILK CHIFFONS! FULL-FASHIONED!

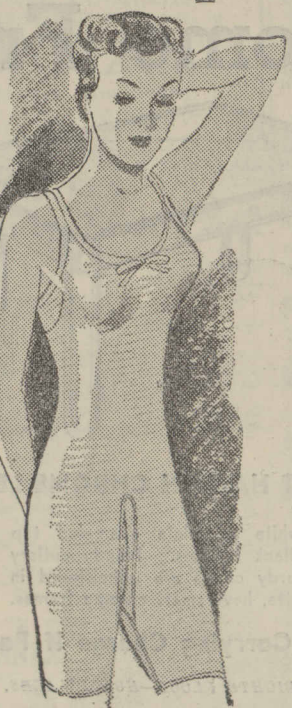
74c

Oakbrook silk hose combine sheer beauty and long-wearing quality . . . with a 26c reduction they are really a great hose value! They're a high-twist stretch-top chiffon hose . . . with special reinforced heel and toe. Colors: Townwear, Wild Plum, Briar, Smoke, Marco. 8 1/2 to 10 1/2.

MAIN FLOOR—CENTER.



Cozy Winter Undies for Women



"Verna" 10% Wool U'Suits

89c

Usually more! Warm winter union suits with tight knees, built-up shoulders. Sizes 36 to 44. Buy yours now . . . at savings!

39c Undies

3 for \$1

Women's rayon panties, step-ins and bloomers. Regular and extra sizes in tearose.

THIRD FLOOR—STATE.

Balbriggan Print Gowns

\$1.79

They're worth much more! Lovely long-sleeved balbriggan gowns in dainty new printed patterns. In sizes 16 and 17.

Carterettes

59c

Vests or pants of 25% wool and fine cotton. Sizes small, medium, large. Extra sizes, 69c.



THE IDEAL CHRISTMAS GIFT



Lovely Lingerie

\$1.49 GOWNS! SLIPS!
VERY SPECIAL AT

\$1.27

SLIPS . . . attractive styles of lustrous rayon satin. Lacy, feminine styles or mannish tailored models . . . each in a large selection. Tearose color only . . . in sizes from 34 to 44.

GOWNS . . . beautifully made of fine, very soft quality rayon. Charming prints in lovely light or dark colors. They're full cut, in the new longer lengths. Sizes 15, 16, and 17.

THIRD FLOOR—CENTER.