



EVERYTHING for BACK-TO-SCHOOL

NEW FOR FALL



AUSTELLE DRESSES

NEW COLORS

\$6.90

- Skyline Blue
- Palisades Rust
- Harlem Brown
- Plum Wine
- Maiden Lane Green
- Black

Rayon alpacas and tricolores in Fall's favorite fashions. Sizes 11 to 50.



Women's FITTED COATS

IN NUBBY TWEEDS

\$14.75

- Modified Shoulders
- Unique Pockets
- Fitted Lines

Just the coat for school or casual wear. A flattering style for youthful figures. Easy to pay for with our Coat Club plan.

CHOOSE TODAY
BUY LAYAWAY

Smooth Styles for 'Teeners' WARM WINTER COATS



\$7.90

Every one of these coats is a "find" at this little price!

Soft fleeces, fine tweeds, and monotones in the smart, youthful styles that girls want!

Tailored for real wear and lasting good looks.

Lined and interlined. Sizes 12 to 16.

Sunny Tucker DRESSES

98c

Just unpacked... another shipment of these smartly styled fast color frocks. Guaranteed vat dyed. Sizes 2 to 16.



Back to School Girls' Undies

Miss Prep
SLIPS

49c

Smooth fitting, daintily styled slips of crepe or rayon. Comfy built-up shoulders. Embroidered trims with lace or ruffled bottoms. Sizes 2 to 16.

Adonna PANTIES

25c

Short bloomer and pantie styles. Fine rayon. Sizes 2 to 16.

Fast Color ANKLETS

15c

Plain colors and stripes. Sizes 4 to 10½.

Sporty School OUTFITS



BRIGHT JACKETS

\$2.98

Flannels, tweeds, corduroys, in plain colors or plaids. Sizes 3 to 16.

SKIRTS

\$1.49

Gored and pleated skirts in plain colors or plaids. Sizes 8 to 16. Jumper styles sizes 3 to 6.

SWEATERS

98c

All wool slipover styles in plain colors. Sizes 4 to 16.

Fall's Top-Notch Patterns BOYS' SLACKS



\$1.98

A fine group of back to school favorites. Herringbones, nubs, stripes, plaids and plain weaves! Choose from tough covers, tweeds and gabardines! All with slide fastener fly.

BOYS' CORDS

\$1.98

Sturdy cords with plenty of body. In cream, tan, or navy. We have your size.

Shirts — Shorts Briefs

19c

Combed cotton shirts and briefs. Sanforized shorts with "grippers."



Boys' PLAID JACKETS

They're heavy-weight 33-ounce plaids—wool products that won't give the elements an inch! In smooth slide fastener front styles with tricky sports backs and adjustable side straps for snug fit.

SPORTCLAD JACKETS

Flannel lined. Cape leather sleeves and pocket trim. Talon Zipper closing. Zipper breast pocket. Teal and green. Sizes 8 to 18. **3.98**



Boys' Big Mac OVERALLS

Bib or Waist Styles

89c

Extensive laboratory tests prove Big Macs "can take it." They're made to stand hard wear! SANFORIZED 8-oz. denim for sure fit. Bartacked and triple stitched for super strength!

Boys' SWEATERS

\$1.98

Body and sleeves of contrasting colors. Zipper closing and zipper breast pocket. Sizes 4 to 16.

Sturdy, Stylish 'Back-to-School' Footwear

FOR
GIRLS



CREPE SOLE OXFORDS

\$3.49

Styled for Fall in smarter-than-ever antique brown, with bouncing crepe soles that act like a tonic to weary feet.



RING EYELET OXFORDS

\$2.29

Of soft, pliant leather finished in the new golden tobacco brown! Sturdy, thick cork and rubber soles and heels for long wear.



FANCY FREE SADDLE OXFORDS

\$3.49

Add this National favorite to your shoe list. White glove leather saddled with deep brown. Rubber soles and heels.

FOR
BOYS



NON SCUFF TIP OXFORDS

\$2.29

Husky leather uppers with scuffless toes. Weather-repellent soles and rubber tap heels.



WING TIP OXFORDS

\$2.29

They look like big brother's! Tough oil treated leather soles that resist wet wear. In brown or black.



BOYS' DRESS OXFORDS

\$2.29

A saving for parents! Boys' black oxfords with stitched shield tips. Tough composition soles and heels for long wear.

AT
PENNEY'S

SAVINGS
ON
PIECE
GOODS

"RONGO"
PRINTS

19c yd.

36" fast color prints
... new Fall pat-
terns.

Avenue
PRINTS

15c yd.

All purpose tubfast
prints.

Dunbar
Corduroy

79c yd.

New, fall, bright
and dark tones.

Plain and Printed
Spun Rayons

39c yd.

36" wide

Hometown
PRINTS

23c yd.

36" wide

Spun Rayon
Gabardines

39c yd.

Just unpacked!
Plain colors. 36"
wide.

PANNE
SATIN

49c yd.

39" pastels and
dark Fall colors.

Printed
OUTING

21c yd.

36" wide. Large se-
lection.

All Wool
COATINGS

\$1.49 yd.

54" wide. All wool
Shetlands.

PENNEY'S
J. C. PENNEY COMPANY, Incorporated