

**Another Big School Bargain!**  
**Boys' Golf Hose**  
 With Knit-In Elastic Cuffs!  
**25¢**

Here are golf hose that will stand plenty of hard school wear! At this price... stock up for the season! All-over fancy patterns with knit-in elastic cuffs. Several colors. 7 to 10 1/2!



**TOMORROW MICKEY MOUSE PRESENTS**  
**Penney's BACK TO SCHOOL DAYS**  
**With 4 STAR VALUES**

**Don't Miss This Bargain**  
**BOYS' CAPS**  
 Newest Fall Fabrics!  
**49¢**

A bargain like this needs no story! One look at these caps and your boy will surely want one! Eight-quarter styles with inside leather front. Well lined! Indestructible visor! A bargain!



Monotones and tweeds in Swagger

**SUITS**  
**\$9.90**

See how little you pay at Penney's for well-designed, well made swagger suits! These are exceptional in style—coats have convertible collars that can be worn high, swagger pockets, smoother shoulders. Nicely tailored skirts to match. 14 to 20 years.



Misses'-Women's **SUEDE**  
**Leather Jackets**  
 Penney's Fall Sports Hit At  
**\$4.98**

New! Smart! Swanky! Finest suede leather. 21 in. long, single breasted style with gathered back, "Johnny" collar, buckle strap sleeves, inserted pleats. Lined or unlined. 14-20.



Travel Tweeds! Sheers! Satins!

**DRESSES**  
**\$3.98**

Fashions to wear right now—hand-picked for style, material, trimming! Youthful travel tweeds—easy to wear and Fashion's favorite! Sheers, too, and soft satins in the most becoming of new styles! Don't miss this showing—for Misses and Women!



Here are the New Styles in  
**Sports Coats**  
**\$9.90**

You'll want one of these! New smoother shoulders, sleeves with fullness below the elbow, fitted lines at the waist with trim belts—in smart new woens! Tweeds, nubbed tweeds, novelties, snowflakes, fleeces, monotones! Women's, Misses!



Flannels, Novelties, Tweeds!  
**Smart Skirts!**  
 Sizes for Misses and Women!  
**\$1.98**

Have several—with different blouses and sweaters you can have variety at little cost! Bright and dark colors in wool flannels, and crepes—also novelties and tweeds!



Smart all day! Fast-color  
**Wash FROCKS**  
 topped off with crisp organdy!  
**98¢**

Slip into one in the morning—you'll be well dressed till sun down! Of Rondo prints in choice patterns, with lots of snowy organdy ruffles at neck and shoulder! Sizes 14 to 52! Boys!



Ready for School! Girls' Tub

**FROCKS**  
**59¢**

See that your daughter has lots of these easily tubbed, easily ironed dresses! Of fast color prints, trimmed with contrasting bindings, and solid color or white organdy! Sizes 1-3, 3-6, 7-14 yrs. Values!



Newest Plaids! Stripes!  
**TUB FROCKS**  
 All Tub-fast prints! And only  
**98¢**

'Way ahead of the average 98c dress for girls! Tub-fast fabrics, unusually good new styles, careful workmanship! Yokes, pleats, crisp collars! Growing girls' sizes up to 16 years.



High School & College Girl's  
**Sport Oxfords**  
 Built-in quality! Low Priced!  
**\$2.49**

Mothers and daughters alike rave about their classic, foot-flattering lines... so will you! Browns, blacks, Elk—or kid leather. Stitched vamp! Low or military heels. Sizes 2 1/2-8.



Bargain-priced! Women's  
**Rayon Undies**  
 Our Famous "Crescent" Line!  
**25¢**

Semi-tailored! Regular and hand-bottom bloomers, step-ins, brief panties, French panties and combinations, in white, flesh and tea-rose—sizes, small, medium and large!



Lowest price this year!  
**Rayon UNDIES**  
 for children 2 to 16!  
**25¢**

Good news for mothers! Bodice-top or built-up shoulder vests, regulation or French-leg bloomers, and panties, in semi-dull rayon! And what a price! Sizes 2 to 16!



Smart 2-Tone, Kiltie Tongue  
**Sport Oxfords**  
 Women's, Girls' Sizes 2 1/2-8!  
**\$2.98**

Here's an oxford made especially for wet weather! Its sturdy uppers, "Weatherproof" soles, shoe water like a duck! Blacks, browns, amoled elks, also combinations. Perforated.



Girls' built-up shoulder  
**Broadcloth SLIP**  
 with ruffle and hemstitching!  
**25¢**

Good quality broadcloth, ruffled at the bottom and hemstitched at neck and armholes! Pink or white, sizes 2 to 14! Misses' bodice-top style, 25¢! Both grand "Back-to-School" values!



Misses' and Women's Cloth  
**Sport Jackets**  
 Waist Length! Talon Front!  
**\$2.98**

A hit for sports! 17-inch point vest-effect front, panel back, 2 muff pockets, long set-on cuffs. All wool mackinaw in navy, green, maroon, brown. Sizes 12-20! Bright Colors... \$3.49!



Scotch Grain! Shawl Tongue  
**Girls' Oxfords**  
 With "Weather-proof" Soles!  
**\$2.49**

A swanky sport shoe for fall wear, and one that will stand plenty of hard use! Girls will love their smartness! Smooth tops, leather heels. Sizes 12-2. Smaller sizes 8 1/2 to 11 1/2... \$2.29!



Shaped **LEG HOSE**  
 of Chardonnet!  
**25¢**

For girls and little women, sizes 8 1/2-10 1/2! New-season colors! Good buys!



Lacy-Knit **Sweaters**  
 for school!  
**98¢**

Dozens of styles! Solid colors, with contrasting trim. 3/4 and long sleeves!



Double **KNEE HOSE**  
 for girls!  
**19¢**

Of combed cotton, fine gauge, and ribbed! In black, tans, sizes 5 1/2 to 9 1/2!



Fast **COLOR PRINTS**  
 Saving Priced!  
**19¢**

Annabelle and Franklin prints—for children's wear, women's dresses! Buy!



Boys! Pick Your Favorite!  
**Sweat SHIRTS**  
 Skippy! Crazy Kat! Others!  
**69¢**

They're here... all of them, even Hans and Fritz... right on these swanky, snappy sweat shirts! Crew neck style with long sleeves. Sizes 6 to 16. White, gold, blue or brown!



Back-to-School Bargain!  
**Boy's SHIRTS**  
 Percale-Broadcloth-Chambray!  
**49¢**

Stock up for the school season ahead at this sensational low price! Fancy pattern percales, solid color broadcloths, blue and gray chambrays. Sizes 12 1/2-14 1/2. Also Boy's Blouses 49¢.



A Big Back-to-School Value!  
**KNICKERS**  
 You'd expect to pay more than  
**\$1.49**

There's a quality story in back of this exceptional bargain! Bar tacking! Full lined! Knit cuffs! And they're cut just as full as more expensive styles... nothing skimmed! 6 to 16.



Strong! Long-Wearing! Dressy!  
**Boys' Oxfords**  
 Composition Sole and Heel!  
**\$1.98**

They're built the Penney way, right up to our high standards! Only the best leather... the best workmanship! Black only! Perforations on sides and toe caps. Sizes 2 1/2-5 1/2, 12 1/2 to 2.

Men! This Value Is A Record-Breaker!



**SHIRTS**  
 Pre-Shrunk Broadcloth!  
**79¢**

Man, oh man! You'd expect to pay a lot more for a shirt of this kind! Splendid quality broadcloth cut to rigid Penney specifications. Made with ocean pearl buttons! Full sized! Full cut! Choice of snowy whites, blues, tans, greys, greens, suntans. Each shirt with pocket. 14 to 17!



Men! A "Buy" You've been Looking for  
**Corduroy TROUSERS**  
**\$2.98**

Come in—see them for yourself! Note the tailoring details that mean quality. Fine corduroys in cream, navy and drab that will wash, wear and keep their appearance.

Boys' Sizes 6 to 12... \$2.19  
 Youths' Sizes 13 to 12... \$2.49



They're "Sportclads," Too!  
**Mens' Sweaters**  
 All Wool! Slip-Over Styles!  
**\$1.98**

Style, snap and quality in every line of these fine sweaters! Smartest new of novelty knits, and knit-in designs, in long-sleeve, V or UV neck style. Plain, or contrast trimmed. 36 to 44!



Practical! Young Men's  
**SLACKS**  
 Greys! Blues! Browns!  
**\$2.98**

They've got to be good when they're made to Penney's rigid quality specifications. They're cut full... they're bar tacked, 22-in. bottoms. Side buckle straps. Sizes 28-36.



Weather soles! Brown, black!  
**Boys' Oxfords**  
 Scotch Grain, Moccasin Toe!  
**\$2.98**

Look at that swanky moccasin toe—it's a big hit for Fall! And you all know how Scotch Grain leather wears! Has a leather heel, with Penney's weather-proof sole. 1 to 6.



Young Men's "Scotch"  
**Black or Brown Oxfords**  
 Rugged-looking! Moccasin toes!  
**\$2.98**

This moccasin-toe last is one of the most comfortable you could wear! And "Scotch" grain is one of the sturdiest leathers! Thick leather soles! Welt construction, 6-11.



**MEN'S SWEATERS**  
 Talon Fastener  
**\$1.98**

Brushed angora and cotton. Johnny military collar. Plain colors. 36-44. Buy!



**BOYS' SWEATERS**  
 A Bargain!  
**98¢**

Baby shaker knit, worsted face with plaited cotton back. 8-16.



**Boys' Sturdy SHOES**  
 Sizes 2 1/2 to 5 1/2  
**\$1.69**

Water-resisting retan uppers! 12 1/2 to 2... \$1.59  
 9 to 12... \$1.49



**All Wool Sweaters**  
 For Boys!  
**\$1.49**

Pure worsteds in long sleeve, UV neck style. Plain colors or contrast stripes. 8-16.



**"True Blue" Shirts**  
 For Boys!  
**69¢**

Ideal for school! Full cut, roomy. Fine fabrics. Solid colors, fancy. Also blouse!



**Boys' Cosack Jackets**  
 Talon Fastener  
**\$2.69**

All wool mackinaw cloth, navy blue. Sport collar, muff pockets. Men's \$2.98.

**Penney's** J.C. Penney Co. Inc.