

Cotton Dress Prints
AVENUE
Beautiful Clear Colors

10^c yard

Good quality, wash-fast cotton prints. Unusually smart, new patterns. 36 inches wide. Excellent value at this price.



Of Fine Nainsook!

Girls' SLIPS

25^c

Our best selling cotton slips! Nicely made. Hemstitching, ruffles and lace. Sizes 2 to 16.

GIRLS' HOSIERY

For Play and School **19^c pr.**

Double knee hose for double wear. Tans, black. 5 to 9½.



Girls' New Tub

FROCKS

49^c

Vat dyed percales in prints and plain colors! Long or short sleeves. Sizes 1 to 14 years

SEW AND SAVE

Make your own Fall frocks . . .

. . . and you can be better dressed on less money! Select the exact fabrics and colors you want, and the styles best suited to you! Shop Penney's for all your materials and notions to be sure of the highest quality at the lowest possible price.

MISSES' SLIPS

49^c

Dull finish ray on taffeta. Bias cut. V or bodice tops. Lace trimmed or embroidered. Sizes for misses 10 to 16.

Warm Action-Back Sweaters

For Boys and Girls, 5 to 7

98^c

An exciting group of values! Soft wooly, brushed mohair, backed with cotton for long wear. Neat slide fasteners.

SHOP AT **Penney's** AND SAVE



Serviceable Polaire
Coats for GIRLS

\$4.98

Sizes 7 to 14

Sizes 3 to 6 **\$3.98**

Sizes 12 to 16 **\$6.90**

A really low price for such fine quality! Smoothly finished, all wool Polaire cloth! Swagger and polo-type styles. Perfect coats for school and every day!

Inexpensive and So Easy to Launder!



Underwear

Fine Rayon **19^c**

Grand for school wear! Soft knit rayon vests, bloomers and panties in neat, tailored styles. Flesh and Tea rose. 2-16

ANKLETS

For School Wear

15^c pr.



Wide stripes! Candy stripes! Plains with fancy cuffs! Mercerized and lisle. Assorted colors. Sizes 5 to 10.

Children's Supporters

19^c pr.



Checker brand! Of mercerized lisle elastic with rubber buttons and nickel brass trimmings. ¾ inches wide.

Children's ¾ HOSE

Adjustable Length **19^c pr.**

Can be worn as 7/8 hose. Knit-in garter holds them securely. Assorted patterns and colors. Sizes 6 to 9½.



A Universal Favorite!

Brushed Mohair

98^c

These slippers are backed with cotton to keep them in shape. Excellent values! Sizes 8 to 16.



Boys' Melton

JACKETS

\$2.69

Built for warmth. 32 oz. navy blue wool. Talon front. Men's Melton Jackets \$2.98.

BOYS' HOSE

Sport! School! **15^c pr.**

Slack socks and anklets. Knit-in garter 8 to 10.



Boys' **Dress Shirts**
Ideal for School Wear

49^c

Comfortable and long wearing. Full cut, fast color fabrics! Smart Fall patterns, checks, plaids and solids



Boys' Athletic

Shirts - Shorts

19^c each

Good quality combed cotton. Swiss rib shirts. Rayon trimmed strap neck. Shorts of durable, fast color broadcloth. Three button yoke front. Elastic sides.

Boys' Oxhide

Overalls

Bar Tacked **49^c**

Built just like men's Oxhides. Full cut, 2.20 blue denim. Adjustable Parva buckles. Triple stitched and bar-tacked at points of strain. Heavy stitching.

WORK SHIRTS

39^c

J. C. P. Brand leads the field for value. Coverts and Chambrays. Full cut. Well stitched.

Deeptone SHIRTS

Smartly Styled! **69^c**

Boys' shirts in solid fast colors. Cut full! Long wearing!

FANCY SOCKS

For Dress or School **15^c pr.**

Boys' rayon plaited hose. Assorted patterns and colors.

For All Around Wear

BOYS' SLACKS

New Fall Models **1.49**

The latest designs in drapes and slack models. A range of handsome checks, plaids and stripes. Pleated fronts for comfort and style! Two side buckle straps.



I. C. P. Brand—For Boys Who Treat 'Em Rough!

WORK SHIRTS

Coat Style **39^c**

Fine yarn chambrays and coverts woven to give service! Cut to give comfort! Two pockets, steel buttons. Well stitched.



PENNEY'S
J. C. PENNEY COMPANY, Incorporated

Hillsboro, Oregon

Boys' **FALL TIES**

New Patterns

25^c

They knot the way boys like them. Fall patterns and colors—ideal for school wear.

