WORTH REPEATING AGAIN AND AGAIN AND AGAIN . . .

It's Penney's for Back-to-School Clothes!"

COMPARISON VALUES!

OPEN EVERY FRIDAY NITE UNTIL 9 P.M.

SHOP IN COMFORT ON OUR NEWLY AIR-CONDITIONED SECOND FLOOR!

fall previews

nice styling in all worsted

Yes, worsted sharkskins - - - in really good new styles - - - you know they're buys! What's more, you can take advantage of value like this now, on lay-away - - - have your suit comfortably paid for by fall In gray - - - tan. 10 to 18.

SECOND FLOOR

choose

Clever shoppers ed See fall coats NOW. A.

now!

handsome sturdy worsted sharkskin

20.75

Yes . . pure worsted sharkskins are exceptional buys at this price . . . because it takes Penney's solid, old-fashioned cashand-carry thrift to do it! Just one of a group ... this well-cut coat with easy lines, good detail. Gray, tan, in sizes 8 to 18.

SECOND FLOOR

belted coat in all-wool tweed

Lots more to choose from . . . and every one at a value-packed low! Here, just one of our grand town-and-country tweeds . . . a full-eut coat to wear swinging free, or belted close. Pick yours now . . . on Lay-Away. Brown or gray, 8-18.

SECOND FLOOR

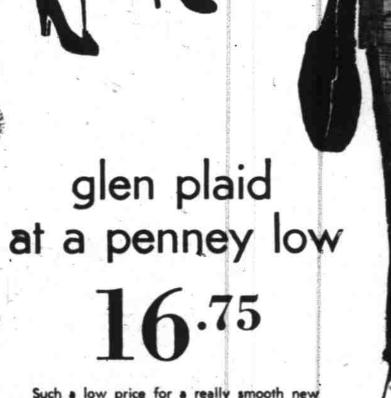


soft wool fleece in a casual coat

29.75

Don't judge this coat by the price tag . . . that's a C&C price, of coursel That handsome, soft wool fleece seems to add dollars to the price. Styled, too, with a definite flare . . . note the shoulders, deep revers, close-wrapping belt. Natural, 8-18.

SECOND FLOOR



Such a low price for a really smooth new fall suit - - - and Lay-Away makes it even easier, with small, comfortable payments! Classic three-button style in blended rayon-end-wool you'd take for worsted - gray, ten, 10-18,

SECOND: FLOOR

