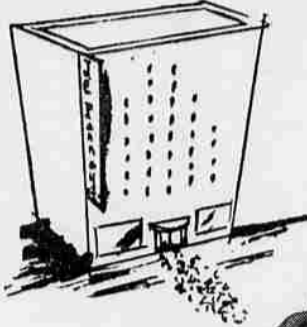


PENNEY'S
J. O. PENNEY CO., INC.

THE BEST WAY BACK TO SCHOOL:

Start at Penney's!

Good Fit Now—
Healthy Feet
Always!



MOCCASIN TOE
BOYS' OXFORDS

Boys' rough grain moccasin toe for school or dress. Army russet leather, tough composition sole and rubber heel.

4.10



SMOOTH
OXFORDS FOR BOYS

Rugged brown bluchers with composition sole and rubber heel. Completely lined for comfort. Good-year construction for longer wear. Sizes 1 to 6.

3.49

GIRLS'
HAND-MADE
WOODEN SHOES

- Popular Saddle Tan
- Finest Quality Hardwood with O'Sullivan Soles

5.90
Downstairs Store



BROWN AND WHITE
GOLFER OXFORDS

Girls' soft leather golf shoe with sturdy composition sole and rubber heel. Serviceable and popular with the junior crowd. Sizes 3 to 8½.

3.49



GIRLS'
SADDLE OXFORDS

Brown and white saddle oxfords for school wear. Red rubber sole for lasting wear. Lined for comfort. Sizes 3 to 8½.

4.69

Downstairs Store

For Junior Boys

JUNIOR SPORT COAT in checks and overplaid. All wool. Blues and tans. Sizes 4 to 8. **6.90**

JUNIOR SWEATERS, novelty coat styles. Checked, plaid fronts, plain sleeves. Part wool. 2 to 10. **2.98**

LONGIES in sturdy twills that wear and wear. Well tailored and durably made. Blue and brown. Sizes 4 to 6. **2.80 2.98**

JUNIOR SUITS, styled like Big Brother's, in herringbone, tweed and overplaid. Single breasted and double breasted. Brown, blue and tan. Sizes 3 to 10. **9.90**

For Junior Girls

GAY DRESSES in cottons and rayons, in stripes or prints, with puffed sleeves, soft necklines! Sizes 3 to 6x. **2.98**

SWEATERS, a wider variety than we've had for ages. Of all-wool yarns, in cardigan or slipover styles. 8 to 10. **2.98**

SUSPENDER SKIRTS, with snug waistbands and full, pleated skirts. In plaids, checks, plain colors. Sizes 3 to 6x. **3.45**

BLOUSES, tailored or dainty, some sheers, some rayon crepes, peasant designs or bow-neck ties. Sizes 3 to 6. **1.98**

For Older Girls

GRAMMAR GIRLS' DRESSES, in sizes 7 to 14. Rayons or cottons, in prints, stripes, plain colors. Full skirts. **3.98**

SPORT SUITS, a wardrobe basic, with cardigan or battle jackets. In fall colors: checks, plaids, plain. 7 to 14. **12.40 to 16.80**

SKIRTS, in pleated styles. Fall colors, checks, plaids, or plain. Some high-waisted; some with front fullness. 7 to 14. **2.90 to 4.30**

BLOUSES, tailored or fluffy, some tie, sport, crew or peasant necklines. Rayon crepes, cottons. Sizes 7 to 14. **1.00 to 2.98**

SWEATERS! Fine knits in pure wool. Cardigan, slipover styles in her favorite colors. Crew necks, long sleeves. 10 to 16. **3.95**

FELT HATS, in assortment of styles and colors. Feathers and nailhead trim. **1.98**

For Older Boys

BOYS' SWEATERS in coat and pullover styles. All wools and part wools, two-tone combinations and solid colors. Sizes 8 to 18. **3.98**

FINE SLACKS in bedford cord fabric, part wool, zipper fly, pleated front. Blues. Sizes 6 to 18. **3.60**

BROWN TWILL JACKETS with zipper front. Complete plaid lining. Plenty of pockets. Sizes 8 to 18. **3.98**

CASUAL JACKETS with 100% wool fabric solid front, plaid sleeves and back. Browns and blues. Sizes 8 to 18. **5.98**

SPORT SHIRTS of cotton broadcloth type material. Short-sleeved, solid colors. Blues, green, tan and white. Sizes 6 to 16. **1.35**

Girls' Dept., 2nd Floor

Boys' Dept., Main Floor

*Reg. U. S. Pat. Off.
†Shrinkage less than 1%.