

Ready for School! Girls' New

Tub Frocks

Tub-fast! Sizes to 14 yrs!

59c

Hand picked styles—hand picked fabrics—careful workmanship—that's what makes these such wonderful values in girls' wash dresses! Pleated or gathered beltless styles for 1 to 3 sizes—bright stripes, plaids, checks, flower prints for girls up to 14!

Flannels and Crey...
All wool — and 54-
inch width! \$1.39

GIRL'S UMBRELLAS
Waterproof picture, 8
ribs, novelty handle... 98c

Tailored of Flannel, Tweed!

NEW SKIRTS

Smart Styles, now only

\$1.98

Wear these with sweaters, blouses, jackets! For sports, or business! Wrap-around or pleated styles—flannels in high shades, tweeds in monotones or pastels, 25 to 34.

Handsome Tweeds, Crepes!

SMART COATS

For Sports or Dress! Now

\$9.90

Many new arrivals in the group—but priced this low just the same! Tailored tweeds, nubbed or flecked, and soft woolen crepes with smart-stitched labels. Women's, Misses.

For Successful Fall Sewing!

Rondo PRINTS

Smart patterns! 80-sq. percale!

19c yd.

A percale that gives unusually good service—they tub easily and keep their clear colors. Distinctive multi-colors, monotones, plaids, checks, etc.

Nubbed Tubfast Printed

PERCALES

A great Fall Sewing Value!

10c yd.

A wide variety of attractive designs, small, medium, and large—specially selected for children's and women's dresses, pajamas, aprons! Get lots of it NOW—just see how much you save!

CHIFFON ROSE
Bemberg tops!

49c

Full fashioned extra-elastic top, reinforcing in foot! New colors! 8 1/2-10 1/2!

Geece Top SKIRTS!

For girls 7-14

98c

Sturdy pleated wool skirts—navy, black, or bright plaids! Value priced!

Girls' Patent Straps

Sizes 8 1/2 to 2

\$1.19

Grand bargains. Flexible stich-down build for tender feet! Flexible!

Fall Fabric GLOVES

Woven gannies!

49c

New! The woven material cuffs or these smart imported fabrics! And real buys!

AVENUE PRINTS

Fall patterns!

15c yd.

Get lots at this price! For dresses, aprons, children's wear! Fast color, 36-in.

PLAID FLANNELS!

Wool-mixed!

98c yd.

For children's women's wear! Checks, too. Fast color, washable, shrink!

BOYS' ATH. SHIRTS

Swiss Ribbed!

15c

Shorts... 19c Both grand values! Broadcloth shorts! Fast color or stripes!

Good styles, workmanship in

Rayon Undies

that say value in every stitch!

25c

Vests with picot trim, arm shields, non-stretch straps! Bloomers, panties, step-in, briefs of light-weight, plain-knit rayon! Small to large! Children's sizes at 19c!

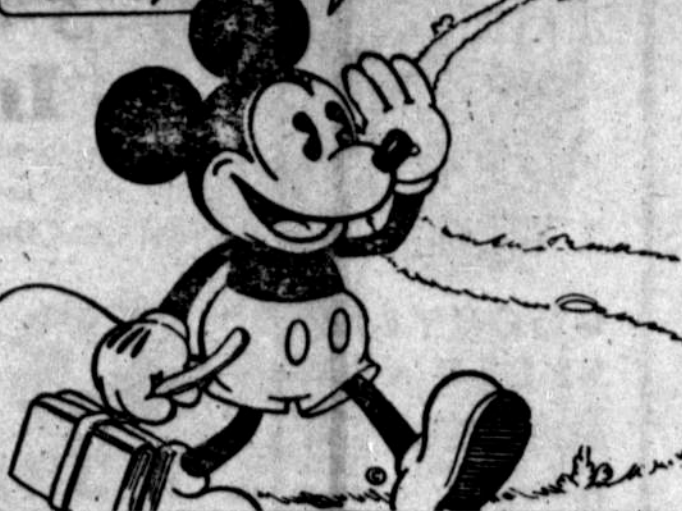
Child's Lunch Boxes

4 by 8 inches!

25c

Double handles. Metal insert tray. Finished in red, black, or green crystalline.

Come on Folks
Get Ready for
School at
Penney's



Gay Chanel Scarfs

that will wash!

49c

In colorful stripes and novelty prints—single and bias-cut! Big values!

Young Men's Shoes

Creased vamp!

\$3.98

"Hyer-Quality"—fine calf-kn! Glove-like fit! Perspiration-resisting insoles!

Schoolboys' Oxfords

Sizes 8 1/2 to 7

\$1.19

Sturdy! Long wearing! Lots of comfortable toe room! Double sole! Rubber sole!

VUE Cheviot

28-in. wide!

15c yd.

The sturdy, long wearing cheviot that you have so many uses for! Low priced here!

Boys' Cassock Jacket

Talon Fastener

\$2.98

All wool mackinaw cloth, navy blue. Sport collar, muff pocket, etc. Men's \$3.49.

Boys' School Shoes

"Scotch" grain!

\$2.98

Weather-proof soles! Storm welt! A sturdy, comfortable all-weather shoe!

Don't Miss This Bargain

BOYS' CAPS

Newest Fall Fabrics!

49c

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 made! \$1.19 to \$1.98.

Oxhide Overalls

Made To Wear

92c

Tested quality, triple stitched, with eight pockets. Re-inforced. Boys' Sizes, 6 to 12.

Boys' School Shoes

Sizes 2 1/2-5 1/2

\$2.49

Double soles! Black elk uppers! Roomy toes. Sizes 12 1/2 to 2, \$2.29; 9-12, \$1.98.

Girls' Kiltie Tongue

Sport Oxfords

Brown Calf or Two Tone Elk!

\$2.79

You'll love their swank, sporty comfort. The shawl-like kiltie tongue, and smart perforations emphasize the authentic style. Leather soles, with rubber tap heels. 2 1/2 to 8.

Penney's Has the Bargains in SCHOOL SUPPLIES

Things You Need, Bargain-Priced!

Our tables are piled high with out-of-the-ordinary values! Make Penney's your own headquarters for all sorts of school supplies... you'll find it pays!

Mechanical Pencils	10c and 19c
Erasers for School Use	1c-2c-4c
Accurate Rulers	4c and 8c
Fountain Pens	19c-25c-49c
Combination Pens, Pencils	19c-25c-49c
Pencil Boxes	8c and 19c
Handy School Bags	25c and 49c
Webster's Dictionary	25c
School Lunch Kits	25c and \$1.19
Easy Writing Ink	8c
Pencil Tablets	4c and 8c
Composition Books	4c and 8c
Loose Leaf Fillers	4c and 8c
Loose Leaf Binders	10c and 25c

Young Men's Wide Bottom

SLACKS

Smartly Styled Blue Chevrons!

\$2.98

Star tacked for strength—cut full for comfort, these slacks are just as well made as more expensive trousers. 22 inch cuff bottoms, slant pockets. Sizes 28 to 36 waist. Values!

Here's a Big Crowd-Getter!

Boys' Sweaters

Many Are Even 50% Wool!

98c

About the greatest group of boy's sweaters we've ever gathered! What a low price. Long sleeve, V, UV, and crew neck styles. All-over, plain, or novelty designs. Sizes 8 to 16!

BOYS! A School Bargain!

All Wool Sweaters

Slip-Over Style! Plain Colors!

\$1.49

A dressy, swanky sweater for school wear! They're "Sportclads," too, your assurance of a real bargain! UV neck! Plain blues, blacks, reds, browns, greens, contrast stripes.

They're "Sportclads," Too!

Men's Sweaters

All Wool! Slip-Over Styles!

\$1.98

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

School-Boys' Air-cooled

Canvas SHOES

With Odorless Insoles, too!

69c

These are the famous "BOZO" brand, made with porous duck uppers and odorless insoles. For school and gym! Built to stand lots of hard wear. In white, brown or neutral.

Black or brown seal grain in

Young Men's OXFORDS

Wing tip! Novelty perforations!

\$2.98

One of the snappiest shoes in our new Fall stock! Set style built on a straight line last for comfort across ball of foot! Welt construction insures insole smoothness! Hold shape!

Back-to-School Bargain!

Boy's SHIRTS

Percale-Broadcloth-Chambray!

49c

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

Boys! Pick Your Favorite!

Sweat SHIRTS

Sippy! Crazy Kat! Others!

69c

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!

CANVAS SHOES

"Blackee"

98c

ODORLESS insoles! Air-cooled. Tough, non-slip soles! Lightweight! Cool!

Boys' Coll Knickers

Corduroy

\$1.98

Cut full and well made. Worsted cuffs. Bag tacked. Tan, Grey, Brown.

Copper-Riveted, Waist-Band

OVERALLS

Made of Heavy 8 oz. Denim!

98c

One of the strongest waist-band overalls made! Copper-riveted at points of strain. Has suspender buttons and belt loops. Triple-stitched with orange thread. Can't wear out!

Pay Day OVERALLS

Union-Made!

\$1.25

Heavy 230 denims, triple-stitched bar-tacked. Full cut. Boys' sizes 10c.

J.C. PENNEY CO. INC.

332 First Street, Coquille, Oregon