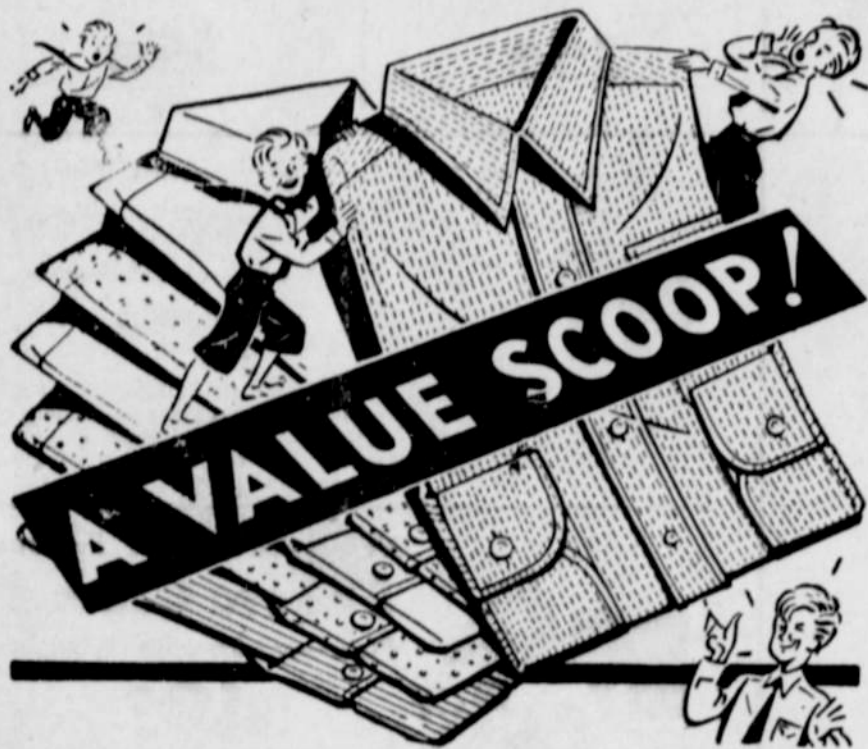


**MICKEY RINGS THE BELL WITH
4****STAR VALUES in Penney's
Back to School Days**

It's Nothing Short of Sensational! Stock Up for School!



Boys' SHIRTS

Percales! Broadcloths! Chambrays!

49¢

Mothers! Here is just the event you've been waiting for! Don't miss this chance to save! Buy enough for a whole year at this remarkably low price! You certainly will never regret it! Every shirt cut full and roomy . . . built right up to Penney's exacting standards for boys' shirts. Fancy percales, white and plain color broadcloths, blue and gray chambrays. . .

SHOP
With
SAFETY
At
PENNEY'S
in Medford

GIRLS' OXFORDS
Sizes 2½ to 8
\$1.98
Tan — or black
slk leathers!
Sport styles!
Composition
rubber soles!



Girls' 1-STRAPS
\$1.49
PATENT leather.
Double soles!
Sturdy oak out-
sole! Flexible!
Ample toe room!



We Carry
A Complete Line of
Tablets, Pens, Pencils,
Fillers, Spelling Paper
Etc.
At Prices That
Save You Money



Nutone Tubfast Printed
Percale
10¢ yard

Just in time for your Fall sewing—a new assortment of novelty patterns, small medium, and large. For women's and children's dresses, pajamas, aprons — for drapes and pillow tops bed-spreads! 36 inches—a grand Fall sewing value!



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!



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

Here are golf shoes 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 10½.



Here's a Big Crowd-Getter!
Boys' Sweaters
Many Are Even 50% Wool!
98¢

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!

Loose Leaf Fillers
8 x 10½ Size!
4¢
Fits standard binder. 50 sheets, banded ready for use. Good quality paper!



Loose Leaf Binders
Strong Covers!
10¢
Standard size. Has class, subject, book, and chapter tabs on inside covers.



All Wool Sweaters
For Boys!
\$1.49
Pure worsteds in long sleeve, UV neck style. Plain colors or contrast stripes. 8-16.



Boys' School Shoes
"Scotch" grain!
\$2.98
Weather - proof soles! Storm welt! A sturdy, comfortable all-weather shoe!



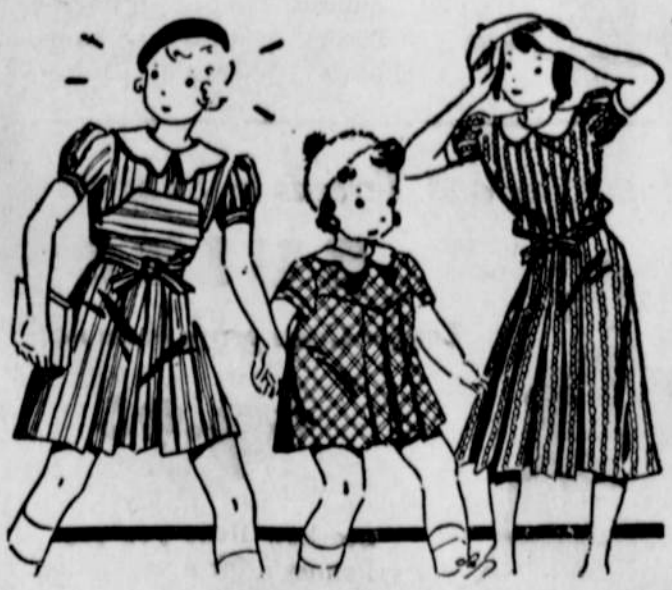
Mothers! Here's a BARGAIN!
Boys' Oxfords
Sizes 1 to 6 **\$2.49**

A good bargain! Shoes that prove Penney quality is good quality! Backed by 32 years experience in fitting hardy, fun-loving boys! They've sturdy, black leather uppers; popular wing tips; thick leather soles; rubber heels! Sizes 9 to 13½. **\$2.29**

BOY OH BOY!
"What Swell Things for School"



Back to School! First Stop at Penney's! Girls'



TubFROCKS

Tub Fast Colors! Sizes to 14 years!

39¢

Hand-picked styles—hand-picked fabrics—careful workmanship—what more could you ask in girls' new wash dresses! Pleated, gathered, beltless models for little Miss 1 to 3 — bright stripes, plaids, checks, and flower prints for girls up to 14 years!

Boys' School Shoes
Sizes 2½-5½
\$2.49
Double soles!
Black elk uppers
Roomy toes.
Size 12½ @ 2.
\$2.29; 9-12, \$1.98.



SHOP WITH SAFETY AT PENNEY'S

Crowing Girls' Shoes
Sizes 2½ to 8
\$2.49
Foot-flattering comfort! Browns. Blacks. Perforations. Stitchings.



Hundreds of Back-to-School Items Not Listed Here Are Arriving Daily

Penney's