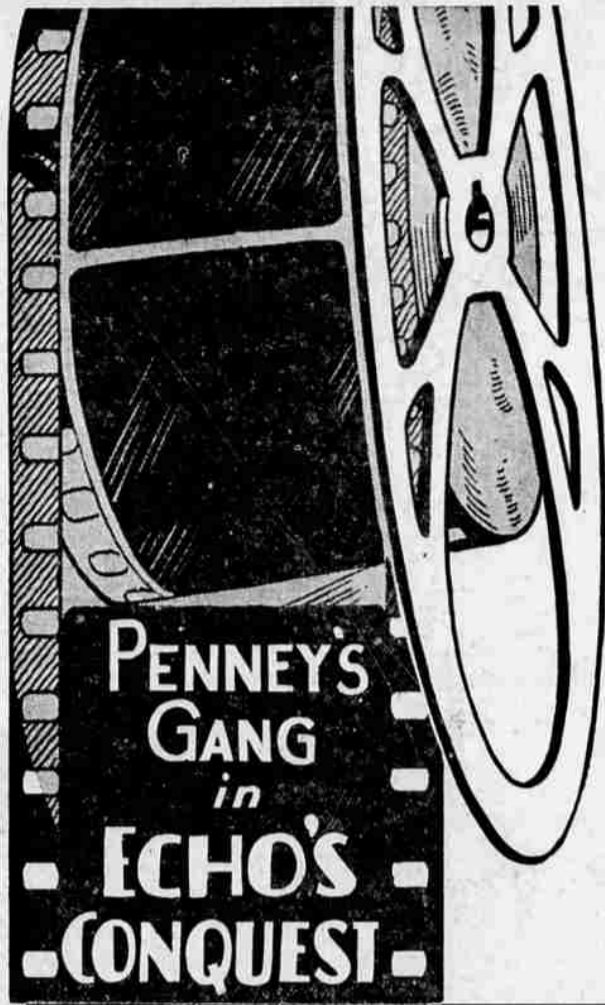


# BACK TO SCHOOL



## March Them Back to School in These NEW FELTS by Jean Nēdra!

Extra Quality That Costs **98c** No More!

Teach your daughter thrift as well as style—buy her Fall hats at Penney's! Colors for the new season . . . browns, blues, red and beige! New tricky trims! Off-the-face and latest short brims! Other styles and fabrics, too!

**GO! Nickel Matinee**  
Fox Craterian Theatre  
Wednesday and Thursday  
Free Candy  
Features

### FALL COATS FOR GIRLS'

Fur-trimmed and self-trimmed. Some with beret to match. Sizes 2 to 14 years.

**\$1.98 to \$4.98**

### SCHOOL SUPPLIES

- |              |                   |
|--------------|-------------------|
| Pens         | Ink               |
| Pencils      | Erasers           |
| Tablets      | Paste             |
| Note Books   | Note Books        |
| Filler Paper | Buy Here and SAVE |

Boys' **WAIST OVERALLS**

Copper-riveted, all sizes. Unequaled value

**49c**

Boys' **SHIRTS**

"Tru-Blu" brand—plain colors or fancy patterns. The best value we have ever offered at this price.

**49c**



## S-a-v-e!

Host of New Patterns . . . new colorings . . .

## Boys' School CAPS

Phenomenal Savings at **49c**

Faultlessly tailored of the better Fall fabrics. Styled and trimmed to please every regular fellow! Priced to please every thrift-wise mother!

Girls' **Cotton Hose**  
All wanted shades. First quality  
**15c 25c**

GIRLS' **Rayon Bloomers**  
Fine gauge Rayon. All sizes.  
**25c**

Part wool **Suitings**  
For making Skirts and Dresses 36 inches wide  
**59c**

**Cotton Prints**  
Fast color Percales, for making Tub Frocks. "Rondo" quality, yd.  
**15c**

**School Shoes**  
Oxfords, Straps and Ties, in all the new styles. The new fall numbers are here at lowest prices in years.

**New Fall Woolens**  
For School Frocks and Skirts. 54, 56 and 58 inch widths. Splendid values.  
**98c \$1.49**

**Rayon Vests**  
Sizes 8 to 14 years. Assorted pastel shades  
**25c**

**Leather Jackets**  
Cossack and regular models, assorted popular colors, plenty of style.  
**\$4.98 \$5.90**

Boys' **Longie Pants**  
Sizes 6 to 16. Excellent values  
**98c**

Boys' **Underwear**  
Rayon Shirts Broadcloth Shorts  
**25c**

**One Group Boys' Suits**  
Not all sizes—mostly Long Trousers—a few with knickers. Regrouped to clear  
**\$5.00**

Boys' **"Pay-Day" Overall**  
Bib style Sizes 6 to 16 years  
**69c**

Boys' **Sweaters**  
All sizes, blazer style. Brown, Heather  
**69c**

**Boys' Shirts**  
Sizes 12 to 14 1/2 only. Not all sizes. One group at  
**35c**

**Boys' Novelty type Waist Overalls**  
All sizes.  
**79c**

**BOYS' STUDENT SUITS**  
Sizes 15 to 18 years—Serges and Cheviots—each with two pairs pants. All wool fabrics. We alter to fit  
**\$9.90**

Boys! They're New—and a Whopping Value!  
Genuine "Tweedoroy"  
**Boys' Knickers**  
World-beaters! Extra-smart, extra-durable corduroy fabric in handsome "partridge" designs! Fully-lined . . . with worsted cuff . . . and only  
**\$1.49**

**Practical for School!**  
**Black Oxfords**  
. . . styled to suit the tastes of the school girl! Her feet are protected from future foot ills in Penney's well-made shoes!  
**\$1.98**



**A Money-Saver! Boys' Shirt and Short Sets**  
Good quality broadcloth shorts—full-cut, elastic side. Soft white ribbed cotton shirt. He'll like them! And only  
**49c Set**  
Cellophane Wrapped

**Boys' Sweaters**  
Novelty types—All wool U or V neck types—Superior values—  
**79c 98c**

**You'll Like the Knit-in Garter! BOYS' Golf Hose**  
**25c pair**  
They stay up! Good length, good construction—in fancy cotton heather- and-mercerized patterns. Save!

**Swanky for Autumn Wear!**  
**BOYS' NOVELTY SLIPOVERS**  
Fellows who know what's what will heartily O.K. these sweaters—especially at this price! Jacquard-knit, in fast plain solid colors and fancy trims. Light, warm, and smart!  
**Worsted-Face! They're only 98c**  
Popular V and UV Necks



JOIN THE CROWDS!  
**NICKEL MATINEE**  
**FOX-CRATERIAN THEATRE**  
Wednesday and Thursday Afternoon  
"Our Gang" Comedy—"BIG EARS" and a thrilling Alaskan picture, "IGLOO"  
**FREE CANDY—SPECIAL FEATURES**  
This show sponsored by J. C. Penney Co. and The FOX-CRATERIAN Theatre

