



Penney's BACK TO SCHOOL DAYS

With 4 ★★★★★ STAR VALUES

Satins! Sheers! New Crepes!
DRESSES
High in fashion and value!



\$5.85
Penney's shows you how to dress well on little money! Every one of these dresses is new—and styled right! New styled satins! Brand-new sheers! Crepes with dramatic collars and tricky cuffs! Handsome novelty materials! Sizes in the group for Misses, Women!

FALL COATS and SUITS

For the high school or college girl—the biggest assortment of coats and suits we have ever displayed. Styles, Prices and Quality Right.

\$9.90 \$14.75

Flannels, Novelties, Tweeds!
SKIRTS
for Misses, Women!



\$1.98
Separate skirts add a lot to any wardrobe—with different blouses and sweaters you achieve variety at little cost! Bright and dark colors in wool flannels, and crepes—also novelties and tweeds—with pleats, decorative buttons, pockets for added smartness!

- Children's Cotton Ribbed Rose 19c
- Children's Rayon and Lisle Hose 25c
- Girls' Berets 39c 49c
- Women's Silk Hose 25c
- Women's Rayon Gowns \$1.49
- Women's Rayon Pajamas 98c
- Women's Rayon Bloomers 3 for \$1.00
- Women's Slips 59c
- Women's Fall Handbags 98c to \$1.98
- Girdles and Blacklace Corsets 98c

Come on Folks
Get Ready for
School at
Penney's



Women's
SILK HOSE
Full Fashioned
A Bargain
43c

All Silk
PONGEE
Ideal for
Children's Clothes
15c

Girls'
Leather Jackets
Sizes 14 to 20
\$4.98 - \$5.90

Girls'
Wool Skirts
Sizes 7 to 16
\$1.19 - \$1.49

Children's
DRESSES
Sizes 5 to 16 years
59c 98c

Children's
COATS
Sizes 5 to 14
\$3.98 - \$6.90

FALL WOOLENS
54" in. wide.
For dresses or coatings.
98c - \$1.98

Fast color
Percal Prints
Big assortment
10c

FANCY SUITINGS
For Children's
dress. Yard
59c

All Silk
FLAT CREPE
Plain or fancy
39 inches wide
49c

Growing girls
HEAVY BROGUES
Flap tongue
\$2.98 - \$3.49

Children's
RAYON BLOOMERS
All sizes
19c

Children's
Union Suits
Cotton Knit
49c

Sateen
BLOOMERS
Pink only
All sizes
19c

ANKLETS
Many new
styles
19c

Children's
SWEATERS
New styles
All sizes
98c - \$1.49

Children's
3/4 HOSE
A splendid
School Hose
19c



- 36 inch Broadcloth, plain colors 15c
- Ramona Suiting, plain colors 33c
- Turkish Bath Towels, 22x44 19c
- 27 inch Outing Flannel, 3 yards 25c
- Spun Silk, yard 39c
- 81x99 Penco Sheets. Now \$1.25
- Lunch Cloths 19c 39c 49c
- Spelling Tablets 4c
- Pencil Sharpeners 8c
- Pencil Boxes 5c 10c
- Ink 8c
- Pen Holders 4c
- Pencils 1c and 2 for 5c
- Binders 10c
- Filler Paper, Loose Leaf 4c
- Pencil Tablets 4c 8c
- Ink Tablets 4c
- Composition Books 4c
- Mechanical Pencils 19c
- Fountain Pens 25c

Boys'
SHIRTS and SHORTS
Exceptional value
19c

Boys'
Suede-Cloth BLAZERS
Brown only
6 to 16 years
98c

Men's
Part Wool SWEATERS
Coat style
Fleece lined
98c

Men's
SHIRTS and SHORTS
Broadcloth Shorts
Rayon Shirts
25c

Boys'
DRESS SOCKS
Rayon and Lisle
19c

Boys'
Hi-Cut Boots
Sizes 2 1/2 to 5 1/2
\$2.98 - \$3.98

Boys'
OXFORDS
Sizes 2 1/2 to 5 1/2
Black only
\$2.19

Boys'
WORK SHOES
Sizes 2 1/2 to 5 1/2
\$1.79

Men's
COVERT WORK PANTS
A real buy
98c

Boys'
LONGIES
Sizes 8 to 16
\$1.49

Boys'
Pull-Over SWEATERS
Sizes 6 to 16
98c

Boys'
School Caps
49c

Boys'
Ox-Hide Bib Overalls
All sizes
59c

Men's
Leather Jackets
Button or zipper
Front. Many styles
\$4.98 - \$5.90

Boys'
All Wool SWEATERS
\$1.49

Young Men's
BROGUES
Moc. vamp
Black or brown
\$2.98 - \$4.49

Boys'
Heavy Brogues
Just like Men's
100% leather
\$2.98

Boys'
Union Suits
Short or long sleeves
Ankle length
59c

Boys'
Waist Overalls
Copper riveted or
fancy styles
79c

Boys'
BLAZERS
Heavy blue
melton, zipper
front
\$2.98

Men's
Dress Shirts
Solid colors or fancy
patterns. Pre-shrunk
collars
79c

Boys'
SHIRTS
for school
What a value—
Limited quantity
39c

BOY-OH BOY
WHAT SWELL
THINGS FOR
SCHOOL!



Young Men's
CORDUROYS
Cream or tan
\$2.98 to \$4.49

Men's
DRESS HATS
Genuine Fur Felt
\$1.98

Boys'
Chambray Shirts
Blue only
49c

Boys'
BELTS
Genuine cowhide
25c

Boys'
GOLF HOSE
Elastic tops
25c

Boys'
CORDUROYS
Cream, navy or
elephant tan
\$1.49 \$1.69

Boys'
TENNIS SHOES
Black and white
or neutral
69c

BOY OH BOY!
"What Swell-
Things for School"



HEY KIDS! BE PENNEY'S GUESTS AT HUNT'S CRATERIAN THEATER! "Pinto" Colvig (former Medford Boy—now with Walt Disney's Studios) in Person, plus JAMES CAGNEY in "HERE COMES THE NAVY." You can get a FREE TICKET at PENNEY'S for the show for THURSDAY, FRIDAY or SATURDAY. Ask us about particulars.