



# Penney's Back-To-School Days

Starring Popeye with Two-Fisted BARGAINS!



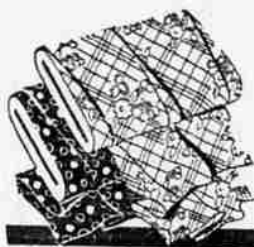
Grand Bargains in Girls' fine-quality

### Tub Frocks

**49c**

You be the judge, mothers! Sizes 3 to 6 and 7 to 14! The styling of higher-priced frocks! Hemmed seams... full hems! Every dress fast-color—and new style—with such smart details as finished backs, matching bloomers, gathered waistlines, necktie prints! We haven't seen such values in 5 years!

Two and Two is still Four in any School. Low Expense and quick Turn-over permit Penney's to offer Greater Savings. We Build our Merchandise up to a Standard, not Down to a Price. Penney's Pack the Customer's Dollar full of Quality and Value. Thrifty Shoppers know that is a fact. Mothers who must Save will outfit their children at Penney's. Be Thrifty—Shop Penney's!



Fast Color Nu-Tone Dress Prints  
New Patterns! 36 In.!

**10c yard**

In and out of the tub—and fresh as ever! Perfect for children's togs—morning frocks. It's a brand new Fall selection.

### Dress Flannel

36-inch, Part Wool. Ideal for Skirts, Coats, Dresses.

yd. **79c**

"Advance" Patterns Now!

**10c-15c**



A Campus Favorite Moccasin-TOE  
Goodyear welt construction

**\$2.49**

Wonderfully flexible elk leather, smartly perforated. Leather sole and heel. Rubber toplift. Sizes 2 1/2 to 8. Wonderful value!

### Girls' Brogues

Heavy Scotch Grain, Moccasin Type, Leather Sole, Kiltie Tongue

**\$2.98**



BOYS' OXFORDS  
Sturdy Bluchers  
**\$1.98**

Broad toes for active growing feet. Tough composition soles. Sizes 12 1/2-5 1/2.

We Carry a Complete Selection of School Supplies Priced to Save You Money!

### Boys' Hi-Shoes

Sizes 12 1/2 to 5 1/2  
Heavy Retan Uppers, Composition Sole.

**\$1.69**

### Misses' Brogues

Scotch Grain, Treated Leather Sole, Flap Tongue.

**\$2.49**

Sizes 8 1/2 to 11 1/2 \$1.98

### Rayon Bedspreads

81 x 105, Fast Color. Buy Several!

**\$1.00**

### Boys' Pants

Cassimeres, Suitings Wanted Colors. Bar tacked! Sizes 6 to 16.

**98c**

### Boys' Golf Sox

Elastic Top, Reinforced Toe and Heel. Sizes 7 to 10 1/2.

**25c**



Here's Value for You! School Oxfords  
Sizes 8 1/2 to 2

**98c**

Blucher stitchdowns in sturdy leathers for boys and girls. Our own markless composition sole. Unusually well-made shoes.

### Children's Oxfords

Black Calfskin Heavy Waterproof Leather Soles. A Real Value.

**\$1.59**

Sizes 8 1/2 to 11 1/2, \$1.49

### Children's Oxfords

Brown Elk Moccasin. Leather Soles. Built for Wear. Sizes to 3; Widths A to C.

**\$1.98**

### New Fall Woolens

Coatings Dress Fabrics. Yard

**\$1.49-1.98**

### Boys' Oxhide Overalls

Full Cut, Triple Stitched. Blue, Stripe. Sizes 4 to 16. Only

**55c pr.**

### Boys' Caps

Twists, Cassimeres. Rayon Lined, Leather Sweat. Greys, Tans, Browns.

**49c**

### Here's What We Mean By Value! BOYS' SHIRTS

Fast Color Percales and Broadcloths!

**49c**

Values speak louder than words... Compare these fine shirts! They're full cut, they'll wash beautifully, they'll wear well... every stitch made up to Penney's rigid standards! Fancy patterns, plain colors, too! Sizes 12 1/2-14 1/2! Stock up now!



### Boys' Shorts

Fast Colors, Full Cut. Sizes 24 to 30.

**15c**

### Boys' Cossack Suits

Action Backs, Planted Pants. Blue, Brown, Grey. Sizes 8 to 16.

**\$4.98**

### Boys' Shirts

Blue Chambray, Full Cut, Sturdy! Sizes 6 to 14.

**29c**

### Boys' Popeye Character Shirts

Blue, Brown, Tan, White. Sizes 6 to 12 Years.

**59c-79c**

### Boys' Waist Overalls

Elastic Sides, Full Cut. Sizes 6 to 16.

**59c-98c**

### Boys' Wool Cossacks

Shadow tones! **\$2.69**

32 oz. all wool! Muff pockets sport collar, and side straps! 6 to 18! A value!

### Young Men's Slacks

Checks, Patterns, Zipper Fly.

**\$2.98-3.98**

### Boys' Sweaters

Slipovers, Coat Styles, Zipper Fronts, Brushed and Shaker Knits. Sizes 8 to 16.

**\$1.49-2.98**

### towncraft's new Boys' Oxfords

Scotch Grain Leather

**\$2.98**

Fine Scotch grain Bluchers with plain toes. All leather construction. Unusual values. Sizes 1-6. Young men's sizes 6-11... \$2.98.



Ideal for School! OXFORDS  
With low military heels  
**\$1.98**

Growing girls like the style of this shoe and mothers approve of the sensible lines. Stitchdown leather sole. Sizes 2 1/2-9.

HEY KIDS! Watch for the Pop-eye Matinee at the Rialto Theater—Coming Soon!

# PENNEY'S

J. C. PENNEY COMPANY, Incorporated