

Penney's

**CENTRAL AVE.
AT SIXTH ST.**

**BASIC ITEMS IN THE
WELL DRESSED WOMAN'S
FALL WARDROBE**

Man Tailored
SUITS
10⁹⁰

One and two button fitted
styles! Double breasted
models! Action backs!
Worsted, chevots and
flannels! Perfect for col-
lege and business. 12-20.

Fur Trimmed
COATS
16.50

Wear these with dresses,
suits and sport outfits!
Soft fleeces with luxuri-
ous fur collars! High
shades and classic col-
ors. Sizes 12 to 20.



PENNEY'S Second Floor

*It Pays To Pay Cash
at Penney's*
Bargains for Women!
Fast Color Tub Frocks
35c



For sale Friday at Penney's . . . Over 200 brand new, tub-
fast house dresses in Fall styles. Good quality prints; short
sleeves; sizes 14 to 44; plenty of large sizes. Sorry, no phone,
mail or C.O.D. orders.

PENNEY'S Second Floor

Full Fashioned Silk Hose
Try Penney's if you want flawless silk stockings at a
money-saving price! Excellent quality chignons and med-
ium service weights in smart Fall shades.



GIRLS' WOOL JACKETS
Smartly styled all wool flannel jackets for
school wear. They're wardrobe favorites!
Solid colors and popular
checks. Sizes 7
to 16

PENNEY'S Second Floor

Girls' White Middies, Spec.
Regulation white Duretta cloth
middies; short
sleeves; 6-20

PENNEY'S Second Floor

WOMEN'S TWILL SLACKS
*Bib Style or
Waist Style* **98c**

Special purchase of over 200 pair of Women's
Sanitized Shrinked Twill Slacks makes this low
price possible—Navy Blue, Brown and bright
colors. Some with overall suspender tops.

PENNEY'S Second Floor

Misses Twin Sweaters \$1.98

All wool coat and blouse sweater to match—both
for the price of one. Practical. New color com-
bination; sizes 8 to 18.

ONLY 3 MORE SHOPPING DAYS UNTIL SCHOOL STARTS! . . . Penney's is ready with
thousands of dollars worth of brand new school clothing at Penney's low cash and carry prices.
NEVER BEFORE SUCH LARGE SELECTIONS, of QUALITY SCHOOL CLOTHING, made to
Penney's high standards and rigid specifications—**THE SAVINGS ARE AMAZING!** . . . **FREE**
BALLOONS, with printed world maps on them to all school kiddies accompanied by parents. **COME**
EARLY—doors open at 8:30 A. M.

**Men's Smart
Fall Suits**

*Large Stock,
Newest Styles* **\$16.75**

Penney's prides itself on carrying the largest and most com-
plete stock of \$16.75 suits in Medford. If you want to save
money, you'll carefully compare Penney's values before you
buy.

PENNEY'S Main Floor

**Men's New Fall
Topcoats, only . . . \$14.75**

PENNEY'S Main Floor

Men's High Grade Shirts
Fully pre-shrunk. flawlessly tailored broadcloth
dress shirts in white, solid colors and fancy
patterns. Nicer, non-wilt collars. Sizes 14 to 17.

PENNEY'S Main Floor

Men's Cossack Jackets
*Heavy, All - Wool
Blue Melton Cloth* **\$2.98**

Genuine Talon Slide Fastener

No salvaged materials in these jackets . . . they're 100% brand
new wool! Navy blue; slash pockets; adjustable sides; sizes 36 to 46.

PENNEY'S Main Floor

Men's Dress Oxfords
*and School
Brogues!* **\$3.49**
Sizes 6 to 11



Boys'
Sizes
\$2.79

Men's neat looking, well made oxfords with leather uppers,
counters and soles. Bargain priced! Smooth calf or grained
leather, welt soles. Boys' sizes \$2.79.

PENNEY'S Main Floor



200 Only! Girls' Cotton Slips
Don't Miss This Buy!

25c

New fine quality nainsook slips
in sizes 2 to 14 years. Built-up
shoulder style with deep ruffled
bottoms. White in lace trimmed
or plain styles.

**Girls' Rayon Taffeta
and Crepe Slips**
Lace and embroidered
trims. Flannel, Tarsae. **49c**
White, 2 to 16

PENNEY'S Main Floor

Girls' Union **49c**
Suits
Heavy quality, 2 to 12 years.
Slightly flexed cotton.

PENNEY'S Main Floor

**SAVE 20% ON SCHOOL
SUPPLIES at PENNEY'S**



School Pencils . . . 1c
Pencil Tablets, 115 sheets . . . 4c
Loose Leaf Notebooks . . . 10c
Loose Leaf Fillers . . . 4c
Large Pencil Box . . . 19c



Top Handle School Bags . . . 25c
Composition Books . . . 4c
Fountain Pens . . . 25c
Lunch Boxes . . . 25c
Zipper Brief Case . . . 98c
Pen Holders . . . 4c
Erasers . . . 4c

PENNEY'S Main Floor

Brand New Selection!
"Popeye" SWEAT SHIRTS
Bright Colors! **59c**



Good weight, fleece lined sweat shirts
stamped with Popeye pictures in
washable colors. Colored sweat shirts.
59c. Variety of designs; sizes 22 to 34.

PENNEY'S Main Floor

**Boys' Long Sleeve Slip-on
Sweaters, 8-16** **59c**

V-neck style, leather mixtures in
brown, blue, maroon, tan, gray.

**Mohair Face Slip-on Sweaters
for Boys** **98c**

2 styles: White, yellow, blue, brown,
black, 8 to 16 years.

**School
Opening
Feature**
Girl's School Hankies 2c

Over 1000 at this special price . . . stock up now for
school kiddies! Good quality, 12 inches square hemmed
handkerchiefs.

PENNEY'S Main Floor

Boy's School Handkerchiefs 3c



1000 - good quality,
large size 17-inch
square White-to go
as our School Open-
ing Feature! Buy sev-
eral dozen for your
boy.

PENNEY'S Main Floor

Brushed Wool Sweaters 98c

Boys' slip over style, crew neck, heavy brushed wool
sweaters; Royal Blue, Maroon, Brown and Navy; sizes
8 to 16.

PENNEY'S Main Floor

BOYS' COAT SWEATERS



**Smart
Colors
Zipper
Front!** **\$1.98**

Brushed and unbrushed
wool-faced coat sweaters
—comfortable for every-
day wear. Popular rib
stitch, V-neck and
Johnny collar styles.
Handy slide fastener
front. Real values!

PENNEY'S Main Floor

BOYS! DRESS SLACKS

**Fancy Pattern
Woolens!
Zipper Pocket
Cords!** **\$1.98**



A big variety of Boys'
better quality dress
slacks, navy blue
cheviot longies and
three kinds of boys'
corduroy longies. Per-
fect quality, full cut,
sizes 8 to 16.

Penney's Main Floor

BOYS' CORDS
Feature low price on
boys' Corduroy longies
in navy blue or
cassia. Sizes 6 to 12
only. (13 to 16, \$1.79)

Penney's Main Floor

CHILDREN'S COATS

Sizes 3 to 6 . . . **\$3.98**
Sizes 7 to 14 . . . **\$4.98**



Penney's coat values are famous
with parents! Come in and see
the many attractive styles in
plaid colors, checks, plaids and
novelties. Every coat warmly lined
and interlined. Every coat per-
fectly tailored.

PENNEY'S Second Floor

Growing Girls Oxford

Black, Brown,
Smart Styles! **\$2.49**
Misses' smart, all-leather school
oxfords in two popular styles for
fall. Low leather heels; rubber
taps; 2 1/2-8.

PENNEY'S Main Floor

**Pay
Cash
and
Save!**



**For School and Play
GIRLS'
TUB FROCKS**

1 to 3; 3 to 6; 7 to 14

49c

Smart, fresh broadcloths
and gaily printed Per-
cale! They'll take hard
wear—unnumerable tub-
bings, Princess, straight-
from-the-shoulder and
tailored belted models.
Buy her several for the
new term!

PENNEY'S Second Floor

**'Sunny Tucker' De
Luxe Frocks, 3-16**

years . . . **\$1.79**

Fast color cotton frocks,
prints and plaids.

PENNEY'S Second Floor

Girl's Sunny Tucker Hats 98c



Adorable is the word for
these cunning little
hats! And so low priced
you'll want to buy one
to match every outfit!
Of fine soft felt in Fall
colors. Made like more
expensive hats.

PENNEY'S Second Floor

BOY'S HATS

In New Fall Colors!
98c

Good quality wool felts,
styles young fellows are
demanding! Priced to
give parents a break!

PENNEY'S Main Floor

Shirts or Shorts

**Boys' Sizes,
Fast Colors** **15c**

Boys' fast color fancy broadcloth shorts
with yoke front, full seat, wide legs and
elastic sides. Also Swiss ribbed knit cot-
ton athletic shirts.

Boys' New Fall Sweaters
Good quality, durable cotton
slip-overs; plain colors or
fancy

2 Kinds of Boys' Sox, Pr.

Fancy patterned hose. And
little men's hose, plain or
fancy

Genuine Leather Belts, Ea.
Boys' black or brown, real leather belts
for only 25c.

Bargains!

PENNEY'S Main Floor

Hand-Knit Zephyr Wool Sweater
In Slip-on
Styles! **\$1.49**



The gayest of colors for
fall and winter wear.
These pure zephyr hand-
knit sweaters will prove a
welcome addition to
your school wardrobe.
Sizes 10 to 18 years.

PENNEY'S Second Floor

**Girls' Good Quality
New Fall Skirts**

98c to \$1.98

Notch top skirts in sizes 6 to 14. Hip skirts in sizes
8 to 16. Solid color wool flannels, checks and plaids.

PENNEY'S Second Floor

Misses' Girls' all wool slip-on sweaters

All wool! New styles; fancy knits. Sizes 8 to 16

Children's All Wool Slip-on Sweaters

Plain colors with contrast trim; 3 to 16 years.

**Boy's Sturdy
OVERALLS 59c**



Bib or Waist Styles
Boys' heavy oxide bib
overalls or heavy rivet
waist overalls at a money
saving price. They wear!
All sizes.

PENNEY'S Main Floor

Little Macs 89c

Sanitized shrink!

**Boys' Zipper Pocket
Waist** **98c**

Overalls

Dress up black jean
overalls or blue denim.

Made with lock zip
pockets and cuffs. Fine
quality.

PENNEY'S Main Floor

BOY'S SHIRTS
In Fast Colors!

49c



Sturdy enough to stand
rough play yet smart
enough for dress up!
Durable fabrics in
brightly colored patterns
that won't fade. Roomy
sleeves! See them, you'll
want several!

PENNEY'S Main Floor

Boy's Famous True Blue Shirts 79c

The finest shirt we can buy for the money—new styles,
patterns, Duke of Kent, deep tones, etc. Sizes 6 to 14.

PENNEY'S Main Floor

**Children's Neat Sturdy
SCHOOL SHOES \$1.49 pr.**



Outfit the children at Penney's
with comfortable, durable
school shoes. Black or
brown silk oxfords. Pat-
ent leather T-straps and
wide straps. Leather
soles; rubber heels; sizes
8 1/2 to 12.

PENNEY'S Main Floor

**Children's
Black Leather
OXFORDS**

Long wearing compo
soles, sizes
8 1/2 to 12

98c

PENNEY'S Main Floor

Penney's
Shoes
Are All
Leather