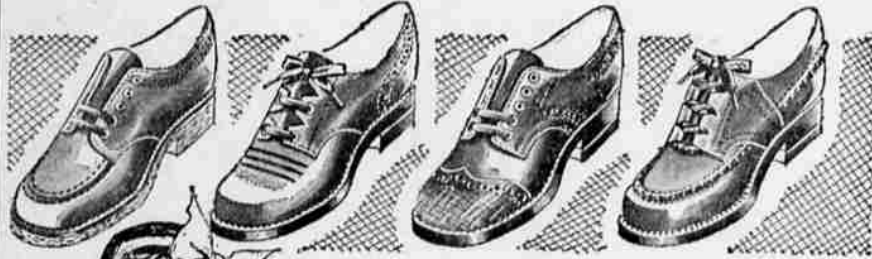


AT
PENNEY'S
J. C. PENNEY CO., INC.



Sensible Shoes for School

... AT SENSIBLE PRICES



Good Fit! Good Wear!
Children's OXFORDS

1.98

For Sport and Dress!
SCHOOL SHOES

2.49

Leather, composition,
cord soles. Rubber heels.
Stitched and perforated.
Sizes 12 to 3, 6 1/2 to 11 1/2.

Leather soles, rubber
heels. Sanitized linings.
Wear well! Sizes 12 to 3.
Sizes 6 1/2 to 11 1/2. **2.29**



GIRLS' SHOES

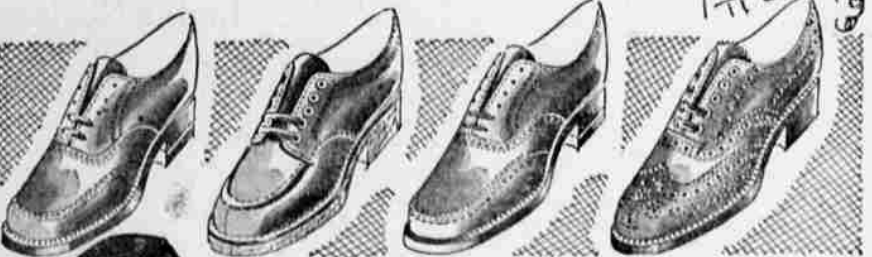
2.49

GIRLS' CASUALS

3.49

Saddle, Moccasin toe oxfords. Rubber-heeled slacks shoes. Grand for school wear. 3 1/2 to 10.
Soft Glove Leather Step-ins. Welt Constructed. **3.98**

Comfortable Moccasin and Military Oxfords. Goodyear Welt constructed. Sizes 3 1/2 to 10.



JIM PENNEY'S SHOES

2.98

Towncraft Oxfords

3.79

For boys—perforated straight tip or moccasin toe oxfords. Sturdy leather soles. Sizes 1 to 6.
Well-Designed Men's Oxfords of Selected Leather **4.98**

For men—stitched wing and straight tip, moccasin toes. Goodyear Welt constructed.

Boys' SPORT SHIRTS

1.65

Shirts that fit every boy's needs! Sport style, short sleeve, solid color in easy to wash cotton gabardines. Sanitized. Ages 6 to 16.
Penney's Main Floor

Boys' Washable
PANTS

1.49

Light blue and tan gabardine. Washable colors. Sanitized. Sizes 6 to 16.—Main Floor.



Boys' All Wool
Casual Coats

6.90

Bright, young weaves! Back and front solid color! Sleeves, collar solid. Lined. 8 to 18.
Penney's Main Floor

Boys' Warm Part Wool
SWEATERS

2.98

Knitted V-necked slippers and coat sweaters. Cloth-fronts in herringbone, plaid, suede cloth. 8-16.
Penney's Main Floor



Boys' Felt
HATS

98c

Snap brim. Styled like dad's! Fall colors.—Main Floor.

The holiday that's just ahead,
Is known as Labor Day;
For many folks a welcome rest,
A time for outdoor play.

It also marks the time of change
From Summer into Autumn,
And Penney's show of new Fall clothes,
Suggests it's time you bought 'em!



To Keep a Little Miss Good and Warm! Children's Warm Winter COATS - - 7.90

Fitted princess lines, warmly interlined. Snug but not at all bulky.

Multiple Purpose Reversible Coats

For rain and for cold weather! Reversibles, Chestfields, Boy Coats for Misses, Bright Reds and Plaids! The favorite all-weather reversible of honey-soft fleece and cotton gabardine with trim fly front, slot seams. Also, husky fabrics in solids, mixtures, boxy or fitted for all occasions.

Age 3 to 6..... **7.90**
Age 7 to 14..... **9.90**
Teen ages, 12 to 16..... **10.90**
Penney's Second Floor

Kiddies' Flannel SLEEPERS

One-piece styles. **79c**
Warm flannel in solid color and juvenile figures on white, pink and blue. Sizes 2 to 8.—Main Floor

White Cotton

Sheet Blankets

Size 70x95 inches. **1.19**
They launder well and help take the place of sheets.—Penney's Balcony.

Women's New Fabric HANDBAGS

A real buy on these **88c**
large envelope and pouch shaped handbags... Clever wooden handles and fasteners. Fall colors.
Main Floor

Indian Design

AUTO ROBES

Use them for extra **1.98**
blankets—in the car—on outing trips—as a couch throw! 70x80 inches.
Penney's Balcony

Ironing Board

Pad & Cover Set

The heavy knitted **98c**
pad with bound edges and convenient sleeve end provides a firm, even, ironing base! Smooth fitting cover slips on in a jiffy—no lacing necessary—just hook the elastic into eyelets! Fits all standard ironing boards. Get yours today!—Penney's Balcony.

Hit-and-Miss

RAG RUGS

2 ft. x 4 ft.

Even after the second look—you'll be convinced the price tag is unbelievably low! **1.98**
Penney's Balcony

Large Size

Mattress Covers

Made of strong cotton fabric with sturdy seams and unbreakable rubber buttons that make them easy to put on or remove from the mattress. Full size.—Penney's Balcony. **2.35**

Women's Work

SLACKS

Heavy sanitized navy blue and faded blue denim overall type slacks. Size 12 to 22.
Penney's Second Floor

Packer's

Gloves Pair **25c**

Girls' All Wool Skirts

2.98

Box pleated, in warm, glowing fall colors! Well made. Sizes 7 to 14.
Penney's Second Floor

Girls' New Blouses

1.98

Simply tailored shirtwaists with long or short sleeves... some with contrasting color stitching, others with gay embroidery.
Penney's Second Floor

Girls' Wool Jackets

6.90

Grown-up tailoring gives these jackets the look that growing girls like. Soft, long-wearing Pacific Mills all-wool crepe in the favored three-button notched collar style. Solid colors.
Penney's Second Floor



TOTS' SUSPENDER SKIRTS

All wool. pleated. Bright solid colors. Sizes 3 to 6. (Size 1 to 3 also). **1.98**

LITTLE GIRLS' SCHOOL DRESSES

Stripes, solid colors. Tailored details. Full skirted or princess! **1.98**



WARDROBE STRETCHING

Sweaters

All-Wool Slipovers — and Cardigans! **3.98**

Both these styles in soft, lady-like fine-gauge knitting or rough and tumble coarse knit. Delicate pastels: blue, maize, pink, lilac. Jockey Red, White, Black, and Spice Brown, too. Some novelty and plain knit coat sweaters.

Long or Short Sleeve All-Wools! Sloppy Cardigans, torso fitting coat sweaters, the classic and the sloppy slipover. **2.98**

The early teen-ager is a determined sweater-bug too! ALL-WOOL PASTELS for YOUNG YOUNG-WOMEN Short-sleeve zephyr wool classic slipovers, push-em-up long sleeve sloppy ones in fine or coarse knitting. Cardigans to match in blue, red, maize, pink and lilac. 10-16. **2.98**

Girls' Half-Wool Classic Slipover Short-sleeve model with a crew neck. 50% wool, 50% rayon. Sizes 10 to 16. **1.98**

