

PENNEY'S

J. C. PENNEY CO., INC.

Boys and girls of junior grade
 Need 'em sturdy as they're made
 Here's the type that tots prefer—
 Neat for him and sweet for her!



Jim Penney Jr.'s Boys' Suits!
BOYS' LONGIE SUITS
9.90

Single breasted coats with a rayon lining. Matching slide fastener trousers. 4-12.
 Penney's Main Floor

Boys' Coat SWEATERS
2.98

All-around panel or Baby Shaker stitch. Cloth fronts are dirt resistant. Herringbones, plaids, suede cloth. 8-16.
 Penney's Main Floor



Little Tots' COAT and LEGGING SET
6.90

Age 9 mo. to 4 yrs.
 Fitted, velvet collared coat of sturdy fabric, for school or dress. Matching zipper fastened leggings. Sizes 3-6.
 Matching Hat 69c
 Penney's Second Floor



Boys' School Jackets Are Ready!
Wool Plaid Cossack JACKETS
3.98

Fleecy, warm plaid. Deep slash pockets. Buttonfront, some zippers. Sizes 6-18.
 Penney's Main Floor

Boys' Wool Mackinaw COATS
 with Parka Hoods

Heavy wool plaid jackets with attached parka hood of same material. Lots of service and warmth for the winter months. Age 6 to 16.
9.90
 Penney's Main Floor



Boys' Leather JACKETS
8.90

Boys' all Cape Leather Cossack Jacket. Full rayon lining. Two slanted slash pockets, one change pocket. Zipper front. Good Value! 6-18.
 Penney's Main Floor



For Our Junior Scholars Little Girls' Dresses
2.98

Dainty puffed sleeves and full skirts. Gay prints and plaids in rayon. Button-down-the-back. Pert bows!

Suspender Button Skirts
2.98

There's a saucy swing to these bright wool plaid and solid color skirts! Pleated. Crisp Cotton Blouses. Embroidery Trim.....1.30

We're Polishing the Apple
FOR GRAMMAR SCHOOL GIRLS



Jackets For Cool Fall Days!
 Soft wool flannel... plaid and solid colors. Two pockets. Lined.
6.90

Sweaters For Young Fry!
 Novelty links coat sweaters and plain "sloppy sweaters."
1.98

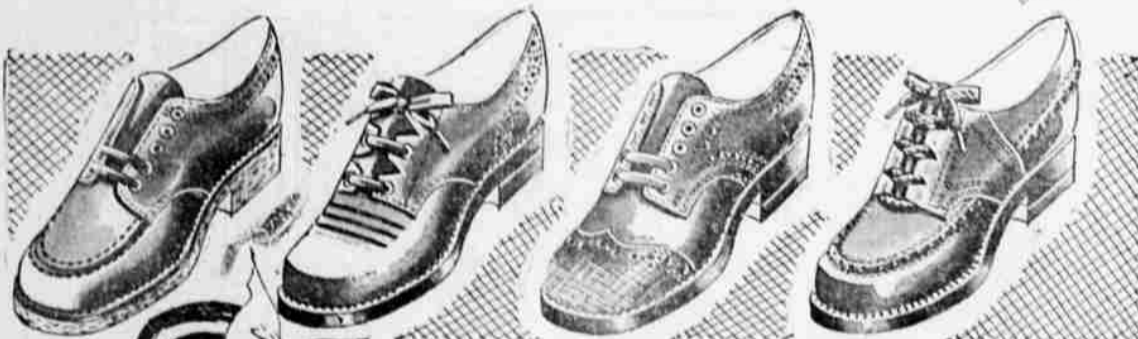
Hats Just Like Sister's
 Eye-catching bonnets and berets with gros-grain trim. All colors.
1.98



Penney's Second Floor

Sensible Shoes for School

... AT SENSIBLE PRICES



Good Fitting! Good Wearing!
Boys' and Girls' Oxfords
1.98

Leather, composition, cord soles. Rubber heels. Stitched and perforated. Take a lot of rough care-free treatment. 12/3, 8 1/2/11 1/2.

Sanitized* Linings for Health!
Sport and Dress Oxfords
2.49

Leather soles and rubber heels. Plain and perforated styles. Sanitized* linings for foot-health. Wear well! In sizes 12 to 3.
 Sizes 8 1/2 to 11 1/2.....2.29



Sizes 3 to 8
 White Grained Leather, brown saddle. Rubber sole.
\$2.49



Sizes 3 to 8. For Misses
 Streamlined casual oxford. Army rasset glove leather.
\$2.98



Perforated leather. Available in upper leather. 2.49 for the oxford.
\$3.49
 Sizes 3 to 8.
 Penney's Main Floor



FOR THE Skip-rope KIDS
GABARDINE
Full-Skirted Jumpers

Daughters love our gay little jumpers in bright corduroy and rayon. Some with ruffled shoulders, some with contrasting trimming. 7 to 14.
4.80
 Penney's Second Floor

School-Going Coats That Double for Dress



TOTS' STYLES IN MIXTURES, SOLIDS
 Back pleated princess styles, velvet collared. Boy's Chesterfields and boy coats. Sturd and warmly interlined. Sizes 3 to 6.
7.90

TEEN-AGE FAVORITES IN BRIGHT COLORS
 Popular Chesterfields, boy coats and slim reefers of deep-piled fleece or suede-finish fabrics. All warmly interlined. In 7-14.
10.90

SHOE RELEASE—NO STAMP NEEDED!

OFA has allowed us to release Shoes that arrived in our store before April of last year that are to be sold at \$3.50 or under. We have several tables of Men's Dress Oxfords, Men's Work Shoes and Women's Style and Staple Shoes. Find your size while selections are complete.