

PENNEY'S

**Washable
Plaid
Prints!**

**NEW, NEAT CHECKS!
SANFORIZED!
STURDY AND WARM!**

Boys' Thrift-Priced Cotton Flannel Shirts

NOW, in new, neat checks, subtle plaids, bold blocks—patterns and colors to satisfy every youthful taste and whim! Sanforized for lasting fit. Good-looking for school; sturdy and warm for play, afterwards. Excellent Penney value!

1.49
SIZES
2-18



Every Boy Wants CORDUROY SPORT SHIRTS

SIZES
2-18

2.98

NOW, at Penney's modest price you can buy a variety of these rugged corduroy shirts in new, high shades, deep-tones, novelty shades! A favorite with boys of all ages—and no wonder, they look smart with any school or outdoor outfit!



Boys' Knitted Combed Cotton SPORT SHIRTS

- Sizes 4-16
- Choose Light or Deep Tone Shades

1.49

Expertly tailored of fine quality, soft combed cotton, in a close interlock knit! Choose from a wide selection of light and deep-toned shades, with contrasting trimmed plaque and collar! Buy this Penney value today!



Warm Wool

Boy's Slipover Sweater

Full cut in the popular v-neck style—looks well worn with slacks or under a sport coat! Fine gauge knitted wool for soft hand and long wear. At Penney's low price

SIZES
10-16

3.98

Sizes 4 to 8 2.98



Boys' Husky Plain Toe DOUBLE DECK SOLE "WELT" OXFORD

Rugged and right in style and wear for a boys' life. Heavy Interflex soles, dark cordo brown leather uppers. Sanitized (R) for cleaner, better wear. 8½ - 12. Sizes 12½-3 4.98

4.49

FOR BOYS!

Now Available For First Time! Boys Denim & NYLON Jeans

LABORATORY TESTS
SHOW
20% Greater
Resistance
to abrasion
8-oz. Weight
Zipper Front

2.29
PAIR

- Perfect Fit
- Durable
- Serviceable

Yes, they're new . . . They're terrific. The nylon has added substantially to the abrasive resistance of these jeans. Our J. C. Penney laboratory indicates there is a minimum of 20 per cent more wear in jeans reinforced with nylon than all-cotton denim jeans. Try them . . . be convinced . . .



Always A Favorite Boys Corduroy TROUSERS

SIZES
12-18

4.98

Husky Hockemeyer corduroy trousers. Zip fly, heavy sailboat drill pockets. Colors, cream, ecru, castor. Sizes 12-18.

Buy Jackets Now . . . On Penneys' Lay-Away



Warm Reversible Woolen JACKETS

Sizes
2-8

5.90

Two ways to wear this Penney value! For sports and wet rainy days, wear the shiny, water repellent acetate satin side out; and for school and casual wear, reverse the sturdy cotton twill side. 10-18 7.90.

Thrifty Value Colorful Plaid JACKETS

4.98

Boys' Sizes 10-16

Wonderful value for this low Penney price! Colorful plaid woven of warm, long-wearing new, re-used, and reprocessed wool with nylon added for extra sturdiness! Adjustable side straps. 3 colors. Jr. Boys' sizes 4-8, 3.98



Soft Suede Leather! Quilt Lined JACKET

12.75

Sizes 8 to 18

Now, the popular soft suede jacket is quilt lined to keep you warm on cold days! Styled with snug knit collar, cuffs, waistband and two slash pockets. At Penney's in navy, rust, hunter green, brown, charcoal, beige.



SAVE WITH PENNEY PRICES...

See for yourself how much farther your clothing dollar stretches at Penney's!

SAVE WITH PENNEY QUALITY...

See for yourself! Penney quality means better service, longer wear—less need for replacement! Your savings multiply!



**Shop Penney
BACK-to-SCHOOL
NEED**

A PENNEY BARGAIN IS PRICE

SEW NOW AND SAVE



Fashion's top priority fabric for fall in colors that will literally make your mouth water! Be sure you buy your corduroy at Penney's though, and you'll be sure, even after machine washing, the colors will stay as luscious as when they were new! 16 rib quality in silky-soft durable pile—ideal for separates, sportswear, dresses, robes or home decorating.

- Tango Blue
- Shocking Pink
- New Grass
- Apricot
- Brown Sable
- Gold
- Coral
- Copen
- Kelly
- Grey
- Royal
- Purple
- Navy
- Rust
- Dk. Green

COMPANION FEATURE!

Jumbo Storage

10



Storage space galore in this huge 18" high, 15½" wide and 26" long hassock! It's constructed with steel strap reinforcement top and bottom—and covered with heavy, good looking 12 gauge vinyl plastic! Fully lined!