

AT PENNEY'S

Every thing for BACK-TO-SCHOOL.

SCHOOL SUPPLIES

PENCIL TABLETS—
8x10, 66 sheets . . . 4c
TYPEWRITER BOND—
40 sheets 8 1/2x11 . . . 4c
LOOSE LEAF FILLER
50 sheets, lined . . . 4c
ART GUM ERASER—
Each . . . 4c
PENCO PENCILS—
Large eraser . . . 4c

Pencil Box 25c
Lunch Box 25c
Fountain Pen 25c

— MAIN FLOOR —

SUNNY TUCKER COATS

For Your Between-Age Daughter



Smart swagger and fitted coats, especially designed to flatter immature young figures! Of warm fleeces, tweeds, suede cloths, and other fine fabrics — rayon lined and interlined. Fur trimmed or tailored. Sizes 7-16.

6.90

GIRLS' COATS - 7-14

Best liked junior deb styles, with patch pockets, military details, and lots of jaunty buttons! Of warm fleeces, tweeds and suede cloths. Warmly lined.

4.98

Sunny Tucker DRESSES

Bright Young Styles for School or Dress



Gay styles, with young collars, wide skirts. Of school girl ging ham, other tub fabrics, and smart rayons. Sizes 3-16.

98c

GIRLS' TUB FROCKS

Gaily colored plaids, stripes, prints! In attractive new styles. 3-14.

49c

GIRLS' UNDIES

Little Miss Prep and Adonna undies. They are tops in wear and service.

25c

GIRLS' SCHOOL ANKLETS

Bright colors in popular chenilles and others. Long wearing cotton.

15c

Back to School means a lot to parents when they buy at PENNEY'S. New merchandise in every department - - - at savings prices you won't believe possible. School togs from kindergarten through college - - - AT PENNEY'S!

GIRLS' ANKLETS

Girls will need plenty to choose from a wide selection of colors.

10c Pr.

Sunny Tucker Hats

Small little bonnets, perky small hats! Feather and ribbon trim.

98c

GIRLS' HANDBAGS

Clever little styles for girls. Some over shoulder styles.

25c



SMART SNAP BRIMS CAMPUS HATS

Wool felts in rich woody colors or black. Smart roller styles.

98c

Jean Nedra Frocks

They'll go to school or parties all winter! These lovely frocks will stand out anywhere—with their lovely full skirts and smart trimmings. Of rayon crepes and spun rayons with wool. Plaids, gay prints and deep fall shades.

3.98

Sporty JACKETS

Combine them with different skirts, blouses, scarfs — you'll always have a gay new outfit for school! Bright tweeds and plaids. Flannels and shetlands.

2.98

Lovely SKIRTS

New at this price! The patented "Hug Me Band" skirt of all-wool flannel! It fits perfectly, keeps your blouses in!

1.98

Fall Blouses

Lovely tailored or dressy styles made extra long and full! Rayon crepe, broadcloth and chambray.

98c

SLIPOVER Sweaters

Fine quality shetland wool slippers, some with cans and carry pockets.

1.49

Young Men's PAJAMAS

SANFORIZED — FAST COLOR

Fast color broadcloth. Some in plain colors with contrasting collar. Slipover or button front style with draw string or elastic belt.

98c

Men's Deluxe Dress Shirts

Perfection in every detail. The finest fabrics, and workmanship.

1.98

— MAIN FLOOR —

TWO-TONE SWEATERS

FOR YOUNG MEN

Dressy raglan shoulder style. Pure wool front and back with contrasting color sleeves.

2.98

Slipover Sweaters

Unbeatable savings on sweaters — but more than that, all the style and service you could hope for. Crew neck styles.

1.49

— MAIN FLOOR —

TWO-TONE SWEATERS

SLIDE FASTENER FRONT

Pure wool front and back in diagonal patterns. Solid color contrasting trim. Slide fastener front, smart raglan sleeves.

1.98

Boys' Slipover Sweaters

Sturdy, smart looking, and economical. It's the campus favorite in a neat panel stitch with wide turnback wrists. Crew neck.

98c

— DOWNSTAIRS —

Boys' Sweat Shirts

LIGHTWEIGHT!

You'll need several of 'em for football! They're roomy and absorbent. Crew neck with "V" insert. Fleece line. 8-16.

49c

Boys' Whipcord Play Pants

A long wearing economical pant for boys. Fully sanforized shrunk. Whipcord and denim materials that wash so easily.

98c

— DOWNSTAIRS —

Boys' Dress Shirts

SANFORIZED — FAST COLOR

The utmost in style and quality at the absolute bed rock in price. Stripes, checks and figures—all of them style-winners!

49c

Boys' New Felt Hats

New styles for back-to-school. Every boy wants to wear a hat. Dark colors. Novelty bands with feathers.

98c

— DOWNSTAIRS —

YOUNG MEN'S CREW NECK AND V-NECK SLIPOVER SWEATERS

Also smart crew neck. Fine SPORT-CLAD sweater in panel rib and other novelty stitches. For school and for dress.

1.98

LEATHER FRONT SWEATERS

The front is of real cape leather in a rich shade to set off the knit back, sleeves and trim! Raglan shoulders. Slide fastener.

3.98

Young Men's Topflight SHIRTS

Smooth weave broadcloth. Sanforized for perfect fit. Completely new and exclusive patterns for fall, all in fast colors! No Craft collars.

98c

FUR FELT HATS at a Saving

Their superior quality makes them rich-looking, more serviceable and shape retaining. In young men's styles.

1.98

YOUNG MEN'S SLACK SOX

Get ready for school with these styles. Rayon and silk mixtures, terry and ribbed cotton. Many patterns—clocks, narrow stripes and others.

25c Pr.

Young Men's SHIRTS, SHORTS, BRIEFS

You'll want plenty of them to start school! SHIRTS of fast color broadcloth. SHIRTS of fine combed cotton in rib knit. BRIEFS with fly front.

25c Ea.

YOUNG MEN'S SUSPENDERS

Choose the style that's most comfortable for you! Button or clip-on . . . and a choice of backs. Newest fall patterns and colors.

49c

NEW TIES FOR FALL

Ties to match your shirts! Ever-popular stripes, plaids and figures plus the new wool materials, in checks and plaids.

49c

CORDUROY — WORSTED WEAVES — ROUGH TWEEDS CASSIMERES

YOUNG MEN'S FALL TROUSERS

The biggest collection of campus favorites we've ever assembled! For sports, for casual wear, for dress—whatever you're looking for you'll find at Penney's. In plaid and plain front styles.

2.98

— MAIN FLOOR —

BOYS' TRUE BLUE DRESS SHIRTS

Fast color percales. True blue stands for everything a boy wants and needs in a fine shirt. Smooth weave fabrics, handsomely tailored. Wilt-proof collars.

79c

Boys' Leather Front SWEATERS

Each sweater has a cape leather front in two shades. Handsome raglan sleeves and back of brushed mohair yarns.

1.98

CORDUROY, CASSIMERES, WORSTED WEAVES BOYS' SCHOOL TROUSERS

Every fabric, style and pattern any boy could want—all at this huge saving. Knockabout corduroys, dressy worsteds, sporty cassimeres in plain and plaid.

1.98

Save! Boys' Shirts, Shorts, Briefs

Shorts of fast color broadcloth—many with grippers instead of buttons. Shirts of combed cotton in rib knit. Brief with closed or fly front.

19c Ea.

BOYS' FAST COLOR PAJAMAS

Roomy pajamas for sleeping comfort! Bright new patterns and plain colors in fast color fabrics. Coat and slipover styles. Sizes 6-18.

98c Ea.

Boys' Sox

Cotton and terry weaves and acetate rayons. Small stripes and blazer stripes.

15c Pr.

Boys' Ties

Colorful new stripes, plaids and rich all-over figures.

25c Pr.

BOYS' DURABLE JIMMIES

Cassimeres and corduroys. Ideal for school or play! Adjustable suspenders. Sizes 1 to 8 years.

1.49

ANTIQUE FINISH OXFORDS

The new copper tan that's tops with the young men. The stylish moccasin type with seam down toe makes them easy favorites with campus men.

3.98

Sporty Wing-Tip OXFORDS

For young men with an eye to the utmost in style! In pheasant tan with antique finish. Serviceable leather soles and heels.

3.98

— DOWNSTAIRS STORE —

PENNEY'S

J. C. PENNEY CO., INC.

Use Our LAY A WAY PLAN! No Charge!

STORE HOURS 9 a.m. to 6 p.m. SATURDAYS 9 a.m. to 8 p.m.