

Smart Styles at Low Prices

SPORT COATS

- COLORFUL TWEEDS
- POPULAR FLEECES

You'll find just the coat for casual sport wear at Penney's. Crisply tailored tweeds, in fitted styles. Many styles wool fleece sport swaggers. Choose today.

14⁷⁵

SECOND FLOOR

FULL SWING SKIRTS

New at this price! All wool flannel, part wool gabardines and all wool plaids and crepes. Gored, pleated and flared styles.

1.98

ALL WOOL CREPE SKIRTS

You'll want several of these. Beautiful new fall shades. Smoothly tailored in swing and smart pleated styles.

2.98

SECOND FLOOR

CLASSIC STYLES IN LONG OR SHORT SLEEVE

SCHOOL BLOUSES

Lovely tailored or dressy styles made extra long and full, in rayon crepes and new rayon fabrics.

1.98

DAINTY BLOUSES

Tailored or dressy styles. Washable rayon French crepe, broadcloth and chambray.

98c

SECOND FLOOR

NEW LONGER STYLES

CAMPUS COATS

Extra long style . . . you can wear them over skirts or dresses. Rich plain shades in fine flannel and shetland! Classic man-tailored.

2.98

SLIPOVER SWEATERS

Fine quality shetland wool slippers, some with cash and carry pockets. Sizes 34-40.

1.49

SECOND FLOOR

CASUAL YOUNG "MIX-MATCHERS"

SCHOOL JACKETS

The love of every school girl! Plaids and tweeds in correct color combinations to blend with everything.

3.98

BRUSHED WOOL SWEATERS

New styles at a thrift price. Popular coat style. New fall colors.

2.98

SECOND FLOOR

FOR SWEATER COLLECTORS

TWIN-SWEATER SETS

Coat and slipover sweaters you can wear together or separately. Fine quality wool, knit in attractive novelty stitches.

3.98

KNEE-LENGTH HOSE

The campus favorite for '40! . . . Novelty stitches and weaves, bright colors.

25c Pr.

SECOND FLOOR

AT PENNEY'S

Everything for BACK-TO-SCHOOL.

GIRLS' ALLIGATOR PRINT SADDLE OXFORDS

2.98

Daughter will love this version of the ever-popular campus saddle oxford. Reliable Goodyear welt construction. Crepe soles. Brown or black.

FOR BACK TO SCHOOL GIRLS' OXFORDS

1.98

For classroom or campus! Brown antiqued leather with new styling ring eyelets. Leather soles and heels.

GIRLS' PATENT LEATHER AND GABARDINE ELASTICIZED PUMPS

1.98

Elasticized for extra snug fit, wall laced for toe room, rubber tap heels for ladylike quiet. Leather soles.

PATENT LEATHER T-STRAPS for GIRLS

1.49

Cleaning black patent pumps trimmed with dull black leather. Regular leather soles and rubber heels. Sizes 8 1/2-11 1/2.

LITTLE GIRLS' SUNNY TUCKER STITCHDOWN OXFORDS

1.98

Sturdily made to withstand daily hard knocks—Stitchdown construction, chrome leather soles, rubber heels.

GIRLS' PATENT LEATHER SIDE GORE STEP-INS

1.98

Attractive and comfortable. . . Durable McKay sewed leather soles, and rubber heels! Sizes 12-3.

BOYS' WING TIP DRESS OXFORDS

1.49

Get them in black or brown. Sturdy drill linings, oak tanned leather soles, rubber tap heels. Sizes 12-2. 1.69

DOWNSTAIRS STORE

CAMPUS FAVORITES THE COUNTRY OVER! SMART TWEED SUITS

- ALL WOOL FABRICS
- FULL DRAPE STYLING

IMPECCABLY TAILORED BY TOWNCLAD

You'll be able to Set the Style with one of these tweeds. Full English drape styling, pleated front slacks with slide fastener. Wear the coat or the slacks separate! Three button front style. REMEMBER . . . it costs nothing to use our Lay-Away Plan.

19⁷⁵

ALL WOOL SLACKS

Bedford cords twill, gabardines and cassimeres. Distinctive "just out" colors and weaves! Penney's finest slacks values.

4.98

Young Men's Sport Jackets

7.90

They're tops in style and quality . . . Smart tweeds, new deep tone all wool flannels. Ideal for sport or dress.

MAIN

SAVE! School Slacks

Special purchase. . . Cotton gabardine and twill slacks in dark colors. Regular dress style. Save.

1.49

MAIN FLOOR

NEW SWEATERS

Two tone combinations. Zipper front short style. A soft rayon pile fabric sweater . . . they're new . . . they're different.

1.98

MAIN FLOOR

Young Men's CORDS

Famous Hockmeyer quality. Long wear and fine fit . . . at a real low price. Crepe, castor, brown and grey colors.

2.98

For School It's "Topflight" AMERICA'S BIGGEST SHIRT VALUE

What a shirt full of quality you get for less than a dollar! Smooth weave broadcloth. Sanforized for perfect fit. . . Completely new and exclusive patterns.

98c

Young Men's 'T' Shirts

Soft ribbed cotton "T" shirts. Crew neck and short sleeves.

25c

All Wool Felt Hats

Snappy new styles, colorful and different bands, this year they're different. At a low price too.

1.98

Young Men's Fall Ties

Ties to match your shirts. Stripes, plaids and figures. Grand selection.

49c

Young Men's Slack Sox

Get ready for school with these new styles! Rayons, ribbed cotton and terry cloth. Stripes, plaids, plain colors.

25c Pr.

BOY'S POLO SHIRTS

Trim looking and soft. . . They're easy to launder. Long sleeves, cotton knit. Downstairs

59c

BOY'S DRESS SHIRTS

The utmost in style and quality at the absolute bed rock in price. Stripes, checks and figures. Downstairs

49c

BOY'S SLACK SOX

In small stripes and blazer stripes. Plain colors, too. Here's value at a low price. Downstairs

10c Pr.

BOY'S FROSH PANTS

Unequaled for wear . . . They'll take all the hard knocks boys can give them—Light tan colors. Sanforized. Downstairs

1.49

BOY'S BIB OVERALLS SUPER OXIDE

Fully sanforized shrunk—Full roomy size. Fine for school boys. Downstairs

55c

Boy's Waist Overalls "SUPER BIG MAC"

Sanforized for lasting fit. They look nice and launder so easily. Downstairs

69c

SEND THEM BACK TO SCHOOL IN STYLE BOYS' SCHOOL SUITS

- EXTRA FINE FIT
- NEW FALL FABRICS

Invest NOW in a suit that will give your boy the service he needs and the style he wants! Color, smart tailoring, dependable quality and a price that fits the family budget—Sizes 6-16.

7.90

2 PAIR TROUSERS

BOYS' SPORT COATS

Worsted, tweeds and cassimeres in the smartest styles of the season. Tailored to fit. 10-20.

4.98

BOYS' WOOL SLACKS

Exactly the models discerning boys demand! In cassimeres, worsteds and corduroys.

2.98

BOYS' SPORT SETS

Smartly styled cotton gabardine. Slack and coat in matching color. Brown, green and teal blue.

1.49

BOYS' LEATHER JACKETS

Fine quality leather jackets—that will see you through the whole school year . . . in black and brown.

5.90

DOWNSTAIRS STORE

Expert Hosiery Mending • Prompt Service • Low Cost

PENNEY'S

J. C. PENNEY CO., INC.