

PENNEY'S

J. O. PENNEY CO., INC.

EVERYTHING FOR BACK-TO-SCHOOL

Supplying America's vast army of school youngsters is a stupendous job—one rivaling that of the Quartermaster of our Army! And we, who for many years have clothed millions of school children, went at it in the same way—with an ever watchful eye on sound, durable quality, so that children's war-year clothes would fit into the nation's thrift pattern! Here, at Penney's, is everything they need for school—priced so every family can save toward another War Bond!

QUARTERMASTER TO AMERICA'S SCHOOL ARMY

Buy U. S. War Bonds and Stamps

VALUES
Girls' Broadcloth Pajamas
1.29
6-16
Washable, new colors, full cut!
SECOND FLOOR

VALUES
Girls' Jackets
3.98 5.90
3-16
New fall styles, plaids, plains and new colors!
SECOND FLOOR

VALUES
Girls' Anklets
15c
Lovely new pastel and dark shades!
SECOND FLOOR

VALUES
Girls' Rayon Slips
59c 79c
2-16
Form fitting new cut!
SECOND FLOOR

VALUES
Boys' Belts
25c - 49c
Figured designs! Different widths!

VALUES
Boys' Sweat Shirts
98c
For athletics this fall! Full cut!
DOWNSTAIRS

VALUES
Boys' Slack Socks
15c 19c 25c
New colors, stripes or figures!
DOWNSTAIRS

VALUES
Boys' Shirts & Shorts
3 for 1.00
Elastic waist! Fine cotton yarn!
DOWNSTAIRS

Girls' Wear for Back-to-School

Pay A Little At A Time On Penney's Lay-Away Plan!



Casual Styles for Daily Wear!
TAILORED COATS 5.90

Choose a soft fleece boyish type coat, or a smart tweed cut on military lines! Nicely lined in rayon twill. Sizes 3-6.

Fur-Trimmed or With Removable Lining!
SMART FALL COATS 8.90

Fleece in gay plaids; Cavalry twill and nubby tweeds in novelty effect! Some with fur, others with removable linings! Sizes 6-14.

Young Men's Sweaters
1.19 2.98

New pastel shades for fall! All styles!

Girls' FALL DRESSES
1.98

Something new for back-to-school! All styles and colors!

For Back-to-School
GIRLS' SKIRTS 1.69 - 2.98

New pastels, plaids, and plains! Pleated models!

Girls' BLOUSES
1.98

New figured rayon blouses, new colors!

BACK-TO-SCHOOL FOR BOYS!

Part Wool Boys' Sweaters
1.98

New colors! New exciting styles! All sizes!

For School Boys' DRESS SHIRTS
98c

Tans, blue, brown and green shades in stripes or figured!

Boys' SLACK PANTS
1.33 1.49 1.77

For back-to-school wear! Boys' wash pants!

Boys' Long Sleeved SPORT SHIRTS
1.49

New colors in long sleeved sport shirts for back-to-school!

Boys' Twill Boot Breeches
2.98

For the boy who likes to wear boots to school!

Boys' Sweat Shirts
69c

Light weight! New colors!

Boys' Pajamas
1.19

Washable! New colors! Just right for growing boys!

Boys' Uniform Shirts
98c

Tan and blue colors! For school wear! Washable!

Boys' Reversible Jackets
4.98

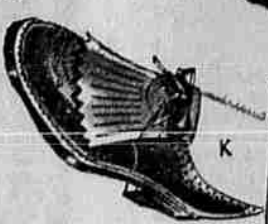
Corduroy and Airdex reversibles for boys!

Boys' Slack Suits
1.98

For back-to-school! Look neat in a slack suit!

Girls' Dressy Pumps
1.98

12-3
All leather! Rubber heel and leather sole!



Girls' Oxfords
1.98

12-3
New for fall! Popular brown color! All leather, rubber heel!



Boys' Cordsole Shoes
3.49

For school boys this scout shoe will give real service! Popular brown color!



Girls' Fall Shoes
2.49

12-3
Low heel, black color! New fall style!



All leather sole, heel and uppers! Metal plate in heel to prevent wear! Brown color!

Boys' BACK TO School Shoes
3.49

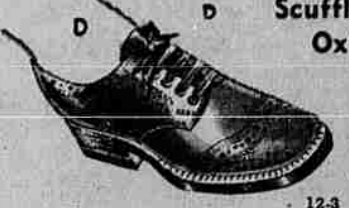
Girls' Two-Tone Oxfords
2.49

Girls, you'll love them for school! Soft, pliable, brown and tan!



Boys' Scuffless Toe Oxfords
2.29

8 1/2-11 1/2
For comfort and service buy him this neat Oxford!
12-3 2.49



Boys' Scuffless Toe Shoes
2.49

8 1/2-11 1/2
For good service to the little fellows, start him off with a scuffless toe shoe!
12-2 2.88



Boys' Cord Sole Oxfords
2.98

Heavy cord sole and heel with all leather upper!



Shoes for the Family

SHOE DEPARTMENT DOWNSTAIRS — PENNEY'S

Foremost Styles!



Smartly Simple Oxfords
3.79

Practical, straight-tipped. The kind of a durable shoe you want for hard wear—as well as good looks!

Young Men's Choice! Oxfords
3.79

A good, durable Fall style in dark brown antique finish. Goodyear welt construction! A grand value!

Foot Notes in Fall Fashions!



Tailored Smartness! Spectators
3.49

Smooth antique Turfian pump you'll love on! Tailored bow, pyramid heel. Black or brown.

That Campus Look! Oxfords
3.49

Moccasin toe and harness stitching! Soft brown glove leather comfort! Black or brown.

Smart Bump Toe! Spectators
3.49

A classic with high heels! Turfian, to wear with your tailored clothes. Black or brown.



Men's Fall Dress Slacks
4.98 6.90

All the new fall shades! All the new styles! You'll appreciate the service you'll get from them!

FINE QUALITY CORDUROY PANTS

Light Weight
2.98

Fine quality! Two popular shades, cream and castor! Full cut!

Medium Weight
3.98

This popular medium weight cord has everything! Large belt loops and flaps on pockets! Also comes in four shades, cream, castor, blue and brown!

Heavy Weight
4.98

In this heavier cord you have tops in quality, smartness and service! One shade only, cream!

VALUES

Young Men's Felt Hats
2.98

New fall shades! Good quality felt!
MAIN FLOOR

YOUNG MEN'S SWEATERS DESIGNED FOR BACK-TO-SCHOOL!

Rayon and Cotton Zipper Sweaters
2.98

New styles! New colors! All sizes!

All Wool Slipover
2.98

This sweater is plus in style and quality at this price!

All Wool Sweater Vests
2.98

All wool! New colors! Popularly styled!

Sleeveless Sweaters
3.98

The sweater that really fits may be found in this price range! With lots of new colors!

All Wool Slipover and Coat Sweaters
4.98

All wool! New styles in slipover and coat styles! All the new fall shades for back-to-school!

Sleeveless Slipover Sweaters
1.49

To wear with that new sport outfit for school!

Boys' Corduroy Suits
2.98

Newly styled for back to school!

Children's Polo Shirts
49c - 59c

Very popular for school! Light weight!

Boys' Blue Melton Jackets
2.98

Heavy blue melton jackets for school boys!

All Wool Boys' Plaid Jackets
2.98

All wool! Boys' plaid jackets! Zipper front!

Jr. Boys' Reversible Finger Tip Coat
3.98 4.98

Boys' finger tip coats for back to school!

Boys' Short Sleeve Sport Shirts
79c 98c

For back to school! Boys' short sleeved sport shirt! New colors!

Boys' Blue Cords
2.98

New colors in boys' fall corduroys!

Boys' Cords Longies
1.98

New colors! For boys' longies cords!

VALUES

Young Men's Slack Socks
25c

New colors! New stripes or figured styles!
MAIN FLOOR

VALUES

Young Men's Sport Shirts
1.98

All new colors! Long sleeves! New in or outer styles!
MAIN FLOOR

SHOP AT PENNEY'S AND SAVE