

AT PENNEY'S



To high school, to college, the younger set goes. All smartly dressed-up in new Back-to-School Clothes! They find the right outfits from head down to toes, By shopping at Penney's - as everyone knows!

ACTIVE FALL DAYS DEMAND Action-Loving Jackets



AS ADVERTISED IN THE WOMAN'S HOME COMPANION

Good Mixers for School Days

ALL-WOOL JACKETS

Classic three-button style, tailored of breeze-soft all-wool crepe! Sizes 12 to 20. 6 90

GIRLS' WOOL JACKETS

Long-wearing, soft wool crepe tailored in the three-button style. Fully lined! 5 90

ALL-WOOL SKIRTS

Pleated all-around for a graceful swinging fit. Bright or dark colors. Sizes 24-32. 3 98

GIRLS' WOOL SKIRTS

In lovely solid shades. Pleated for a flattering fit. 7-14. 2 98

Tailored, Short-Sleeved Rayon Blouses.....2.98; Girls' Sizes1.98

SWEATERS! CLASSROOM FAVORITES!

Miss Prep Sweaters

Cardigans 2 98

Classic or "sloppy" styles... some in all-wool. Colors to match or blend with her suits. 10-16.

SWEATERS

80% Wool, 50% Rayon! Crew neck slip-overs. Colors. Sizes 10-16. 1 98

Little Girl Coat Set

3.90 to 7.90

Downy, swan-soft fleecy fabric. Double breasted, smooth-fitting princess lines, interlined. Leggings stay up with suspenders, stay down with snug zipper closing. Little bonnet with a brim matches all. Sizes 1 to 3.

Matching Hats 69c to 98c

Pram Snow Suits

for Carriage Wear 6 mos. to 2 yrs. 3.90 to 7.90

Matching Hats 59c

Children's Snow Suits

8.90

Wind-proof gabardine. Navy blue and red with fur trimmed hood attached. Sizes 3-6. SECOND FLOOR



Boys' Slacks 2 98

Gabardines and soft-finish weaves in wool-cotton and rayon mixtures. Sizes 6 to 16.

Boys' Sweaters 2.98

A warm sweater is a necessary part of his back-to-school wardrobe. Choice of two styles. All wool slipover with V-neck, or practical coat sweaters with either knitted or all-wool coat fronts.

Sport Coats 8.90

Suitable for either school, or dress wear. Suede finished solid tans and browns. Sport and novel weaves. Half-lined. Size 8 to 20.

Boys' Polo Shirts 59c and 69c

Colorful striped cotton knit. Short sleeves and tightly knit neckline. Sizes—small, medium and large.



Boys' Plaid Cossack 3 98

Fleecy, warm plaid. Deep slash pockets. Buttonfront, some zip-pers. Sizes 6-18.

Boys' Poplin Jackets 1.79

Ideal for school wear. Water repellent, hard finish. Has buttoned front and slash pockets. Sizes small, medium and large.

Boys' Oxfords 2.69

Designed to wear and wear! Of chrome-split leather with scuffless shield toe. Sizes 12 to 3.

Girls' Oxfords 2.49

A perfect school shoe which does double duty as a 'dress-up' shoe, too. Neat alligator print trim and decorative toe stitching. Leather soles and rubber heels. Sizes 12 to 3.



PILOT MODEL COSSACK JACKET

IN CAPE LEATHER—Soft, pliable, long wearing! Zips quickly up the front! Three slash pockets. Quilted rayon lining. 25 1/2". 16 50

COSSACK STYLE—In smooth, flexible cape leather. Lined with rayon. 25" long. 9 90

100% mixed wool. Blue, red and green plaids. Sizes 36 to 46. 4 98

Men's Plaid-Lined Mackinaws

Heavy Plaid. Protection from blustery weather. Double-breasted wool plaid. Large convertible storm collar. Roomy pockets. Sizes 36 to 46. 6 90

BUFFALO PLAID SHIRTS

A "must" for rough, out-of-doors wear. 100% blended wool. Brightly colored, two pocket model. Sizes 14 1/2 to 17. 4 77

FLANNEL SHIRTS

Economically priced. Available in plaids or checks. Heavy, finely woven, cotton flannel. Two pockets. Easily laundered. Sizes 14 1/2 to 17. 1 49

Finest Quality WOOLEN SHIRTS

Attractive, colorful plaids. Tailored of 60% wool and 40% rayon. Sizes 14 1/2 to 17. 5 49

Men's COSSACK JACKETS

Covert cloth outer shell with wool-cotton blanket lining for extra warmth. Washable. Sizes 36 to 46. 2 85



Baby Department

- Quilted Pads, two sizes, 27c-39c
Flannelette Crib Sheet, Moisture proof \$1.04
Baby Blankets, 29c, 68c, \$1.39, \$1.78, \$2.98
100% wool at \$5.90
Bunting Robes, pastel colors, \$2.98, \$3.98, \$4.98
Infants' Cotton Vests, long and short sleeves, 29c
Quilted Crib Comforter, rayon taffeta \$3.98
Baby Bibs 19c to 98c
Stuffed Toys 49c to \$1.98
Soft, Cuddlesome Sleepy-Head Dolls \$2.71 and \$4.98
Baby Harness 68c
Corduroy Smartalls, Sizes 2 to 6 \$1.49
Denim Smartalls 98c to \$1.98
Little Jimmie Overalls, Sizes 1 to 6 98c
Juvenile Sweaters, short and long sleeves \$1.49 to \$2.98
Little Girls' Blouses, sizes 1 to 4 \$1.49
Play Pen \$8.90
Baby Cribs, sturdy maple \$9.90 to \$14.75



Husky Styles for Playtime!

Boys' Jimmies

98c

Tough Sanforized fabrics, fully cut for action-loving boys. They'll give him long service and will stand many trips to the laundry. Bib style, with adjustable shoulder straps. SECOND FLOOR

Oxford Grey

Whipcord Pants

Styled for "on the job" serviceability. Medium weight covert in full cut. Sanforized shrunk. Sizes 29 to 42. 1 79

Men's Denim Jeans

A long wearing pant at low cost. Full cut, sanforized blue denim. Wide belt loops. Sizes 30 to 42. Pr. 1 39

Forest Green WHIPCORD PANTS

8 90

Sturdy, durable—built to "stand the gaff." All-wool fabric of highest quality. Reinforced stitching at points of strain. Forest green.



White Sheet Blankets

Now is the time to buy bedding—when stocks are comparatively complete. Single with stitched ends. All American cotton. Sizes 70x95. Each 1 19

Luxury Quality Blankets

100% wool. Five-year guarantee against moth damage. Single, size—72x84. Rayon satin binding. In assorted colors. Four pounds. 9 90

Golden Dawn Blankets

Attractive plaids. Scientifically blended wool, selected cotton. 5% wool, 95% cotton. Sateen binding. Assorted colors. 72x84. Pr. 3 98

Trimnings

Add a gay touch. Yd. 8c to 25c

New Fall Woolens

Beautifully woven, finest quality fabrics, 54 inches wide. Black, green, blue, tan. Yd. 3 49

Ladies' Tailored Gowns

Accent on comfort and coolness. In pink and blue figured rayon. 2 98

Rayon Hose

Not only sheer enough for dress—but also sturdy enough for long service. Sizes 8 1/2 to 10 1/2. 75c

Ladies' Tailored Dickies

Extremely practical—saves ironing, cooler than a blouse. In "go-with-everything" colors—white, blue, pink and yellow. Front button. In 98c

Ladies' Plastic Handbags

A complement to any ensemble! Two styles. In red, brown (Including tax 3.58) 2 98

Men's Army Twill Shirts

Soft collar gives greater comfort. Sanforized shrunk. Medium length sleeves. Sizes 14 1/2 to 17. 1 98

Men's Poplin Jackets

Water repellent and wind-proof. Storm-proof pockets. Double thickness. Reversible—green on one side; tan on the other. 5 90

Penco Mattress Protectors

Double 54x76 2.98
Single 39x76 2.79
Quilted. Sanitary and absorbent. Penco muslin. DOWNSTAIRS

Men's Work Suits

Pleated back assures unhampered motion. Blue denim. Sanforized shrunk. Reinforced stitching at points of strain. Sizes 34 to 46. 2 98

Men's Melton Jackets

Warmth and long service assured. Full cut for correct fit and comfort. Extra reinforcement at all points of strain. Sizes 36 to 48. 4 98

Men's Work Socks

Rockford type—smooth, fine-knitted yarns. Blue or tan. No seams in foot. Sizes 10 to 12. Two pair at 35c

Boys' COTTON SLACKS

Durable twills for back-to-school. Blue and tan. 98c

Men's Polo Shirts

Ideal for sportswear. Fine knit. Long sleeves and one pocket. In blue, beige, and maize. Sizes, small, medium and large. 98c

Men's Dress Gloves

Durably saddle stitched of cape leather. Black, brown, tan, coffee. Sizes 8 to 10 1/2. 1 69