

PENNEY'S

J. O. PENNEY CO., INC.

Early teen-age folks are rough
On their coats and suits and stuff!
Still for school they must look nice!
Here Mom, is some good advice!



Keep the family
BRIGHT AND WARM

MEN'S SWEATERS

Fine gauge pure worsted slippers. Coat styles, all-knit or fancy patterned cloth front. **3.98**

BOYS' SWEATERS

Soft wool cardigans with V necks and pockets. Fine gauge crew neck slip overs. **3.98**

WOMEN'S SWEATERS

Toasty warm, all-wool slippers and cardigans in spicy fall shades! In sizes 34-40. **3.98**

GIRLS' SWEATERS

Brilliant colors in Sloppy Joes! Fine gauge slip overs with crew necks. 8-14. **2.98**

They're at the Head of the Class

In One of Penney's Warm Winter Coats for School Girls!

Tailored in the grown-up way they all love! Neatly cut-fitted coats. Single and double breasted styles with two pockets. Warmest wool-and-cotton with rayon linings, and small velveteen collars. Choose bright fall colors!

9.90 Sizes 3-6
12.75 Sizes 7-14

School Clothes

ON THE HONOR ROLL

- Girls' Plaid Jackets and Blazers **7.90**
- Brilliant plaids, solid colors. 3 button models.
- Skirts That Are School Favorites **3.98**
- Pleated all around, with a three button closure
- SMART TAILORED SHIRT BLOUSES **1.98**
- PLAID, PRINT and PLAIN FROCKS **2.98**
- Fall School Berets and Bonnets! **1.49**
- Warm Crew Neck Sweaters **2.98**



Boys' LEATHER JACKETS **\$8.90**

Capeskin leather. Outing flannel lined. Zipper front. Adjustable back. Sizes 4 to 10. Others at \$6.95



Bright as Paint! BOYS' SOCKS **25c**

Bright striped and argyle patterned slack socks to satisfy a boy's yearning for color! Of strong, heavyweight cotton that will take miles of hard wear! 8 to 10 1/2.



Town-Clads for Fall
ABREAST OF THE SEASON

ALL-WOOL WORSTEDS — It's the same Town-Clad construction. But fabrics are sharper, darker color for Fall. Interesting tick weave in unusual sharkskin backgrounds. **29.75**



HOLD ON TO YOUR HAT! IT'S A MARATHON* **5.90**



LIGHT EDGE

ACCLAIM



REVERSIBLE COATS **4.98**

Ready for lots of wear! Corduroy coats with water repellent gabardine linings. Neat fly fronts with convertible collars. Two roomy pockets. Railroad stitching around the hems!

Tweeds Go to... GRAMMAR SCHOOL

- BOYS' JIMMIE SUITS! **4.98**
Corduroy fronts with Glen Plaid backs, sleeves. Matching corduroy Jimmie, with bib.
- CASUAL COATS **5.90**
Wool plaid and checkered fronts with plain colored sleeves, backs.
- Slacks That Are Basic For Every Young Man's Wardrobe
Cavalry twills, herringbones and worsteds. *Reg. U. S. Pat. Off. **2.98**
- BOYS' DRESS SHIRTS **98c**
Boys' fine cotton broadcloth shirts. Long sleeves, blue, tan, green. Sizes 8-15. 1.29 White only
- BOYS' CORDS **\$2.98**
Boys' cream-colored cords. Button plaque. Sanforized-shrunk. Sizes 6 to 16.
- Jim Penney Jr.'s Boys' Suits! **9.90**
Single breasted coats with a rayon lining. Matching slide fastener trousers. 4-12.



Neat for School! BOYS' HATS **1.49**

A snappy welt edged, 2 1/4" brimmed felt hat, jauntily trimmed with a fancy band! In chestnut, Brown Eagle Blue, Sand tan and Covert.

Boys' BASEBALL CAPS **49c**

Red, blue and green satin caps. Leather sweat band. Sizes 6 1/2 to 7.

BOYS' BELTS **98c**

Boys' leather belts. Attractive designs or plain styles. Sizes 28 to 30. Others .59c



Built Especially For Children!
Oxford **2.49** Saddle **2.98**

The leather in the oxfords is tanned for toughness and flexibility, tips are made for concealing scuffs. Neolite, soles, heels on saddles are non-marking! Smaller sizes, 8 1/4-11 1/4. **2.29-2.49**

COTTON CREPE 35c Yd.
Just arrived in assorted patterns and colors. Suitable for dresses and sportwear. 30 in. wide.

Men's WORK PANTS **\$2.29**
In army twill. Plain or herringbone material. Sanforized shrunk. Ideal pants for any type of work. Sizes 29 to 42.

Men's CORDUROY PANTS **3.53**
Excellent quality corduroy. Tan color only. Strongly stitched with pocket reinforcements. Sizes 28 to 36.