

PENNEY'S
J. O. PENNEY CO., INC.

COLLEGE TREND

Suits, Jackets and Coats
Ideal Styles
For All Students

STUDENT SUITS

18⁵⁰

Popular tweeds in blue or tan. Two-piece single breasted style. 100% all wool, sizes 32 to 40.
MAIN FLOOR

Sport Coat with Casual Leanings!
Men's All-Wool Sport Coat

12.75

Though this sport coat looks like a casual coat, it has all tailoring details that preserve smooth lines in well-made clothes. Other styles!

To Wear With Spring Coats!
MEN'S WOOL SLACKS

7.90

Beautiful all-wool fabric, generously cut with pleats and cuffs. Gabardine or Bedford Cord to go with snappy Fall sport coats. Other styles, too. Sizes 28 to 42.

*Reg. U. S. Pat. Off.



They're going together this fall

COMPANION SUITS AND COATS

They're doing the town or going to the country... and to football games on crisp fall days! Sometimes they go together... and sometimes separately... depending on the weather... And the light-minded coat often goes with a new fall frock! All wool with rayon satin linings. Autumn colors in flattering shades.

24⁷⁵



Trentwood SHOP TALK...

Pretty Snappy Tweed There, Fellal Trentwood Deluxe Tailored Suits

No question about value—all wool fabrics and tailoring that lasts. Patterns, bright on the beam! Sizes are 10-20.

12.75

They sure put a lot of tailoring into Boys' All Wool Fitted Sport Coats

Perfectly built shoulders, really smooth front. Bright-as-fall overplaid patterns.

8.90

Plenty of drape in those new slacks! Boys' Cavalry Twill Pleated Slacks

Yes, and cuffs too! Nothing nicer than Cavalry Twill in a good solid color. 6 to 18.

2.98

Just Arrived! Men's Work Apparel

MEN'S WORK SUITS

Heavy blue twill work suits that are double stitched for longer service and full cut for better fit. Button front, extra deep tool pockets. Sizes 36 to 46.

3.41

MAIN FLOOR

MEN'S BLACK JEANS

Heavy black twill work pants. Double stitched, wide belt loops, heavy drill pockets, sanforized shrunken. Sizes 30 to 36.

2.98

MAIN FLOOR



Scuffless Shield Tips!
BOYS' OXFORDS

2.49

Secure Ankle Support!
BOYS' HIGH SHOES

1.98

A boy's active life won't hurt these shoes! Tipped with tough patterned leather to take hard knocks. Flexible army russet anti-qued uppers — Sanitized* linings! Sizes 12-3. Smaller run 2.29

All the sporty features of a smart moccasin, combined with high-shoe support, to give him new walking comfort and confidence! Smooth russet glove leather with easy-lacing hooks and eyelets; stitchdown construction.



For Walking to School!
GIRLS' OXFORDS

2.49

Saddles Are Swell!
Brown-and-Whites

2.49

Does the crisp autumn air bring out the wanderer in you? Tie your feet into these soft moccasin oxfords! Rubber soles and heels to cushion your steps and a strong stitchdown construction that makes them wear and wear!

Handsome, grained white leather that polishes smoothly, teamed with a deep-brown saddle! Your favorite classics come in a new, wide-toe, narrow-heel last that make them tops in comfort, too! Sturdy rubber soles.

Just Like Big Sister's!
Girls' Winter Coats

12.75

Cut with a youthful flare, there's a grown-up air about these double and single-breasted models! Neat velveteen collars and two pockets. 10% pure wool, 90% reprocessed wool. Fall colors. 7-14.



Back to School Ideas

For the Playtime Set!

Penney's Snowsuits

9.90 **10.90**

3-6 7-12

Warmth and comfort for after school playtimes! Flannelette lined jackets and heavy ski trousers. Warm winter fabrics. Gay colors.

All Wool Crepe Jackets, Blazer Types!

Yes, Pacific all-wool crepe cut with a dash—lapels, front-closing and slit pockets edged with piping.

6.90

All Wool Crepe Skirts, Crisp with Pleats!

Fitted, side-closing waistband. Colors, rich and luscious, that speak of approaching fall. 7-14.

3.98

Tailored Crepe Blouses 1.98



Available Friday Morning 42-GAUGE HOSE

Cotton reinforced toe, rayon tops, semi-sheer, assorted sizes in Sunniblush and Joytan, summer shades.

75^c

MAIN FLOOR

Chenille Spreads, 9.90 ea.

Heavy tufted chenille on a self-matching crepe background. Flower and diagonal striped patterns. Rose, green, peach and tan shades. Sizes 90x105.

DOWNSTAIRS

Full-Length Mirrors, 3.49

Sturdy plate glass that gives a clear reflection. Fastened to fibre board back. Complete with hanger hooks, size 12 inches by 48 inches.

MAIN FLOOR

Ladies' Work Slacks, 2.39

Full-cut tailored work slacks with one side pocket. Made of heavyweight sanforized cotton twill in navy and black. Plaid cotton flannel work shirt

SECOND FLOOR

2.98