

# EVERYTHING for BACK-TO-SCHOOL



### Boys Gentry Junior PAJAMAS 98c

Boys like them because they're so comfortable and good-looking, too! Our better fast color broadcloth pajamas in smart coat or slipover styles with notch collars. Bright bold stripes and popular patterns. Elastic and drawstring waistbands. Fast Color Percalé Pajamas 79c

### BIG BOYS' AND MEN'S PAJAMAS 1.29

Fine quality prints that will wear and wash well. Full cut sizes. A-B-C-D.

Just Received in time for School Sewing!

## 10,000 YARDS NEW FALL PRINTS

### "RONDO" 19c Yard

Our finest quality and our biggest seller. A host of fast color patterns to choose from!

### "MALABAR" 17c Yard

A very fine count quality print at a price that is very suitable for all sewing. Every yard is colorful!

### "AVENUE" 15c Yard

Sew and save now! School will soon open and the kiddies will need many Washable changes!

ADVANCE PATTERNS 10c to 25c

## Gay Washable Cottons! SCHOOL FROCKS

That are amazing Buys at— **59c**

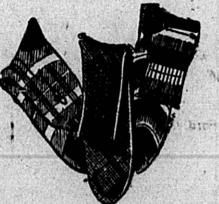


MOTHERS — you'll praise these grand little dresses when you see them—and you'll thank them for making your budget go so far! Daughter will be happy too—for she'll love the new nautical bolero and peasant styles, the swing skirts and generous hems! Prints and solids. 7-14.

Ready for School "Sunny Tucker" DRESSES 98c

Of school-girl gingham, variegated percale prints, poplins, lovely party rayons! Hurry and Pick The Prettiest! They're Wonderful For The Money!

### BOYS' LOUD SOX Speak for Themselves!



### MADE FOR LONG WEAR! BOYS' SLACK SOCKS 15c

Smart flashy styles at a low cost! Sturdy cotton or terry weaves in small or blazer stripes! Plain colors, too! Newest fall patterns! 8-10-2.

### ABSORBENT ATHLETIC SOCKS 25c



### FELT HATS 98c

FOR SCHOOL BOYS! Nothing will make your young fellow like to dress up more than a real hat—just like dad's! Smart styles with novelty bands. Of wool felt in soft blue, green, or brown. Sizes 6 3/8 to 7.

## HURRY! HURRY! MARVELOUS VALUES! TREMENDOUS SAVINGS!

### PENNEY'S SHOES GIVE MORE MILES PER PAIR!

### BOYS' WING TIP OXFORDS

All Leather! **2.49**

FAVORITE DRESS STYLE! They look just like big brother's! Comfortable wing tip oxfords with tough oil treated leather soles that resist wet wear. Sturdy and flexible stitchdown construction! In brown or black. Sizes 1 to 6.

### "LITTLE TEACHER" SHOES

Gentle Foot Protection for Little Folks! With Penicilline sanitized linings. Soft white leather has been fashioned into this dainty little shoe! Designed with Cuddle-Back construction—which prevents it from breaking down at the heel! This means long wear with comfort for your youngster! Sturdy leather soles and leather spring heels! Sizes 5/8-8. Sizes 2-5.

### GIRLS' RING EYELET OXFORDS 1.98

Black  
White  
Smoked Elk  
Two-Tone Tan

Handsome, big ring eyelets make this collegian's choice of the campus! Of soft, pliant leather, finished in the new golden tobacco brown! Has thick, sturdy cork and rubber soles and heels for long wear!

### IT'S Z-I-P AND YOU'RE INTO YOUR SPORTGLAD! COAT SWEATERS 1.98

It's just the right weight — has the right amount of warmth—and you can't beat it for good looks! A smart two tone coat with handy Talon fastener front, raglan shoulders and two button-flap pockets! The Johnny collar and sleeves fit ever so snugly! New fall color combinations. Sizes 8 to 16.



### Boys' Sturdy SCHOOL PANTS 1.98

FOR SMART STYLE! The grandest collection of rich fabrics in town! Novelty weaves and soft fabrics for sports, smooth finish materials for dress-up! All have pleats and full drape, perfectly fitting lines!

### Boys' "Jimmy" Style PANTS 1.00

Good sturdy fabrics that will take those hard knocks! See them today in our Boys' Department!

## TAKE ADVANTAGE OF PENNEY'S LAY-AWAY PLAN NOW!

Pick out your BACK TO SCHOOL CLOTHING needs now while our stocks are complete. Make a small down payment, then follow these weekly or semi-weekly and you will have the desired garments paid for in a short time... GET THE PENNEY COMPANY LAY-AWAY HABIT... YOU'LL SAVE!

### BOYS' DOUBLE KNEE OVERALL PANTS 69c

Mother, here is a value that you should not pass up! Well made, full cut sizes that will give the utmost wear!

### Fancy Denim PANTS 98c

Wide leg, high waist style!

### A FEATURE VALUE BUY 2 OR 3 PAIR! VALUE! COTTON PANTIES 15c

FOR YOUNG SCHOLARS

Sturdy combed cotton with a lustrous rayon stripe! Extra large reinforcement in crotch for longer wear. Good strong elastic waistband.

### BOYS' POLO SHIRTS 79c

ZIPPER NECK! Boys like them because there's plenty of room for action—they're absorbent, too! Mothers like them because they're easy to wash! Knit of bright colored spun rayon and cotton! Convertible slide fastener collar!

### Miss Prep Goes to School! COTTON SLIPS for Girls 25c

Big girls and little girls will need lots of these fine cotton slips! Made of dainty nainsook or fine Sanforized broadcloth that can take lots of wear and washing! Comfortable built-up, shoulder styles with perky ruffled bottoms. Tailored, or trimmed with hem-stitching, embroidery or lace! Sizes 2 to 14.

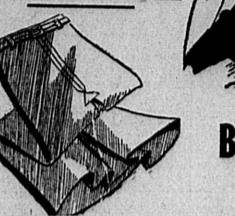
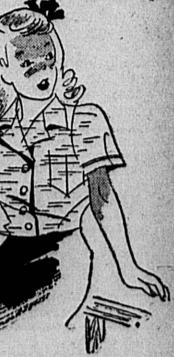


### Girls Rayon SLIPS 49c

Be sure that your girl has plenty of these smooth fitting, daintily styled slips with pretty ruffled bottoms and comfy built-up shoulders.

### Miss America's Uniform! GIRL'S School Blouses OF WASHABLE COTTONS! 59c

Tomboy tailored styles or ruffled little darlings with embroidery trimmings! In fresh-faced white, bright colors or stripes. Marvellous values at this small price! 7-16.



### Bright Skirts 98c

Every American girl loves skirts! Especially these Bonnie Scotch-type plaids of soft wool with rayon! Handsome wool-and-rayon flannels, too, and sporty corduroys in favorite corded and pleated styles. 7-16.