



Penney's BACK TO SCHOOL DAYS

With 4 ★ ★ ★ ★
STAR
VALUES

Oh, Boy! Oh, Boy! What a Value!

Young Men's Corduroy Slacks

Strong! Durable! Long-wearing! High-waisted with side buckles and wide bottoms. Colors: Leather, buff and navy. Cleverest styles you've ever seen. Also chevrons, worsteds, tweeds.

\$1.98

**Talon
Fastener
Jackets \$3.69**



MONDAY SPECIALS

NEW FALL CAPS

Tweeds, cassimeres, and wool mixtures in all the accepted shades and patterns. A lot of service in these caps, for only

49c

Vat Dyed Print Pajamas

For men and young men. Roomy, full-cut, slip-over or button styles. All sizes.

98c

MAIN FLOOR

First Quality

Vat Dyed

Shirts

Pre-shrunk collars that are sure to fit well now and after laundering. Tan, blue, grey, green and dressy mixtures.



Sizes 14-17, while 854 shirts last!

68c

Men's Brushed Wool Sweaters \$1.98

Newest in men's sweaters. Talon fastener. So popular and so durable. Sizes 36-44.

RAYON UNDIES

Panties, shorties, briefs. Small, medium and large. Dainty flesh color. Ideal for school girls.

19c

BROADCLOTH SLIPS

Bias-cut, lace trimmed. Flesh and white. Sizes 34-44.

39c

Back to College Value! Sheer PURE SILK Hosiery



School girls and their mothers will want several pairs in their favorite fall shades. Beautiful perfect quality, chiffon or service weight. Sizes 8 1/2-10 1/2.

49c

SCHOOL HOSE

They'll fit 'cause they're "ankle-fashioned" of sheer rayon. All first quality for more and more wear! Sizes 8 1/2-10 1/2.

19c

NU-TONE Vat-Dyed

PRINTS

10c



Colorful dress designs for school sewing. Mothers will appreciate the saving in price. So much quality for so little money.

**"Avenue"
PRINTS
15c Yd.**

SECOND FLOOR

DRY GOODS DEPT.

New Fall Woolens, 54-in. wide 98c

For plain or fancy school dresses and skirts. . . . yd.

One Table Remnants 1/2

Extraordinary values . . . 1/2 regular price. . . .

Large Thirsty Terry Wash Cloths 3 for 10c

Supply the back-to-school needs. . . .

O. N. T. Thread 300 Yard Spool—Ea. 8c

New Suntan Curtain Nets 29c

Newest of all fabrics to dress up the house. . . . yd.

Jumbo Size Bath Towels, each 19c

"Belle Isle" Pillowcases, 42x36, ea. 12 1/2c

Genuine "Mary Lee" Broadcloth

18c

36 inches wide. All colors vat dyed. Smart florals, stripes, monotonies, and geometrics. All perfect quality.

Famous "Belle Isle" Longcloth 5 yds. 39c

1,200 Ladies' New Fall Felt Hats



88c

The head of their class in chic. Latest of fall styles: small or medium brims; blue, brown, black, wine, and green. Remarkable bargain!

TREASURE ISLAND BOYS' SHOP

Plain or Sport Models

Wool Suits

With
2 Prs. Longies or
2 Prs. Knickers

\$7.90



Golf Hose, Novelty Designs 15c
New Fall Fabric Knickers 98c
All lined. Sizes 6-16
Cotton Athletic Undershirts 15c
Broadcloth Athletic Under Shorts 19c
Sturdy Blue Chambray Shirts 29c
Boys' Genuine "Oxhide" Overalls 59c

CHILDREN'S DEPT.

Extra Quality—Extra Style

School Dresses

Darling little frocks for all the girls from kindergarten to campus. (Sizes 3-16.) Clever printed percales and broadcloths. What excitement these dresses will create!

Finer Frocks for Fall 98c

Rich fall designs, plaids and stripes, and lovely autumn colors. Be here early, Monday!

GIRLS' COTTON BLOUSES

Clever
Print
Designs
Sizes 8-16
59c

Plain and Plaid FLANNEL SKIRTS 98c

GIRLS' Cotton HOSE

Light and dark tans and browns. Plain or Derby rib. Excellent quality at a huge saving!

15c

Girls' Winter Coats

\$4.98



Chin chillas, wool coatings, novelty weaves. Fur trimmed and self-trimmed styles. Sizes 4-14. Unusually well-made and cleverly designed . . . and yet so reasonably priced!



DOWNSTAIRS SHOE DEPT.

THE NATIONALLY FAMOUS

CYNTHIA ARCH SHOES

FALL STYLES • JUST ARRIVED!

\$2.98



THEY'RE HERE. AND THE NEW STYLES WILL CERTAINLY THRILL YOU. BLACK OR BROWN. KID OR SUEDE. SIZES TO 10. AAA TO EE. STYLE TOGETHER WITH SUFFICIENT ARCH SUPPORT.

Misses' or Girls' PATENT STRAPS

The Utmost in Comfort! Center buckle style. Rubber heels. Cut-out quarters. Trimmed in black grain.

\$1.79



GIRLS' PATENT PUMPS

With patent bow trim. Fancy cut-outs. Oak leather soles.

\$1.98

Sizes 12-3

GIRLS' SPORT OXFORDS

Composition rubber soles. Tan or black elk leathers.

\$1.98



Misses' Sporty SCHOOL SHOES

Stitched down construction, which eliminates stiffness.

\$1.98

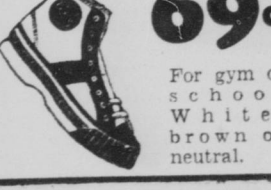
Sizes 2 1/2-8

BOZO CANVAS SHOES

Odorless Insoles

69c

For gym or school. White, brown or neutral.



For Boys or Girls!

Shark-skin Tip OXFORDS

Wear Like Iron!

They'll stand plenty of scuffs. Goodyear welt sole.

\$1.98



Also Sizes 8 1/2-11 **\$1.79**

SCHOOL BOYS' OXFORDS

Double soles, built for long wear. Sturdy uppers.

98c

Size 8 1/2-2

BOYS' STURDY OXFORDS

Weather-Proof Outsole!

A real value. Has a mid-sole to insure extra wear.

\$1.98

Size 8 1/2-11 1/2 **\$1.79**



MOTHERS!

Here's a Bargain! BOYS' OXFORDS

Welt construction. Tough solid leather soles.

\$2.29

Also Sizes 1-6 **\$2.49**



STORE HOURS:

Daily, 9 A. M. to 5:30 P. M.
Saturdays, 9 A. M. to 6 P. M.

Penney's

33 EAST
WASHINGTON ST.