

**PENNEY'S**  
ALWAYS FIRST QUALITY!


Shop Penney's for *Everything* for

# BACK-TO-SCHOOL

*You'll Live Better, You'll Save!*

STARTS  
9:30  
TOMORROW  
MORNING

When Penney's says everything for back-to-school that means everything! For your girl . . . the sweaters and skirts, the slippers, the new Trim Twin chemise she's been asking for. For your boy . . . the bulky knit sweater, the wash 'n wear flannel slacks, the shoes he wants. And that's just part of the picture. Penney's has every back-to-school need with the selection and quality, the low price Penney's is famous for.



**PENNEY'S HAS V-NECKS OF SOFT HI-BULK ORLON**

Every schoolboy wants one of our V-necks! Soft luxurious Orlon, perfectly knit . . . hand washable and shrink-resistant, too. Favorite colors. Your favorite prices!

3.98 boys 10 to 18  
2.98 Jr. boys 4 to 8

**AUGUST PREMIUM BUY!**

WASH 'N WEAR little or no ironing



**TESTED FOR EASY-CARE**

**COMBED AND POLISHED COTTON BUCKLE-BACKS**

Slacks premium tailored . . . "University" styled! And Penney's Wash 'n Wear finish keeps 'em well-groomed from breakfast to bedtime.

4.98

Boys' Sizes 6-18 . . . 2.98 sizes 28 to 38



**Smart! FULL-FASHIONED ORLON SWEATER SETS**

Get plenty! They're hi-bulk Turbo Ortons, wash amazingly like new. Full-fashioned to fit without pulling under the arms. A collection of harvest tones!

2.98 Slips-Ons  
3.98 Cardigans sizes 7 to 14



**WHEE! FIFTY WHIRLING YARDS!**

Sets skirts 'n heads reeling! The biggest whirl in the world! Fifty yards that never stop spinning. Nylon pastels suds jiffy dry. Sizes small to large.

2.98

<p><b>BOYS' SOCKS</b></p> <p>Combed cotton argyles and stripes. Nylon reinforced heel and toe. Sizes 6 to 10 1/2.</p> <p>4 Pk \$1.00</p>	<p><b>BOYS' JEANS</b></p> <p>Penney's rugged Foremost blue jeans. Long wearing, reinforced at all points of strain.</p> <p>\$2.49</p>	<p><b>BOYS' SWEATSHIRTS</b></p> <p>Fleece lined, nylon reinforced Neck. Good assortment popular colors. Sizes small, of colors. Sizes 4 to 16.</p> <p>\$1.00</p>	<p><b>MEN'S SWEATERS</b></p> <p>100% Orlon long sleeve slipover style. Hand washable, easy to care for. Most popular colors. Sizes small, medium, large.</p> <p>\$2.66</p>	<p><b>MEN'S SLACKS</b></p> <p>Combed and polished cotton, buckle-back university style. Penney's wash 'n wear finish.</p> <p>\$2.88</p>	<p><b>CLUTCH BAGS</b></p> <p>Popular back-to-school styles and colors. Smart in smooth plastic. Zippered compartment.</p> <p>\$1.00 plus tax</p>	<p><b>GIRLS' REVERSIBLE SKIRTS</b></p> <p>Two skirts in one. Orlon and wool plaids. Popular back to school colors. A terrific value. Sizes 7-14.</p> <p>\$5.95</p>	<p><b>GIRLS' STRAP SHOE</b></p> <p>Red leather convertible strap school shoe. Good quality soles. Sizes 9 to 3.</p> <p>\$2.66</p>
<p><b>BOYS' SWEATERS</b></p> <p>Bulky knit crew neck, 100% Orlon. Long sleeve slipover. Shrink resistant. Sizes 4 to 16.</p> <p>\$2.22</p>	<p><b>BOYS' COTTON SHIRTS</b></p> <p>The ever-popular Dan River plaids. Sparkling colors machine wash beautifully. Sizes 4 to 18.</p> <p>\$1.98</p>	<p><b>MEN'S AND BOYS' CORDS</b></p> <p>Men's every popular white cords. Sizes 29 to 33. 6.50 Antelope brown or charcoal grey. 5.95 Boys' white and colored cords. Sizes 4 to 10. 3.98 Boys' sizes 12 to 18. 4.98</p>	<p><b>MEN'S SHIRTS</b></p> <p>Penney's well-groomed plaids and stripes at special savings. Assorted colors, Sanforized. Sizes S-M-L.</p> <p>\$1.66</p>	<p><b>WOMEN'S CORDUROY SLACKS</b></p> <p>Slim, tapered, well-tailored. Velvety soft corduroy in lovely glance-winning colors. Sizes 10 to 18.</p> <p>\$2.49</p>	<p><b>TRIPLE ROLL ANKLETS</b></p> <p>Combed cotton, elastic insert throughout cuff. Nylon reinforced heel and toe.</p> <p>3 Pk \$1.00</p>	<p><b>WOMEN'S PANTIES</b></p> <p>Comfortable rayon tricort knit briefs. At Penney's low, low price you can stock up now.</p> <p>39¢</p>	<p><b>BOYS' SHOES</b></p> <p>Save dollars more on boys' quality school shoes. Long wearing leather. Big boys' sizes 1 to 6.</p> <p>\$4.44</p>



**Penney's Orlon sweaters are LOFTY TURBO ORLON**

You get classa cardigans and long and short sleeved slippers in pill-resistant Orlon! Many colors. Looped crew necks. Hand wash. Stock up at Penney's prices!

2.98 and 3.98 Slippers, sizes 32 to 42  
Cardigans, sizes 32 to 46

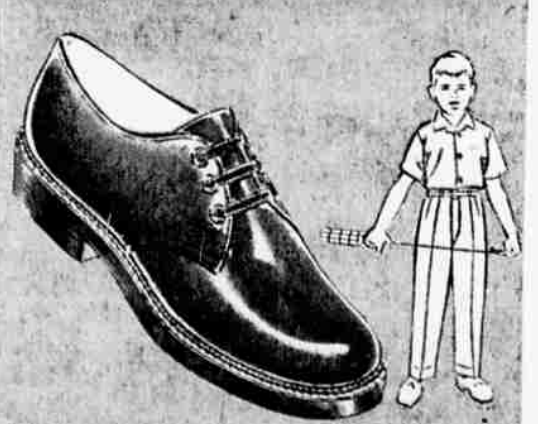


**Striped Buttondowns In Fine Cotton**

Yes, men, it's Penney's famous University model shirt with box pleat back. Three button collar, a knockout in richly colored stripes and plaids. Sizes 4 to 18.

\$2.98 small, medium large

**AUGUST PREMIUM BUY!**



**BOYS' STURDY OXFORDS HANDSOMELY STYLED IN RICH GRAIN LEATHER!**

Penney's cuts price . . . never quality! Every pair is built according to Penney's rigid specifications and fitted by the famed Brannock measuring device! Sanitized.

\$2.66 sizes 8 1/2 to 3 in black or brown

**save at Penney's**



White frosted gingham . . . Dan River easy care cotton. Sizes 7 to 14. 3.98  
7 to 14. \$3.98

The selection is big! Colors, styles, patterns are great. Tailoring is tops, with sturdy seams, deep hems. Take advantage of this special buy now. Get these Penney extras. Sizes 3 to 6X.

2.98