

PENNEY'S
ALWAYS FIRST QUALITY!

STARTS
Tomorrow Morning
AT 9:30

BE EARLY
AND SAVE!

BACK-TO-SCHOOL

Shop Penney's for *Everything* for

You'll live better, You'll save!



Natural Lustre In Our "AIR JET" ACETATES!

This fabulous fabric boasts a rich lustre all its own. Has a crisp, full bodied texture, locked-in color, plus all of Penney's tailoring know-how! Machine washable in lukewarm water.

1.98

MEN'S SIZES \$2.98 Boys' sizes 4 to 18



back again with sleeve zip pocket! Frosted Wool Melton

Rugged, warm, cut for comfort and neat as a paper of pins with its smooth fly front, knit collar and cuffs and contrasting trim. Deep tone wools, with new Fibrene frosted affect, fully lined. Black, copen, charcoal, red, royal.

13.95

Boys Sizes 10-18, 10.95; 4-8, 9.95 Small, medium, large, extra large



the Big Zip is here on our Poplin Long-Line Jacket

Husky and handsome, yet light in weight, both the combed poplin poplin jacket and its new, new Big Zip closure! Body is Orlon - pile lined, sleeves have quilted lining; 100% washable in lukewarm water! Tan.

14.95

Boys' Sizes 12 to 18 \$11.95 Small, medium, large, extra large



Reversible Pleated Plaid Skirt

A permanently pleated beauty. Reversible, a different look each side. The 65% orlon - 35% wool is hand washable. Hip-hugging fit. New shorter length. Sizes 10 to 18.

12.95

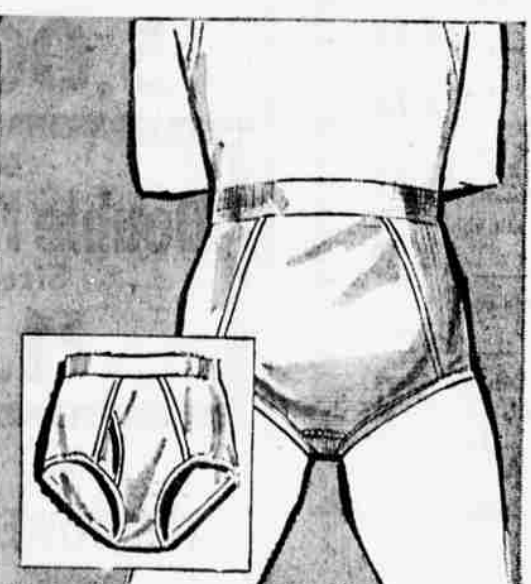


FOREMOST JEANS ARE MADE TO FIT ALL BOYS!

Penney's Foremost proportion sizes 13 3/4 ounce Western jeans to fit your boy no matter what his size! They're strongly reinforced, vat-dyed, Sanforized!

2.49

Men's Sizes 29-40 \$2.98 sizes regular tall and husky

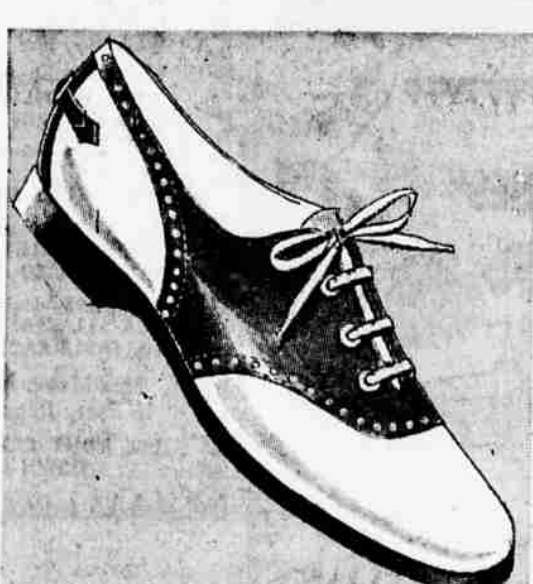


NEW! "DOUBLE BACK" Combed Cotton Briefs!

Man, what a buy! Soft, absorbent combed cotton with a brand new Penney Towncraft feature! Double backs give extra thickness, comfort and elasticity right where it's needed

3.25

Boys sizes 4 to 16 most, sizes 28 to 42 \$3.95



Even a 2-year old can wear our COLLEGE BUCKLEBACKS

Penney's puts a girl skips 'n jumps ahead in fashion with bucklebacks—Brannock fits her for sure-size toes are cozied with soft leathers! (Tot sizes for boy or girl.)

3.79
3.98

Sizes 3 to 8, 8 1/2 to 3



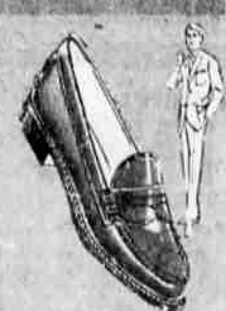
Doleman Sleeve Orlon Dressmaker Sweater

Smart dolman sleeves! Mock turtle neck! Such pretty details for soft, soft Turbo hi-bulk Orlon! It's pill resistant! Shape-retaining! New harvest colors, too!

2.98

sizes 34 to 42

AUGUST PREMIUM BUY!



HAND SEWN

PENNEY CASUALS
AT BIG SAVINGS

Men's 7 to 10 1/2 **5.88**

Boys' 6 to 12 **4.00**

In Black or Brown

Treat yourself to a try-on! These sleek slip-ons are lab tested for top performance... Sanitized to stay fresh! Oil treated to make 'em extra smooth!

AUGUST PREMIUM BUY!



SMART! DURABLE!

SAVE MORE ON
BOYS' OXFORDS

4.44 PAIR

sizes 2 to 6 in black or brown One of Penney's best buys ever! These trim-toe oxfords feature genuine Goodyear welt construction... long-wear soles and heels... Sanitized freshness!



GIRLS' BRIEFS IN MANY COLORS

39c

Sizes 2 to 16

Girls love color. Moms want value! Penney's cotton 'n rayon knits with elasticized lace edges give both! White, red, pastels. Machine washable.

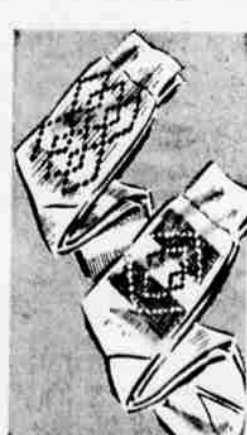
Womens Sizes \$9c

Boys' Official Gym Wear

SHORTS	Sizes 26 to 34	1.19
T-SHIRTS	Sizes 12 to 16	98c
T-SHIRTS	Sizes S-M-L	1.19
SUPPORTERS	Sizes 26 to 38	79c
GYM SHOES	White or black, Sizes 6 1/2-12	4.49
GYM SHOES	White or black, Sizes 2 1/2-6	4.39

Girls' Official Gym Wear

BLOUSES	Sizes 10 to 22	2.29
SHORTS	Sizes 8 to 22	2.49
TENNIS OXFORDS		3.29
TENNIS SHOES	High Top	3.49



More Wear In Our Men's And Boys' Sox

Boys' **4** for **1.00**

Men's **49c** Pr.

Combed cotton with nylon reinforced heel and toe. Heels made extra high to offset rubbing by back of shoe. Many colors, fancy patterns.



MEN'S ORLON SWEATERS

2.66

Penney's hi-bulk orlon sports the new modified V-neck. Soft, luxurious feel! Here's a low, low Penney price, too!



YOUNG MEN'S DENIM SLACKS

3.49

A favorite casual slack. Trim and cool, full cut. Sanforized, machine washable. Vat dyed colors: grey, blue stripe. Sizes 29 to 33.