

PENNEY'S

ALWAYS FIRST QUALITY!

CHOOSE NOW . . . ON LAYAWAY!

More wearings, less washings! It's a dark-toned plaid with perky trims, little bows. 3-6x.



Very grown-up! Blue 'n' green plaid with belt loops, a simulated red leather belt, two pockets. 7-14.



Kindergarten news! Plaids with lacey ruffles, plus three colorful button-tabs! 3-6x.

Lots of pretty white eyelet. Handy little pocket, practical self collar. 3 to 6x.

Smart block plaid with chalk-white pique at both pockets and the top, too. 7-14.

Lovely idea, pastel plaids! Deep ruffled skirt, self buttons, starchy bib. 7 to 12.

PENNEY'S IN SALEM SECOND FLOOR SCOOP!

PLAIDS! PLAIDS! PLAIDS!

Hundreds of them Sanforized[†] woven gingham in clear, rich colors, striking patterns... with better-than-ever details and styles...and NOW priced with Penney's old-fashioned thrift!

3.98
7 to 14
3 to 6x... 2.98

[†] Will not shrink more than 1%

PENNEY'S SECOND FLOOR



GIRL'S SWEATERS

ALL-WOOL ZEPHYR YARN CARDIGANS

Most popular of all sweater styles for school! Pure worsted in a rib type stitch that gives extra warmth and wear. Exciting red, fluorescent kelly, fluorescent ruby, fluorescent corse, navy, emerald.

3.98

PENNEY'S SECOND FLOOR

ALL-WOOL SLIPOVERS IN NEW COLORS

Dynamic colors in this oval neck slipover sweater. Knit cuffs on short sleeves, and rib knit bottom. A BACK-TO-SCHOOL necessity!

2.98

7-14.



GIRL'S COATS

LEFT AND BELOW:
FITTED OR BOXY
WOOL COVERT
COATS

17.75

Nice easy lines that go over winter bulk smoothly and comfortably. Velvet trimming. Lined and interlined. Fall colors. 7-14.

SECOND FLOOR



ABOVE:
GIRLS COATS OF
CLIP FLEECE

16.75

In green, red, brown, beige. Stand-up collar, single breasted, simply but classically styled. Graceful flowing lines. 7-14.

PENNEY'S SECOND FLOOR

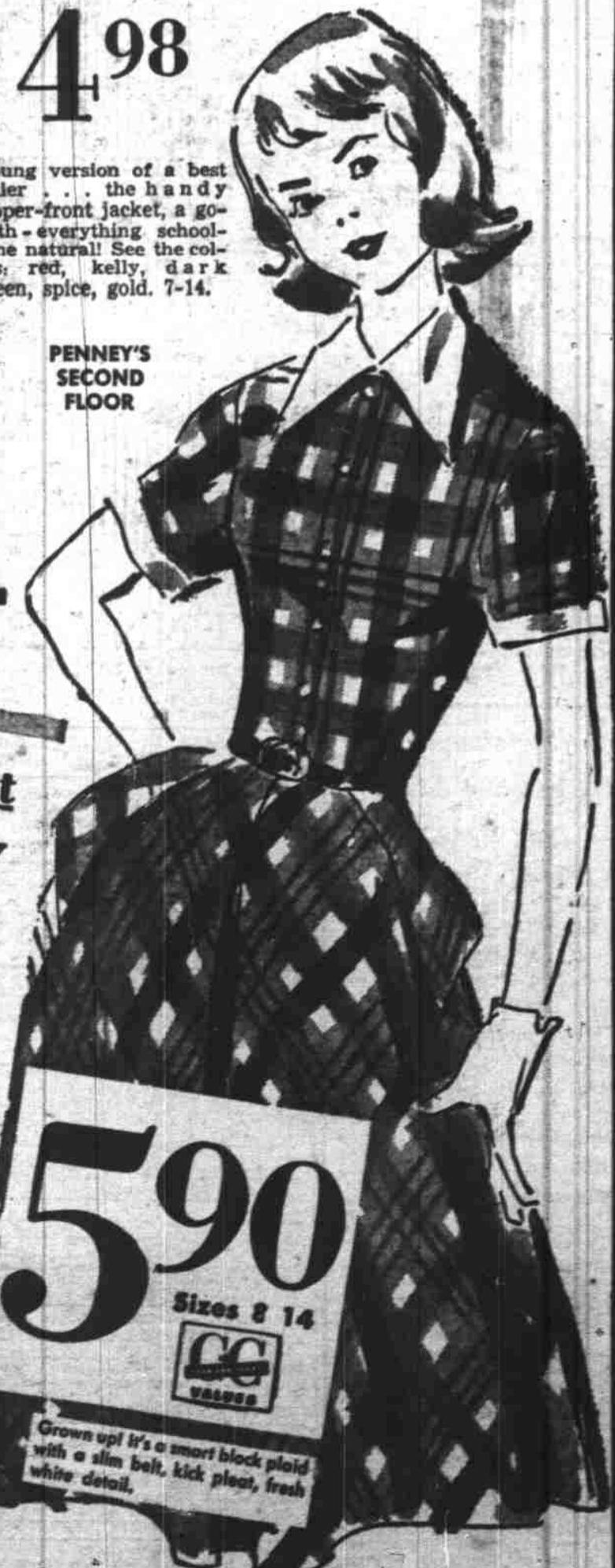


GIRL'S CORDUROY
ZIP JACKETS

4.98

Young version of a best seller... the handy zipper-front jacket, a go-with-everything school-time natural! See the colors: red, kelly, dark green, spice, gold. 7-14.

PENNEY'S SECOND FLOOR



Because she's almost grown-up and very fashion-conscious...

SUB-TEEN PLAIDS!

Sanforized[†] woven gingham styled especially for her figure!

[†] Will not shrink more than 1%

5.90
Sizes 8-14

Sizes 8-14

CC

WASH

Grown up! It's a smart block plaid with a slim belt, kick pleat, fresh white detail.

Everglaze Embossed Plaids . . . Sizes 10-14 . . . **6.90**
SECOND FLOOR