

STRETCH YOUR DOLLARS FARTHER AT PENNEY'S!

VALUES BACK-TO-SCHOOL

Hey! Kids!
Hurry and pick up your tickets to Penney's Big Back-To-School Show!
Showing at the Rex and McDonald Theaters Saturday, Aug. 23 at 9:00 a.m.

PENNEY'S

ALWAYS FIRST QUALITY!



WATER REPELLENT

FOR "RAIN OR SHINE"!

Girls' Sanforlan
SLIPOVER

3⁹⁸

Sanforlan treated to be shrink resistant! A wonderful feature for an all wool sweater! Made with a fine knit in smooth, soft yarn . . . So comfortable on! Sizes 7 to 14.

Matching Sanforlan
CARDIGAN

4⁹⁸

Penney's Sanforlan sweaters are real match-makers. Just right for those extra cool mornings . . . a slipover and cardigan in matching or contrasting colors. Penney's give you many wonderful colors to choose from! Red, green, aqua, navy, white, or Fr. Mocha.



Girl's Rayon
GABARDINE
Belted Coats

12⁷⁵
sizes 7 to 14

LITTLE GIRLS SIZES 3 TO 6x..... **9.90**



Permanently wrinkle resistant

These popular styled coats for your little girl in her 7 favorite colors . . . red, royal blue, gold, grey, beige, tan, and hunter green. They're unisex treated to be water repellent! She'll love the cute belted style, that is double breasted and has pleats at the waist in back. It's an all round practical coat for school because it is spot resistant . . . also fully lined and interlined for protection this winter.



PINWALE CORDUROY

PLEATED SKIRTS

3⁹⁸

full and half pleated styles
printed and plain corduroy

A necessary part of any young girls back-to-school wardrobe. New, popular styles, some with elastic waistbands . . . full skirts and half pleated styles in a wide variety of new Fall shades. Both printed and plain colors. Sizes 7 to 14.



Little Girls
School Cottons

3⁹⁸

This is just one of the many styles for the ABC grades! Every cotton is Sanforized or pre-shrunk for lasting good fit. Generous deep hems, wonderful details. Choose from the pick of the crop . . . get the newest, brightest, best. Sizes 3 to 6x.

Washable, Sanforized
Woven Plaids

3⁹⁸

Choose paint-box colored plaids crisped with embossed cotton or large helpings of eyelet ruffles! Choose the new soil-and-wrinkle-resistant "glazed" cottons. They stay parchment crisp through countless scrubblings . . . never need a dot of starch; Sizes 7 to 14.

GIRLS' DEPARTMENT, SECOND FLOOR