

# PENNEY'S MAGNIFICENT DAYS

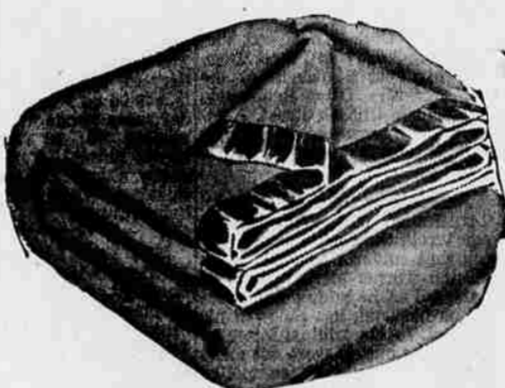
For 2 Big Days . . . Tuesday and Wednesday, we are bringing you special groups of Back-to-School merchandise at sensational low, low prices . . . All top quality merchandise . . . No irregulars or imperfect goods . . . Some quantities are limited to shop early while selections are at their peak!

## TUESDAY AND WEDNESDAY!

Yours . . . For Fall  
**100% ALL-WOOL  
COVERTS**  
BIG, BIG  
VALUES!  
LITTLE, LITTLE  
PRICE!  
AT A SAVINGS PRICE **\$25**



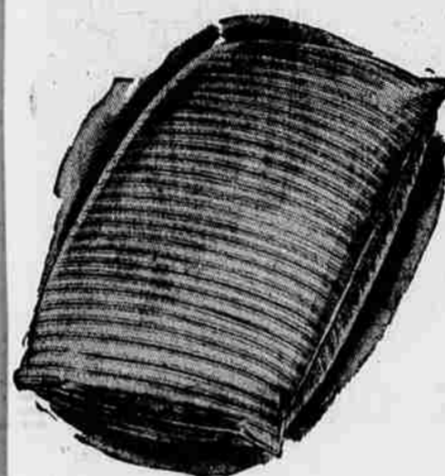
You know cash-and-carry saves you money when you see a buy like this! That price tag's a happy surprise when you find such a fine quality pure wool covert . . . such careful tailoring . . . good styling! Smart fall shades. 8-18.  
SECOND FLOOR



**SOLID COLORED  
All-Wool BLANKETS**  
• 7 New Decorator Colors  
• Moth Proofed for 5 Yrs.

A BIG PENNEY VALUE  
AT A LOW, LOW **6.00**

This soft, 3 lb. all wool blanket is filled with typical Penney quality! New decorator colors—blue, rose-dust, aqua, yellow, geranium red and others. Rayon satin bound. Double or twin bed size . . . measures 72"x80". A typical Penney value!  
MEZZANINE



**SOFT, RESILIENT  
BED PILLOWS**

BUDGET PRICED **1.00**

Imagine—only 1.00 a pillow! Soft, sleep-inducing filling of crushed chicken feathers in sturdy 8 oz. striped ticking. These pillows are the kind you like for year-round use, 20"x26". You'll want a few at this low price! A Penney buy!  
MEZZANINE



**Nylon Panels  
2.00**

Imagine only 2.00 for beautiful top quality nylon panels. Well made with wide hems, 81" length. Washable. White.  
MEZZANINE



**Men's  
Sweat Shirts  
1.00**

The cotton fleece lining of this sweat shirt makes it extra absorbent. Silver gray color is practical . . . slow to show dirt. 34-46.  
MAIN FLOOR



**Men's  
Pajamas  
1.88**

Where else could you get a buy like this! Sanforized\* broadcloth pajamas at a cash-and-carry low! Neat and bold stripes. A, B, C, D.  
MAIN FLOOR



**80-Sq.  
Percales  
33c yd.**

Fine quality dress fabric worthy of your best sewing! Colorful florals, stripes, plaids, checks and dots. Washable fast colors. An outstanding Penney Value.  
MEZZANINE



**Canvas  
Work Gloves  
2 pr. 29c**

Tough 8 oz. white canvas work gloves at a price that makes it sensible to buy several pairs, one for your workbench, car and wood box.  
MAIN FLOOR



**Girls'  
All-Wool  
Sweaters  
1.88**

Wonderful, wearable, warm 100% all wool. They're easy to wear with skirts and school clothes. Lovely colors. Hurry, at this low price they'll go fast. Broken sizes.  
SECOND FLOOR



**Printed  
Cotton Cloths  
1.00**

Beautiful table settings are easy . . . and thrifty . . . with Penney's pebble-textured lunch cloths. Florals, leafy designs, gay Mexican.  
MEZZANINE



**Women's  
Nylon Hose  
88c**

Why it's amazing! Our top quality nylons, 51 gauge, 15 denier in the smartest and latest fall shades for only 88c. The more you buy, the more you save. 8 1/2 to 10 1/2.  
MAIN FLOOR



**Men's  
Union Suits  
1.00**

A real buy in lightweight knit cotton union suit! Short sleeves, ankle length. Full cut for comfort. Precision tailored.  
MAIN FLOOR



**Boys'  
Flannel Shirts  
1.00**

A value! You bet! Sanforized woven-through cotton flannel sport shirts for only 1.00. Built for extra long wear, easy to wash. Two flap pockets, two patterns. 6-18.  
MAIN FLOOR



**Infants'  
Knit Sleepers  
1.00**

Knitted one piece sleepers with a button front and a smooth no-button back. A real value at this special-event price! Pink or blue. Sizes 2 to 6.  
SECOND FLOOR



**Nylon  
Priscillas  
5.88**

At this low, low price you save plenty on these sheer 2 1/2 x 16 in. priscilla curtains! Billowy ruffles; dainty tie-backs. Wash and iron easily. White.  
DOWNSTAIRS STORE

Better Quality

**DRAPERY MATERIAL**

NEW LOW PRICE **1.79 Yd.**

These "SIERRA CLOTH" woven fabrics hang beautifully, of course, but that's not all! You'll fall in love with Magnolia, Fernery and Ferncrest patterns shown above, when you SEE them in vivid California natural green and chartreuse colors—so c'mon to Penney's tomorrow and save! 48" wide, vat-dyed and preshrunk.  
DOWNSTAIRS STORE



# PENNEY'S MAGNIFICENT DAYS

2 BIG DAYS  
TUESDAY AND WEDNESDAY!!

**GIRLS' COTTON PANTIES**  
• Popular Elastic Waistband  
• Sizes 8-10-12  
**INFANTS' SHIRTS** 19c  
• Pin and Tie Back Styles  
• Sizes 4-5-6  
SECOND FLOOR

**BOYS' HOCKMEYER CORDS**  
• Cream and Tan Color  
• Sizes 6 to 12 Years Only  
• Amazing Back-to-School Value  
**2.95**  
MAIN FLOOR

**BOYS' CHOPPER SHIRTS**  
• 100% All Wool  
• Bright Buffalo Plaids  
• Fine for School. Sizes 6-18  
**5.00**  
MAIN FLOOR

**MEN'S WORK SHIRTS**  
• Blue Covert Shirts  
• Sizes 14 1/2 to 17  
• You Save on This One  
**1.00**  
MAIN FLOOR

**MEN'S NYLON HOSE**  
• Men's Nylon Sock Hose  
• Brown, Black, Wine  
• Don't Miss This  
**3 Pr 1.00**  
MAIN FLOOR

**RAYON PANELS**  
• HURRY! 100 ONLY  
• Full Length Panels  
• Popular Ivory Color  
**1.00**  
DOWNSTAIRS STORE

**FLOOR LAMPS**  
• Limited Quantity, Hurry  
• Popular 6-Way Light  
• Don't miss this amazing value  
**7.77**  
DOWNSTAIRS STORE

**OUTING FLANNEL**  
• 27" Width Material  
• A Super Penney Value  
• Buy Now and Save  
**5 Yds. 1.00**  
MEZZANINE

**100% All-Wool  
Worsted  
J. C. PENNEY  
SUITS**

• FIRST IN QUALITY  
• FIRST IN STYLE

NEW LOW FALL PRICE **\$35**

Sharkskins, tick weaves, stripes, plaids, fall colors, single and double breasted.

For every dollar you spend on J. C. Penney suits you get 100 cents of clothing value! No extras, no hidden charges, just long wearing all-wool worsted fabrics, smart lines (styled by our own designer), hand tailoring at all key points (lapels, armholes, sleeves, FEATURES YOU SELDOM GET AT THIS LOW, LOW PRICE! So come in and make Penney's your clothing headquarters.



**MEN'S RAYON GABARDINE  
GAMBLER SHIRTS**

New Low Price **3.98**

Beautiful spun rayon gabardine in rich, deep tone colors. Real gambler type styling with three-button tapered cuffs, pleated back, bevel flap pockets. Shank buttons throughout. Tan, brown, maroon, green and blue. 14-17. Sleeves 32-35.  
MAIN FLOOR

TUESDAY AND WEDNESDAY!