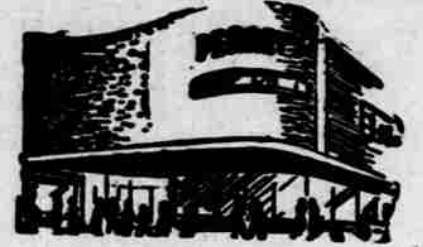




Shop Penney's



Use Our Convenient
LAYAWAY PLAN

FOR BACK-TO-SCHOOL NEEDS!
FOR BOYS!

FOR GIRLS!

SHOP
PENNEY'S
AND
SAVE!



Rough, Tough

11 OZ. DENIM

Glove-fitting, Zipper-front WESTERN JEANS

Still your best buy!

- Feel the weight and strength of the 11 oz. denim! It's Sanforized† for permanent fit.
- Try the zipper! See how easily it works—how much neater it looks!
- Wear them! The longer you do, the more you'll appreciate the comfortable snug cut, the trim durable orange stitching, the four big rivet-reinforced pockets.

Built Stronger to Wear Longer!

2²⁹

Sizes 4-16

SEE THE KIDDIES
STYLE SHOW
"FASHIONS FROM
THE LITTLE RED
SCHOOLHOUSE"
AT PENNEY'S
WEDNESDAY
NIGHT
7:30 P.M.
BY
Kay Allreds
SCHOOL
OF
DANCE

EMBOSSSED TEXTURED PRINTS!
WOVEN STRIPE SOLIDS!
DENIMS WITH A TWO-PIECE LOOK!



ALL ARE
BACK TO SCHOOL
FAVORITES

3⁹⁸

Penney's has everything a fashion-conscious miss will look for in her back to school dresses — a wide selection, plenty of variety, wonderful colors that wash and wash, plus all the latest news! New fabrics — combined in new ways! New and more grown-up styling! Little details such as plastic belts, fringe trims that add a new look to the whole collection.



JEWELLED
NYLON
SLIPOVER
2.98

Dress-up sweater with dainty jewel trimmed petal collar — pretty as can be, and, in wonderful nylon, it's as practical as can be! So easy to care for. White, maize, mint, pink. . . 7-14. IN SIZES 4-8 ALSO!



"MAGIC SANFORLAN"
It's
HAND-WASHABLE

3⁹⁸

A sweetheart of a classic! In rich, cloud-soft wool zephyr Sanforlan, it washes like a dream, holds its shape beautifully. Neat and fitted in a world of good colors. 34 to 42.

Smartly Pleated
Corduroy SKIRTS

3⁹⁸

Team a cotton blouse with a pattern corduroy skirt. Easy to launder. Comes in lots of gay colors. Size 7-14.



JUVENILE CORDS
Detachable - straps

3⁴⁹

Heavy weight juvenile cord trousers with zip fly and suspenders that detach. Colors Navy, Dark, Green, Brown and Partridge grey or brown. Sizes 4-10 — 3.49

GIRLS
CREPE
SOLED
SADDLE
OXFORDS
4⁴⁹

Rich elk finished leather upper — bouncy, flexible, cushion soles! Here's the grown-up style they love to sport! Sanitized (R) for cleaner, better wear. White with black or wine, sizes 8½-12. Sizes 12½-3 — 4.98



BROWN AND
WHITE OR
BLACK AND
WHITE



KILTIE
STYLE
STRAP SANDALS
4.49

Sturdy, flexible leather uppers — long wearing soles — and they can change the style by just removing the kiltie! Sanitized (R) for cleaner, better wear. Brown or cherry red in sizes 8½-12. Sizes 12½-3 — 4.98



A MUST FOR
THE YOUNG
MISS
FLEECE
OR
CHECKS
16⁷⁵

Think now about a Fall coat for the daughter. Fine tailoring and 100% wool fabric make this assortment outstanding. All warmly interlined too. Sizes 7-14. Choose one on Lay-away today!



SOFT SUEDE
LEATHER!
QUILT LINED
JACKET
13.75

sizes 8-18

Now, the popular soft suede jacket is quilt lined to keep you warm on cold days! Styled with snug knit collar, cuffs, waistband and two slash pockets. At Penney's in navy, rust, hunter green, brown, charcoal, beige.



BOYS HUSKY
CORDS

4⁹⁸

Husky Hockemeyer corduroy trousers. Zip fly, heavy sailboat drill pockets. Colors, cream, ecru, castor. Sizes 12-18. Sizes 4-10 — 3.98, 4.98



Corduroy
Sport Shirts
2⁹⁸

Washfast corduroy shirts in a rainbow assortment of colors all naphthol or vat dyed for color fastness. Sizes 2 to 18.



Heavy Cotton
SWEATERS
1³⁹

Heavy 2 ply cotton knit pullover-sweater. Blazer stripe front and solid color back. Sizes 4-12 — 1.39



BOYS HUSKY PLAIN TOE
DOUBLE DECK SOLE
"WELT" OXFORD

4⁴⁹

Rugged and right in style and wear for a boy's life. Heavy Interflex soles, dark cord brown leather uppers. Sanitized (R) for cleaner, better wear. 8½-12. Sizes 12½-3 — 4.98