

PENNEY'S

ALWAYS FIRST QUALITY!

Teach your budget a lesson in thrift! Shop Penney's
for everything from top to toe... for study or playtime...
whether your scholar's bound for college or kindergarten!

BACK-TO-SCHOOL NEEDS



SANFORIZED COTTON
SCHOOL BLOUSES

1.98

Crisp cotton blouses—the kind a girl can never have enough of—in colors to complement all her favorite skirts! Shown here, Penney's turquoise charmer to be mated with our paisley print skirt. Sizes 7 to 14.



MISSSES SMART
FALL FASHION!

3.98

Patterned corduroy skirts—real costume-makers in a girl's back-to-school wardrobe! Penney's price is low; their washability saves even more! Here, a gold and turquoise paisley print with solid color inverted pleat. Sizes 7 to 14.



WASHABLE ORLON &
WOOL SKIRTS

4.98

Orlon and wool, the season's most talked-about fabric, in a wide sweep skirt for girls! Save on Penney's low price; save on cleaning bills because it's hand washable! Sizes 7 to 14.



GIRLS' SANFORLAN
WOOL SWEATERS

3.98

Penney's wool zephyr sweaters for girls! Sanforlan treated to wash without shrinking! Classic style knit of fine gauge all wool in a wide color range. Sizes 7 to 14.

Slipover 2.98



ORLON SWEATERS
FOR DRESS-UP WEAR!

Pure luxury — yet with a modest Penney price ticket. Soft, beautiful Orlon jeweled-neckline sweaters, pretty enough for partying in white, maize, red, aqua and others! Handwash without shrinking, stretching!

Cardigan **3.98**

Slipover **2.98**

Sizes 7 to 14

SPECIAL PURCHASE!

300 MEN'S COTTON PLISSE SPORTSHIRTS

Now
1.00

Entire stock of printed cotton plisse sport-shirts now reduced to this sensational low price. Lots of patterns in sizes S-M-L. Hurry down for yours now!

LOOK AT THIS!

GIRLS' 100% WOOL WINTER COATS—SPECIAL!

Girls' back-to-school buy—100% wool coats with medium linings. Come in a smart sub-check and soft fleece. New soft shades. A real buy.

Sizes 7 - 14 11.88

8.88

3 - 6x

HURRY! SAVE!

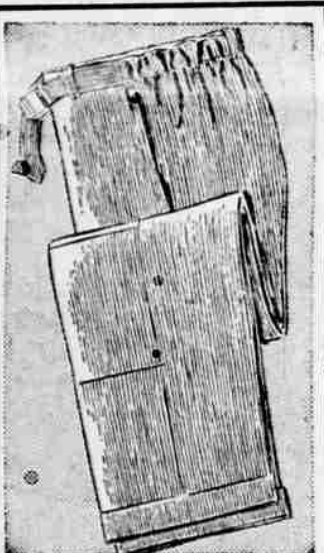
WOMEN'S SANFORIZED COTTON BLOUSES

New Fall Colors.

A smart collection of cotton blouses in 3 nice styles. Lots of colors in sizes 32-38. A perfect back to school buy.

1.00

32 - 38



JUVENILE DOUBLE
KNEE CORDUOYS

2.98

Heavyweight double knee corduroys for junior... extra wear, extra protection! Half belt, elastic back model for trim good fit. Completely washable. 9 smart year-round colors.

Sizes 2 to 10 2.98



TAPERED LEG
CORDS IN COLORS

3.98

Wanted low-hip styling in boys' rugged thickset corduroys! Tapered leg model with patch pockets, pleats. Always-right colors. Practical machine washability.

Sizes 6 to 18



BOYS' 100%
ORLON SWEATERS

4.98

Soft! Lush! Orlon pullovers for boys! 100% bulk Orlon in trim-fitting fine gauge knit. Hand-looped V-neck. Ribbed cuffs, tail. Washable! Shrink-resistant! Superb colors.

Sizes 10 to 18

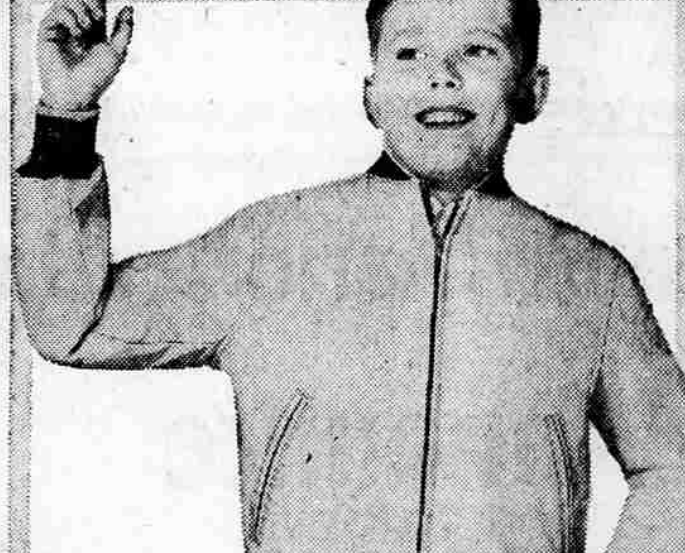


MACHINE WASHABLE
CORDUROY SHIRTS

2.98

Terrific Penney value for corduroys in striking new colors! Pick from scarlet, pink, lemon... more! Rugged wear. Thrifty machine washability. Rounded collar.

Sizes 4-8 2.49



Colorful! Boys' Top
Quality Plastic Jackets

Check these Penney plusses of the top plastic jacket favorite! Extra strong... plastic fused to cotton knit back! Extra warm... lined with quilt! Wind, water resistant.

7.90

Sizes 10 to 20



New Plaids! New Style!
Boys' Flannel Shirts

Stylish old favorite at same Penney thrift price! Soft Sanforized cotton flannel suede shirts in fall-tone and new heather-tone plaids! New, smart collar! Machine washable. *Won't shrink more than 1%.

1.49

Sizes 10 to 18
Sizes 2 to 8, 1.29

BARGAIN BUY!

BOYS' SANFORIZED WOVEN GINGHAM SHIRTS—A BACK-TO- SCHOOL SUPER BUY!

1.33

4-18

Stop-traffic price! Boys' gingham shirts in superb wearing pre-shrunk woven cotton! Brand new patterns! Blunt collar. Machine washable. Sizes 2 thru 18.

Long Sleeves

SPECIAL PURCHASE!

1000 YDS. BETTER COTTON YARDAGE—80 SQ. PERCALE AND SANFORIZED BROADCLOTH

- Full Bolts
- New Fall Patterns

29^c
yd.

SHOP TOMORROW!

100 ONLY—CHENILLE BEDSPREADS IN TWIN AND FULL SIZE

Budget priced bedspreads in smart baby chenille. 8 decorator colors in either twin or full sizes. Hurry!

2.50

AT PENNEY'S ONLY!

TODDLER BOYS' COTTON FLANNEL SHIRTS. STOCK UP NOW!

SPECIAL! Toddlers' warm sport shirts of Sanforized, vat-dyed cotton flannelette. Plaids, checks, chest stripes in fashion colors like cognac, helio, charcoal, other favorites. Sizes 1½ to 4.

1.00

Es.



Trimmed Rayon Gowns
In Cool Pastel Tones

Pretty gowns of porous knit rayon—just perfect for these warm nights! Bare-armed or with tiny puffs of sleeves, elasticized at the waist. Pink, mint, maize, blue in sizes Medium, Large, Extra.

SPECIAL
PURCHASE!
1.00

MIRACLE BUYS!

BOYS' SANFORIZED DENIM JACKETS TO CLEAR

Boys' 10 oz. denim jackets with zip front and knit bottoms and cuffs. Sizes 4-16 in wheat, green, blue.

1.50

SPECIAL BUY—ACT FAST!

MEN'S FLEECE LINED COTTON SWEAT SHIRTS

Men's cotton-fleece-lined sweat shirts. Highly absorbent... they're great for sports, pattering or loafing. A real buy, in grey. Sizes 38-46.

1.00

S. M. L.

BARGAIN BUY!

MEN'S SANFORIZED FLANNEL WORK SHIRTS. VAT DYED PLAIDS

A pre-season buy you will not want to miss! Men's sanforized full cut plaid flannel shirts at a bargain price. Lots of colors. Sizes 14½ to 17. Hurry!

1.50

14½ to 17

SENSATIONAL MFG'S. CLOSEOUT WOMEN'S PULLOVER AND CARDIGAN SWEATERS. 10 STYLE!

2.00

- ORLONS
- NYLONS
- 100% WOOL

3.00

GO smart in plaids!
fresh in gingham!

**PENNEY'S
BACK-TO-SCHOOL
DRESSES
BY THE DOZENS!**

3.98
Sizes
7 to 14

Sizes 3 to 6x... 2.98

ALL with up-to-the-minute styling!
ALL washable in your machine!
ALL in fabrics from some of America's
outstanding makers!
ALL fashioned with DEEP hems for
seasons of wear!

Girls just naturally GO for these exciting
dresses! Plenty of style... plaids and
ginghams from such top mills as Dan
River or Gale and Lord; and, Mom,
you'll GO for the easy-keep airs, the
deep, deep hems that keep them growing
with your young fashion plates. Dress her
perfectly and save, too!

shop Penney's! Play
safe with First Quality!

STOP