

PENNEY'S

ALWAYS FIRST QUALITY!

BACK-TO-SCHOOL NEEDS

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!

OPEN
WED.
Nights
Till
9
p.m.



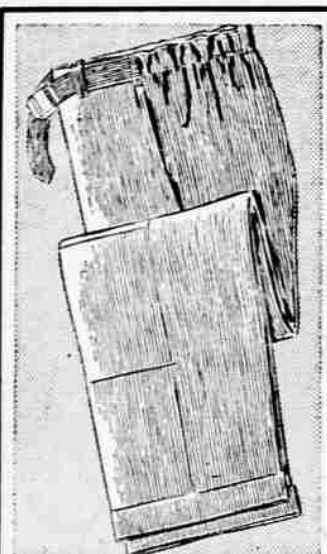
**BOYS STRETCHABLE
NYLON SOCKS**
59c Pr.

Assured fit! Penney's stretchable nylon socks with additional nylon reinforcement at heels, toes! Handsome argyle patterns.



**BOYS PLASTIC
LEATHER JACKETS**
7.90

At savings! Boys' favorite plastic jackets. Top quality plastic fused to cotton knit back! Quilt-lined. Wind, water resistant. Smart contrast cuff, collar, waist knit trim! Sizes 10-18.



**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



**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. **1.49** Sizes 10 to 18
*Won't shrink more than 1%.



**GIRLS TAFFETIZED
COTTON SLIPS**
1.98

Look! Wide sweep cotton slip at special savings! The camisole-type top edged with dainty lace, the waist elasticized for trim fit, the skirt is ruffled and taffetized for extra flare! White only, sizes 3-14. Regular Style Cotton Slips... 98c



**GIRLS 100% WOOL
FLEECE COATS**
16.75

See Penney's nice selection of smart fleece and check coats at a real Penney, money saving price. Lots of colors and styles. Sizes 7-14.



**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's a gold and turquoise paisley print with solid color inverted peat. 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



**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 gingham from such top mills as Dan River or Galey 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 THESE EXCITING WEEK END SPECIALS!... HURRY DOWN TO PENNEY'S TOMORROW AND SAVE! SAVE! SAVE!

SPECIAL PURCHASE!

**500 YARDS MACHINE WASHABLE
PINWALE CORDUROY**

Full bolts in the latest fall colors for skirts, coats, etc. Repeat of a previous sellout!

SPECIAL!
77c yd.

SPECIAL PURCHASE!

**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
FOR
5.00**

SPECIAL BUY—ACT FAST!

**WOMEN'S PERFECT QUALITY
SHEER NYLON HOSE**

Sheer lovely 60 gauge 15 denier dark seam hosiery. All perfect quality of course! Two lovely, go-with-everything shades, in sizes 8½ to 11.

**2
for
SPECIAL!
1.00**

SPECIAL PURCHASE!

**BOYS' SANFORIZED DENIM
SCHOOL JEANS**

A "back to school" jean buy! Sturdy 10-ounce Sanforized denim, cut over Penney's regular patterns. Heavy duty zipper, bar-tacked strain points, front pocket rivets. Machine washable. *Won't shrink more than 1%.

SPECIAL!
1.00
Sizes 4 to 12

SHOP TOMORROW!

**PLANTER STYLE TELEVISION
LAMP SPECIAL!**

A repeat of a previous sellout. Lovely lamps of baked porcelain with brass stand. Planter type with concealed lamp in 4 decorator colors.

3.00

BARGAIN BUY!

**MEN'S HEAVYWEIGHT RAYON
GABARDINE SLACKS**

Men's Unisee treated heavy Sheen Gabardine Dress Slacks in new fall shades. These are really quality slacks at a bargain price. Waist sizes 30-38. Hurry!

4.66

LOOK AT THIS!

**WOMEN'S RAYON TRICOT
KNIT PANTIES**

Sturdy non-run Tricot Knit Panties with elastic legs and waist band. White and pastel colors in sizes S-M-L. A stock-up special. Hurry!

**4
for
SPECIAL!
1.00**

AT PENNEY'S ONLY!

**BOYS' COMBED COTTON
ELASTIC WAIST BRIEFS**

Boys' brief buy! Triple bargain on an always-needed item! Soft combed cotton with heat resistant elastic in waistband, leg openings. Size to 16.

SPECIAL!
**3
for
1.00**

SPECIAL PURCHASE!

**WOMEN'S NYLON TRICOT
LUXURY SLIPS**

Really luxurious Nylon Slips at a price you can't afford to miss. Soft Nylon Tricot Knit with lavish lace trims. White only, in sizes 32-44. These won't last long, so hurry down.

SPECIAL!
2.00

SHOP TOMORROW!

**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

SPECIAL BUY—ACT FAST!

**WOMEN'S NYLON REINFORCED
COTTON ANKLETS**

Triple roll cuff anklet at a stock-up price! Heavy weight cotton reinforced with nylon for extra wear at heel and toe! Machine washable. White in sizes 8½ to 11.

**4
for
SPECIAL!
1.00**

BARGAIN BUY!

**BOYS' MACHINE WASHABLE
POPLIN JACKETS**

Dramatically reduced to clear. Machine washable water repellent jackets with talon zipper in smart colors. An ideal school jacket for early fall. Sizes 4-16.

SPECIAL!
1.50

BARGAIN BUY!

**WOMEN'S RUBBER SOLED
HAND-LACED MOCCASINS**

Hand laced Suedine Moccasins in lots of bright colors. Cushion insoles and soft rubber soles. Sizes 4-9. A real bargain. Hurry!

SPECIAL!
1.00

AT PENNEY'S ONLY!

**MEN'S LONG SLEEVE WOVEN
PLAID SPORTSHIRTS**

Men's woven cotton Plaid Shirts in long sleeves that are sanforized and vat dyed. An unusual value at this price. Several smart shades in sizes S-M-L.

SPECIAL!
1.88

LOOK AT THIS!

**SPECIAL PURCHASE! LADIES'
BETTER FALL DRESSES**

A special purchase of Early Fall cottons at a sensational price. Woven cottons, broad cloths and butcher rayons in several smart styles. Misses and half sizes.

SPECIAL!
4.00

PENNEY MONEY-SAVERS!

**GIRLS' ORLON AND WOOL
SCHOOL SKIRTS**

Here's a real back to school value! Girl's washable Orlon and Wool Skirts at a terrific savings. Several color combinations to choose from. Sizes 7-14. Hurry for these!

SPECIAL!
3.00