

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.



Spun by a costlier spinning process for **GREATER SOFTNESS, LASTING BEAUTY!**

GIRLS' INTERLOCK KNIT ORLON SWEATERS

Interlock knit lends a special soft touch to these Penney beauties! Use them to top skirts, dresses, sportswear... in bright flashes of color like blue, pink, red and white. Hand wash without shrinking or stretching.

3.98

Slipover 2.98 CARDIGAN Sizes 7 to 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.



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



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 pleat. Sizes 7 to 14.



GIRLS 100% WOOL FLEECE COATS

16.75

Sizes 3-6x 14.75 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.

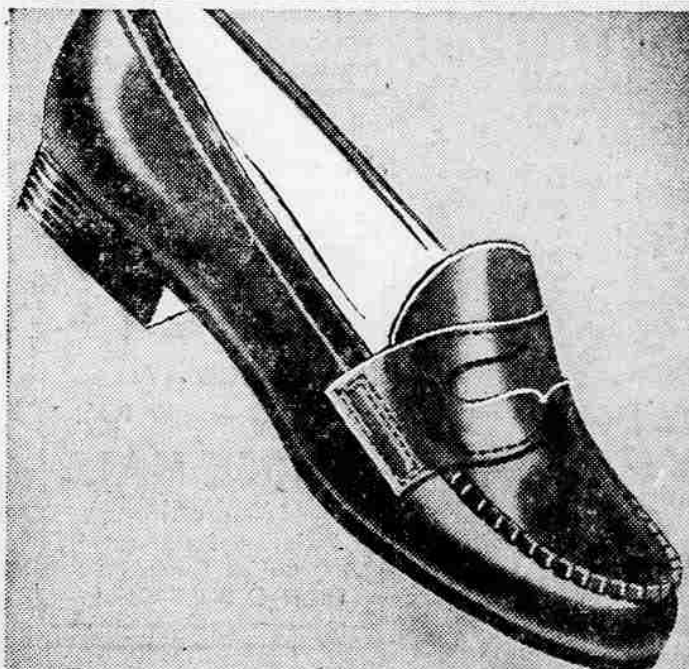


COLOR-RICH PUMPS FOR THE SMART TEENEE

There's real flattery in these soft toe flat pumps. They're of rich black, red, avocado kid or black purple suede. Vamps are low cut, heels barely there. Sanitized®.

Sizes 5-9

3.98



HANDSEWN LEATHER MOCCASIN CASUALS

Sure to be your favorite—Penney's Sport Casuals with true moccasin construction. Have them in smooth or bucko leather. Rich shades. Sanitized®.

5.90

Sizes 4-9

GO ...gaily in gingham! ...cheerful in checks!



PENNEY'S STAND-OUT GINGHAM DRESSES

Standout Back-to-School Dresses at Penney's! Standouts in Style. Top Value! Tiny checks make the most of full skirts, princess or long torso lines. Stop, shop Penney's!

3.98

Sizes 7 to 14

2.98

Sizes 3 to 6x



COTTON-RAYON KNIT PANTIES

39c Pr.

Elasticized lace trims the leg bands of these soft rayon and cotton briefs for girls. Pretty pastels and white—get all her favorite colors at this special value price! Sizes 2 to 14.



GIRLS STRETCHABLE NYLON ANKLETS

49c Pr.

Stretchable nylon cuff socks for girls! They wash beautifully, never lose their shape. Choose from a rainbow of solid colors, sizes Small, Medium, Large. At Penney's now!



BOYS PLAID FLANNEL SHIRTS

1.49

Sizes 4-8 1.29 At Penney's thrift price... boys' flannel shirts of Sanforized cotton suede. Attractive pink plaid patterns. Long sleeve model. Smart round collar. Machine washable. 10-16.



MACHINE WASHABLE CORDUROY SHIRTS

2.98

Sizes 4-8 2.49 Terrific Penney value for corduroys in striking new colors! Pick from scarlet, pink, lemon, ... more! Rugged wear. Thrifty machine washability. Rounded collar.

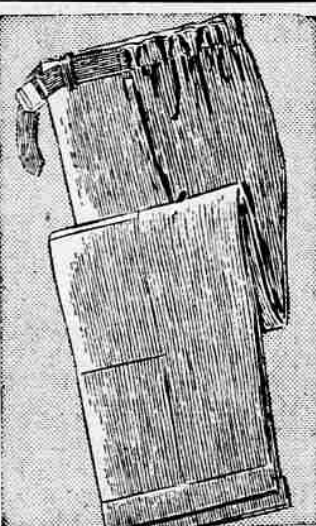


TAPERED LEG CORDS IN COLORS

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



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



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.



BOYS STRETCHABLE NYLON SOCKS

59c Pr.

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



BOYS' RUGGED HEAVY DUTY SOLE

BLACK — 12-3 **4.98**

Retan Leather Upper — 8½ - 12 **4.49**



SLIM WESTERN STYLE! BOYS' FOREMOST® JEANS

Tight, low cut style that boys want! They're roomy, non-binding. Sanitized! 13¾ ounce denim is machine-washable. Bartacked, riveted at strain points, boatsail front pockets, zipper fly.

2.29

Sizes 4-10

*Won't shrink more than 1%!
*13¾ oz. per sq. yd.; Formerly 11 oz. 28"x36" fabric



FAVORED WHITE SADDLE OXFORDS

5.90

Snowy White—Penney's Slick Saddle Oxfords come in rich smooth leather. White with brown, Sanitized®. Sizes 12½-3. Widths A-B-C.

Sizes 8½-12 4.49 Widths B-C

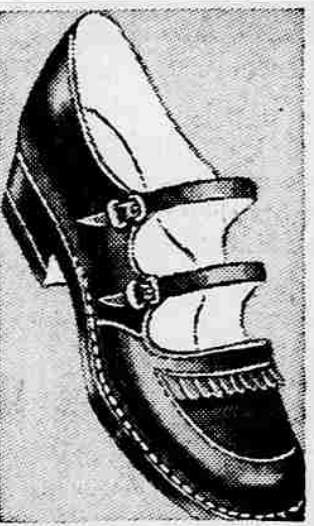


BROWN AND WHITE SADDLE OXFORDS

4.98

Saddles... Every Girls' Favorite Oxfords! With rubber soles and heels. White with brown, Sanitized®. Sizes 12½-3. Widths A-B-C.

Sizes 8½-12 4.49 Widths B-C



CUSHION CREPE SOLED SANDAL

5.90 4.98 5.50

Penney's Famous Childcraft Quality — Double-Strap Shoes with fringe trim little girls like... a price mothers love! Ideal for school or play, with Good-year welt construction.



BOYS OXFORDS With NON SCUFF TIP

4.98

Little Boys' Oxfords with Non-Scuff Tips... extra long-wearing style with thick rubber soles, rubber heels. Brown. Sizes 12½-3. Widths A-B-C.

Sizes 8½-12 4.49



RUGGED BROGUES FOR YOUNG MEN

7.90

Young Men's Hi-Styled Dress Continentals in cordo and black smooth leather! Storm welts are a smart style feature. Sanitized®. Sizes 6-12.

Boys' Sizes 2-6 6.90



BOYS SMART SCHOOL OXFORDS

4.98

Sizes 8½-12 4.49 Little Boys' 2-Eyelet Ties in Grained Leather... new styling, with good looking stitched detail! Sanitized®. Golden tan, sizes 12½-3. B-C-D widths.