

PENNEY'S

ALWAYS FIRST QUALITY!

2-DAY BARGAIN BLOWOUT! FRIDAY! SATURDAY!

WEEK END SAVINGS

STOREWIDE

SEPT

BARGAIN Days

RED HOT SUMMER SAVINGS! SPECIAL BUYS!

**LOWEST
PRICE EVER**

GAYMODE SHEER NYONS
THAT STRETCH TO FIT YOU

ONLY **98¢** PAIR

Penney's flattering stretchable Gaymodes cling to your legs for the most comfortable fit, ever! They never sag, never twist around. Find fashion-right shades with slim dark, sizes Midge, Norm and Long—at Penney's—now!

Men's Durene
Long Wearing
KNIT BRIEFS
Size 30-42 **79c**

Men's Combed
Cotton Knit
T-SHIRTS
• S, M, L. Only **79c**



**Handsome Gabardine
SHIRTS! BIG SAVING!**

Smart? You bet! And the Penney quality is something special, too! This rich-bodied rayon "gab" is machine washable and it's full cut over Penney's fine-fit long sleeve patterns. Styled in 8 fashion tones.

\$2

Size small, medium, large.



NOVELTY COTTON
CARDIGAN SWEATERS

1.98



ORLON FULL
FASHIONED SWEATERS

6.90

Scene stealer—Penney's novelty cotton cardigan with loop-trimmed Peter Pan collar. Choose from a huge range of wonderful colors with contrasting trim. Hand washable, of course. Small, medium, large sizes.

SAVE! WOMEN'S
RAYON TRICOT
KNIT PANTIES

• White and Pastel. S-M-L **39c**

A boon to your wardrobe—Penney's sweaters of luxury Orlon, specially spun for extra softness. They're full fashioned to fit like custom-made. They wash beautifully, dry in a wink, need no blocking. Mix-match colors.

SAVE! WOMEN'S
SANFORIZED DENIM
JEANS — Zip closure

• Sizes 14-20 **2.29**



Back Again and
More Popular
Than Ever!
100% WOOL

BLOCK PLAID JACKETS

12.90

100% wool block plaids in new fall color combinations. This is the ideal casual jacket for you. Sizes 10-20.



NEW! ALL WOOL
JERSEY BLOUSES

2.98

Orlon-wool jerseys—the Penney blouse buys of your Fall life! So easy to wash, so quick to dry, so perfectly in shape through the whole season. Penney coordinated with wonderful skirts! Sizes 32 to 40.

SAVE! WOMEN'S
SAILCLOTH SHORT
SLACKS — Sanforized

• 8 Colors **3.98**
• Sizes 10-20



CORDUROY SKIRTS
THAT WASH!

4.98

Corduroy—washable and varied in Penney's whirls of skirts! Deep high shades keep their glowing beauty all through the season; Penney perfects to go with your Penney blouses. Sizes 2 to 28.

SAVE! WOMEN'S
BUTCHER RAYON
TAILORED BLOUSES

Sanforized **1.98**
32-40



**WOMEN'S LUGGAGE OF
DUPONT'S "FABRILITE"**

New Dupont "Fabrilite" is feminine, lightweight and durable... expertly constructed to Penney's laboratory tested standards with brass plated locks, silky acetate lining and pockets. Ivory.

21-inch week-end case **\$8**

13-inch train case **\$10**

26-inch Pull-man case



GIRLS GINGHAM
SCHOOL DRESSES
Special!

3.00

Sizes 7-14
A beautiful selection on plaid gingham girls dresses at a money saving price. Easy to wash and iron. So very practical. You'll want several of these.



GIRLS COTTON
PLISSE SLIPS

98c

Girls' Cotton Plisse Slips... special priced for timely school savings! Machine washable... and no ironing, of course, because these are plisse. Snowy white in sizes 4 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.



TODDLERS CORD
SMARTALLS—Special!

1.00

Save on washable corduroy playtops for children! Sturdy overalls, cut over Penney's regular patterns... with adjustable suspenders, elastic backs, 2 patch pockets. Fall colors like blue, brown, green; sizes 1 1/2 to 4.



INFANTS' 2-PC.
KNIT SLEEPERS

1.49

Special! Infants' 2-piece knitted sleepers of warm softly napped cotton. Gripper fasteners at waist and back of shirt for easy dressing. Maize, green, blue or pink. Sizes 1 to 4.



BOYS COTTON
KNIT T-SHIRTS

3 for 1.00

Fine gauge cotton T-shirts at a real money saving price. White only in sizes 4-16.



BOYS GABARDINE
SCHOOL SPORT SHIRTS

1.98

Penney's shirts for boys... at super savings! Light and dark rayon gabardines in the smartest new colors! Long sleeves, rounded collar, straight bottom. Machine washable.



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.



DOUBLE KNEE
WESTERN JEANS

1.69

Rugged western jeans of sturdy 8 ounce fabric with welded on double knees that will outwear the garment itself. Sizes 4-12.

SAVE! GIRLS
NYLON REINFORCED
ANKLETS
• White and Pastels. 7-10 **87c**

SAVE! GIRLS
COTTON AND RAYON
PANTIES for School Wear
• White and Colors. 4-14 **39c**

SAVE! INFANTS
HEAVY WEIGHT, LARGE
SIZE RECEIVING BLANKET
• Pastel Colors **63c**

SAVE! INFANTS
TRIPLE CROTCH COTTON
TRAINING PANTIES
• White only
• Sizes 1-4 **39c**

SAVE! JUVENILE
BOYS SANFORIZED
DENIM JEANS
• Sizes 2-6
• Real Value **1.49**

SAVE! BOYS
NYLON STRETCHABLE
SCHOOL SOCKS
• Lots of colors
• 3 sizes fit all **59c**

SAVE! CHENILLE
BEDSPREADS in
Decorator Colors
• Twin or Full Size **4.98**

SAVE! DACRON
PILLOWS With
Nylon Covers
• Machine Washable **4.98**

SAVE! SPECIAL
PURCHASE OF
BETTER CANNON TOWELS
Wedding Ring
Design. 26"x46" **1.00**



MEN'S FLEECE
LINED SWEAT SHIRTS

1.00

Men's cotton fleeced-lined Good looking 10-oz. denim sweat shirts. Highly absorbent. They're great for sports, put-tering or loafing. A real buy in grey. Sizes 38-46.



Special! MEN'S
FADED DENIM
SPORT SLACKS

2.88

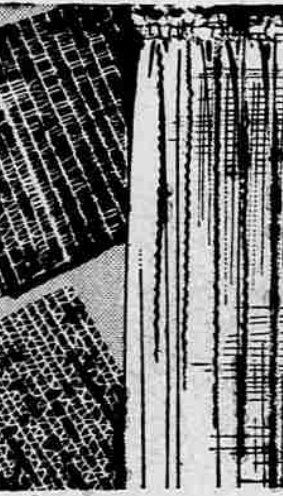
Good looking 10-oz. denim slacks in popular pleat front patch pocket model. Choice of faded blue or faded grey. Sizes 30-36.



Special! MEN'S
100% WOOL
SPORT COATS

15.00

A special purchase of 100% wool sport coats in new Fall colors. Fine tailoring throughout. Sizes 36-46. Regular and long.



NEVER WRINKLE
TRULON PANELS

1.49

New! Washable Boucle Trulon-Rayon Net Panels... all the popular features of Everlon plus new rich texture! 42"x81" inches ivory.



PART WOOL PLAID
PAIR BLANKETS

4.98

Fine Quality Plaid Pairs, soft, closely-woven in clear colors. 3 1/2 pounds. Cotton, rayon, wool, 72 by 84 inches folded.



Special! SMART
DECORATOR PILLOWS

2 for 3.00

Special! Penney's plump toss pillows of rich decorator fabric... some sparkled with gold Luxe. Rounds, squares, button-tufted... all in a gay splash of colors!



MEN — BOYS
STURDY SHOE

4.98

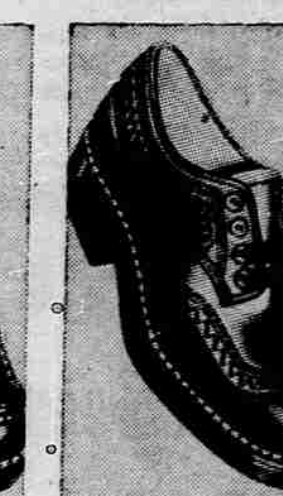
Solid value rugged work shoe, oil tanned cowhide uppers to resist moisture. Mens 6 1/2-11-E. Boys' sizes 6-10 1/2. Thru 6, C & E widths. 4.79 pr.



Special! GIRLS
SCHOOL SHOES

2.88

Girls' Smart Strap Shoes in Penney's back-to-school special shipment. All leather construction, long-wearing sole, rubber heels. Brown only. sizes 12 1/2 to 3; 8 1/2 to 12. Widths B-C.



BOYS LEATHER
OXFORD — Special!

2.88

Save at Penney's! Boys' Sturdy Oxfords just in time for school! Soft, pliable leather uppers, rugged Blitrite soles. Hand-somely embossed. Sanitized®. Widths C-D. Sizes 8 1/2 to 3 **3.00**

SAVE! MEN'S
COTTON WHIPCORD
WORK PANTS
Sanforized
Sizes 36-42 **2.98**

SAVE! MEN'S
STURDY CANVAS
WORK GLOVES
Knit Wristlets
5 PAIR **1.00**

SAVE! THICK
FLUFFY COTTON
SHEET BLANKETS
White only
70"x95" **1.98**

SAVE! WOMEN'S
NYLON REINFORCED
COTTON ANKLETS
White and
Pastels. 8-11 **1.00**

SAVE! MEN'S
RAYON AND NYLON
GABARDINE SLACKS
New Fall
Colors. 29-42 **4.98**

SAVE! WOMEN'S
COTTON PLISSE
SLIPWEAR
Several Styles to
Choose from
32-46 **1.00**

SAVE! WOMEN'S
NEW FALL PURSES
IN PLASTIC LEATHER
All new colors
and Styles **2.98**
plus tax

SAVE! WOMEN'S
CORDUROY FASHION
PANTS
Sizes
10-20 **2.98**
Lots of Colors

SAVE! LADIES
NYLON STRETCH
ANKLETS
White and
Pastels. S-M-L **59c**