

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

OPEN
WED.
Nights
Till
9
p.m.

OUR ENTIRE STOCK OF WOMEN'S BETTER SUMMER DRESSES



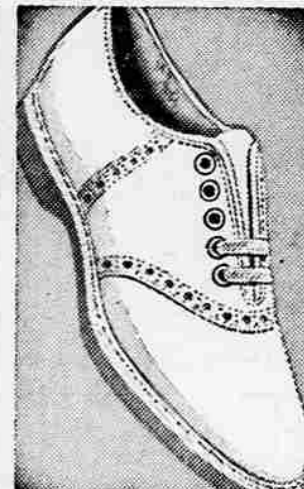
Now Only

2⁹⁹

- Dacron Sheer Prints
- Bemberg Sheer Prints
- Disciplined Cottons
- Nylon Sheers

MISSES and HALF
SIZES

OVER 200 DRESSES
TO CHOOSE FROM!
HURRY DOWN AND
SAVE! SAVE! SAVE!



FAVORED WHITE
SADDLE OXFORDS

5.90

Snowy White—Penney's Slick Saddle Oxfords come in rich smooth leather. White rubber moulded soles, sturdily made. Sanitized®. Sizes 3½-9. Widths AA-A-B-C.



BUDGET PRICED
ZIPPER SADDLE

4.98

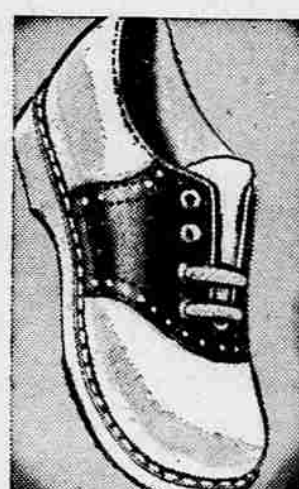
So easy to put on, so good-looking, too! Penney's budget-priced zipper saddle in solid colors or two-tone combinations. Find them in black glove or back or grey suede leather, all with buoyant cushion crepe soles. Sizes 4 to 9, Sanitized.



NEOLITE SOLE
GIRLS STRAP

12½-3 **5.90** 8½-12 **5.50**

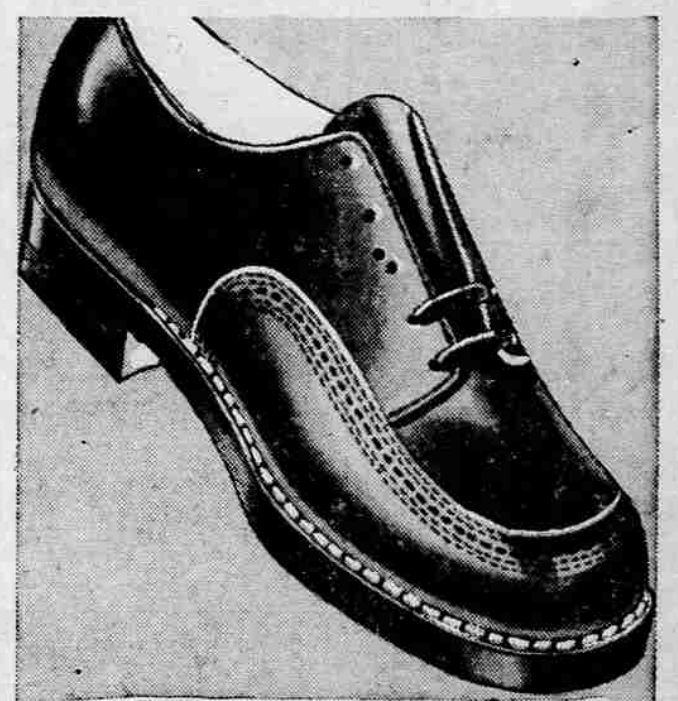
Penney's Famous Childcraft Quality—Double-Strap Shoes with fringe trim little girls like... a price mothers love! Ideal for school or play, with Goodyear welt construction.



BROWN AND WHITE
SADDLE OXFORDS

4.98

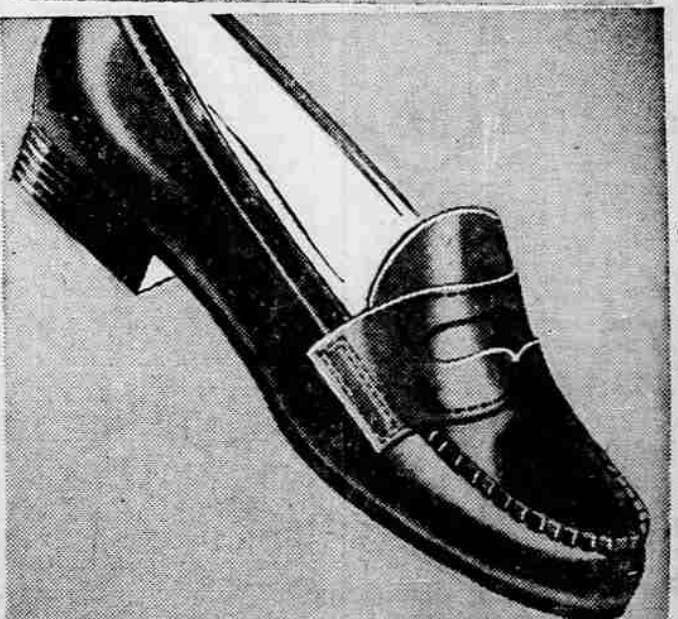
Saddles... Every Girls' Favorite Oxfords! With rubber soles and heels. White with brown. Sanitized®. Sizes 12½-3. Widths A-B-C. Sizes 8½-12 **4.49** Widths B-C



RUGGED SCHOOL SHOES WITH GOODYEAR WELT

Sturdy, good-looking, modestly priced—Penney's Childcraft quality children's shoes of fine leather. They have sponge rubber arch pads, combination lasts. Neolite soles, rubber heels. Brown. Sanitized.

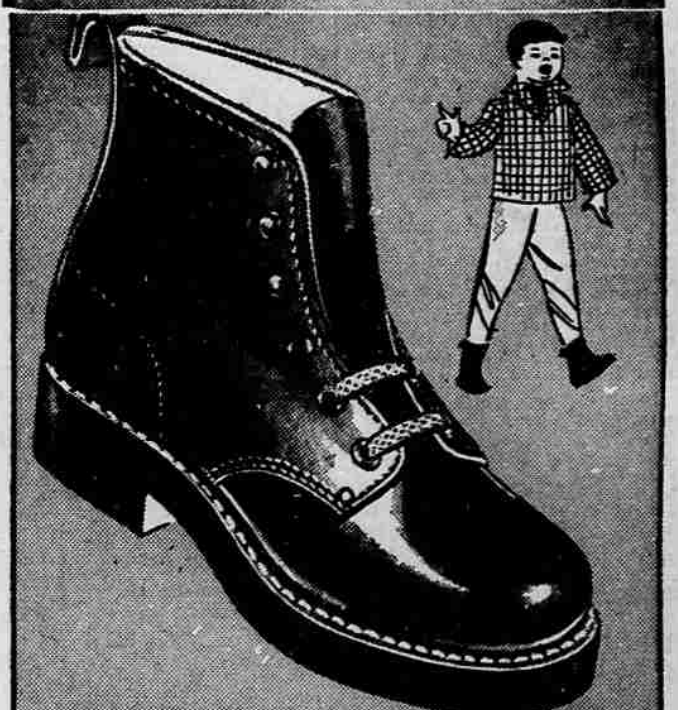
5.90
Sizes
12½ to 3
8½ to 12
5.50
Width A-B-C



HANDSEWN LEATHER MOCCASIN CASUALS

Sure to be your favorite—Penney's Sport Casuals with true moccasin construction. Have them in smooth brown or black. Sanitized®.

5.90
Sizes 4-9



BOYS' RUGGED HEAVY DUTY SOLE

BLACK — 12-3 **4.98**
Retan Leather Upper — 8½-12 **4.49**

GO

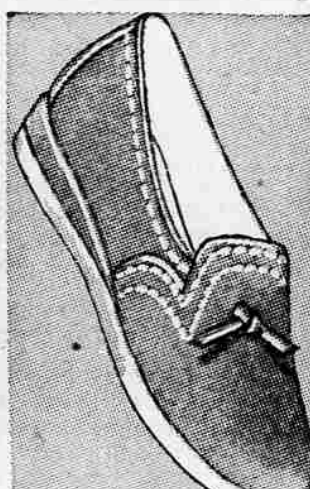
...gaily in gingham!
...cheerful in checks!



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!

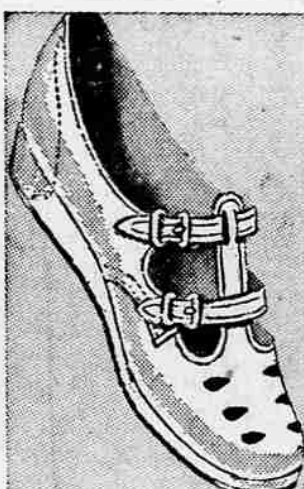
3.98
Sizes 7 to 14
2.98
Sizes 3 to 6x



NATURE LAST
RUFFIE FLAT

4.98

The popular napped leather in camel tan or black with bougie foam sole. Women's sizes 5-9. AA and B.



WHITE SMOOTH
NATURE LAST

3.98

Baby doll is a favorite comfortable wedgie and only 3.98 at Penney's. Women's sizes 4½-9. AA-B.



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.



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**



ALL LEATHER
COMBAT BOOTS

5.90

Easy on your budget—little boys' boots designed to take all the hard knocks he can give them! Retan leather uppers with gusset tongue, heavy cord sole, rubber heels. Moisture-resistant. Sanitized to keep them hygienically clean. Brown.



BOYS' RUGGED
ENGINEER BOOT

6.50

Penney's little boys' boots, built to resist water, heavy cord soles to stand rugged wear—and modestly priced, too. They're of retan leather with rubber heels. Black only. Sanitized to keep them hygienically clean. Widths C-D.



BOYS' PLASTIC
LEATHER JACKET

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.



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.

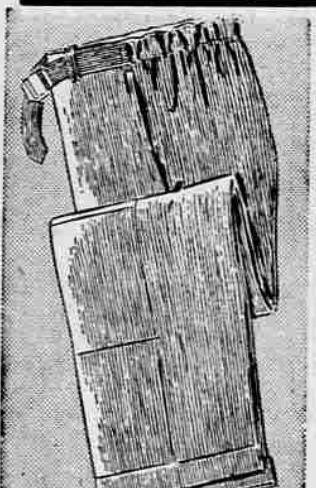


SLIM WESTERN STYLE BOYS' FOREMOST® JEANS

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.
† Won't shrink more than 1%.
13¾ oz. per sq. yd. formerly 11 oz. 28"x36" fabric

2²⁹

Sizes 4-10



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**



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.



GIRLS' COTTON
PLISSE SLIPS

98¢

Girls' Cotton Plisse Slips... Special priced for timely school savings! Machine washable... and no ironing, of course, because these are plisse. Snow 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.



MISSES SMART
FALL FASHION!

3.98

Patterned corduroy skirts—real costume-makers in a girls' 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.