

PENNEY'S

ALWAYS FIRST QUALITY!

Welcome to a new set of values!
Penney's doors fly open for

OPEN
WED.
Nights
Till
9
p.m.

OPPORTUNITY DAYS

Special purchases in all departments! Big savings! First quality, in-season merchandise!

BOYS' COMBED
COTTON KNIT
TEE SHIRTS
White
2-16... **59¢**



New Patterns, Savings! FLANNEL SPORT SHIRTS

Snatch 'em up! Sensationally priced! Superb wearing pre-shrunk cotton flannel shirts. Boys go for these brand new patterns and the blunt collar styling! Machine washable.

SPECIAL
1.00
boys' sizes
4 thru 18



GIRLS' PATTERNED
CORDUROY SKIRTS

2.00

Washable corduroy, 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 4 to 12.



TODDLERS CORD
SMARTALLS—Special!

SAVE! **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 1½ to 4.



GIRLS' COTTON
PLISSE SLIPS

SAVE! **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

SAVE! **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.



WOMEN'S NYLON
TRICOT BRIEFS

SAVE! **50¢**

Stock up on women's nylon tricot briefs at Penney's exceptional price! Quick-drying, non-sheer, 30-denier tricot in band or elastic leg styles, with all-around elastic waists. White, pink, blue; sizes small, medium, large and extra large!



CHENILLE DUSTERS FOR MISSES AND WOMEN!

Buy now—have them when the cool weather sets in! Penney's dusters are soft, closely tufted chenille, cut full and roomy for comfort! Carmen red, peacock, melon, aqua for sizes 10 to 18, 40 to 46.

3.00
SPECIAL!



SPECIAL BUY!
WOMEN'S BRAS

77¢

One-time buy! Pre-shaped bra has foam rubber built right into the cup sections. Circular stitching rounds and accentuates, retains shape wash after wash. White cotton broadcloth, center elastic insert, AA, A and B cups.



Women's Sanforized
WOOL SWEATERS

SAVE! **5.90**

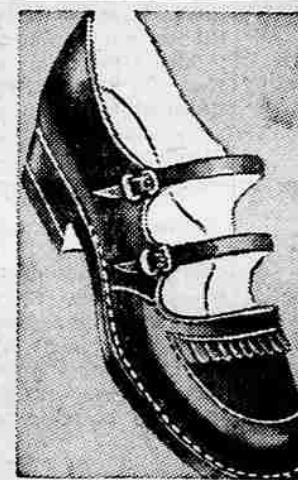
A boon to your wardrobe—Penney's sweaters of luxury wool, specially spun for extra softness. They're fashioned to fit like custom-mades. They wash beautifully, dry in a wink, need no blocking. Mix-match colors.
• Slipover, sizes 34 to 42 3.98
• Cardigan, sizes 34-42 5.90



NOVELTY COTTON
CARDIGAN SWEATERS

SAVE! **1.98**

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. Girls' sizes also.



GIRLS' STRAP
NEOLITE SOLE

12½-3 **5.90**

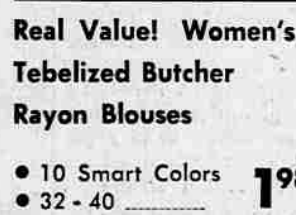
A-B-C
Penney's Famous Childcraft Quality—Double-Strap Shoes with fringe trim little girls like... a price mothers love! Ideal for school or play, with Good-year welt construction. Red.



FAVORED WHITE
SADDLE OXFORDS

8½-12 **5.90**

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



Real Value! Women's
Tebelized Butcher
Rayon Blouses

• 10 Smart Colors **1.98**
• 32-40



Bargain! Men's
Non-Stretch Neck
Polo Shirts

• Sizes S-M-L-XL **98¢**
• White



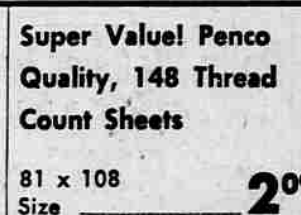
Value Packed! Baby
Chenille Bedspreads
In Decorator Colors

• Full or
Twin Size **4.98**



Baragin Buy! 100%
Wool Blankets,
3¼-Lb. Weight

• 72" x 90" **9.90**
• Smart Colors



Super Value! Pencil
Quality, 148 Thread
Count Sheets

81 x 108
Size **2.09**



GIRLS' JWELED ORLON SWEATER FAVORITES

Imagine, fine Orlons specially spun by a costly process to feel softer, wash better and wear longer—at such fat savings! Jewel-sparked... jockey red, white, maize, pink or turquoise.

Slipovers, 4-14 **2.98**
Cardigans, 7-14 **3.98**



MEN'S COVERT
WORK SHIRTS

1.00

Solid savings! Penney's grey covert work shirts... packed with quality! Long tail, long sleeve model. Strongly stitched main seams. Sanforized®. Machine washable.
+Maximum shrinkage 1%
Sizes 14 thru 17



SPECIAL PURCHASE
MEN'S DRESS SHIRTS

SAVE! **2.00**

Super-buy of men's dress shirts! Choose from 5 colors (including white!), 3 collars and 2 cuff styles. All in 220-count Sanforized broadcloth, cut for that famous Penney fit.



MACHINE WASHABLE
CORDUROY SHIRTS

SAVE! **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.



RUGGED BROGUES
FOR YOUNG MEN

SAVE! **7.90**

Young Men's Hi-Styled Dress Continentals in cordo and black smooth leather! Long wearing mile soles. Widths A-B-C-D. Sanitized® sizes 6-12
Boys' sizes, 2-6 **6.90**



BOYS' SMART
SCHOOL OXFORDS

SAVE! **4.98**

Little Boys' 2-Eyelet Ties in smooth leather... new styling, with good looking stitched detail! Sanitized®. Golden tan, sizes 12½-3. B-C-D widths.



Special Buy! Men's
Bandana Work
Handkerchiefs

5 FOR 1.00



Real Value! Men's
100% Nylon
Argyle Socks

• New Fall Colors **98¢**
• 10-13



Bargain! Men's
Payday Bib Overalls—
Sanforized

Sizes 30-50 **2.98**



Real Value! Men's
8-ounce Army Twill
Work Pants

• Tan • Green **2.98**
• 29-46



Super Savings! Boys'
Machine Washable
Gabardine Shirts

• Sizes 4-18 **1.98**
• Lots of Colors



Nylon Rein-
forced Combed
Cotton Anklets
3 pr **1.00**

STRETCH TOP NYLON SHEERS—Special!

Wonderful buy! Penney's 60-gauge, 15-denier stretch top nylons relieve garter strain, give knee-bending freedom! Full fashioned with dark seams. First quality!

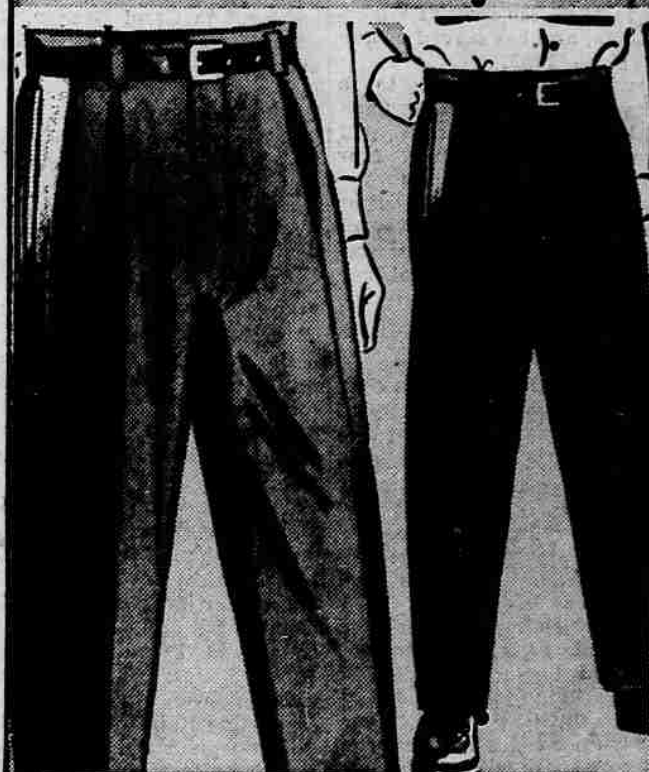
HURRY!
1.15
2 pairs



REPEAT OF LAST YEAR'S BIG BLANKET SUCCESS!

Penney's fabulous plaid pair blankets... are here again at Penney's special price! Actually one long blanket... it folds over giving you the warmth of 2 blankets plus insulating in-between air pocket! Cotton and wool.

3.33
79 by 80 In.
Folded
3 pounds



Save! Sheen Gabardine SLACKS FOR MEN!

For school days... date nights! Dress-styled sheen gabardines of rayon-acetate fortified with miracle Dacron® for extra wear, wrinkle resistance! Zipper fly, pleats, cuffs. Hand washable.

SPECIAL!
4.00
sizes 30 thru 40



BOYS' SANFORIZED 8-OZ. DENIM SCHOOL JEANS

1.00

SPECIAL PURCHASE!

Rugged jeans in sanforized 8-ounce denim, bar tacked at all strain points, zipper fly, heavy sail boat drill pockets. Sizes 4-12. Hurry!