

STARTS TOMORROW... FROM MAINE TO CALIFORNIA

MEDFORD
PENNEY'S
ALWAYS FIRST QUALITY!

AUGUST WHITE GOODS EVENT

WHITE SHEETS, COLORED SHEETS, FLAT SHEETS, FITTED SHEETS... ALL FIRST QUALITY PERFECTS!

AND... ALSO STARTING TOMORROW... AND EVERY WEDNESDAY NIGHT UNTIL CHRISTMAS... PENNEY'S WILL BE OPEN UNTIL 9 P.M. FOR YOUR SHOPPING PLEASURE... TO CELEBRATE THIS EVENT... PENNEY'S GIVES YOU JAM-PACKED VALUES FOR TOMORROW... OF

Wednesday Night Opening Specials



Men, Stock Up Now! Matched Army Twills

Don't miss this one-time special buy! Penney's own year-round weight twills are proportioned for an action free fit... fully cut for comfort. Sanforized, vat dyed. Tops for on the job and off.

- 8 1/2-ounce Twill Pants 2.75 Sizes 30 to 40
- 6-ounce Twill Shirts 2.15 Sizes 14 1/2 to 17

Other twill pants from 3.29-3.98

Hefty Cannon Bath Towels

22"x44" Size

2 for 1.00



Stock-up at Penney's-low prices! Deep-Soaking Cannons

The Carefree Colors—Pink, whisper, Golden topaz, Turquoise, to name a few—designed to team in harmony, add bath decor interest. The quality—deep thickly looped terry that is generously cut lastingly luxurious.

Anniversary Special
2 FOR \$1.00

Wash Cloths 6 for \$1
Face Towels 3 for \$1

SPECIAL PURCHASE Hundreds and Hundreds OF NEXT FALL'S SCHOOL COTTONS



SAVE! Select their next-semester wardrobes **NOW!**

Pick Now — Pay Later on Layaway

4 to 6x..... 2.25
7 to 14..... 3.00

FAMOUS FABRICS!

- Dan River Gingham PLAIDS
- Dan River "Bountiful" Cotton SOLIDS
- Pacific Mills Easy-Care PRINTS

ADVANCE STYLES!

- Long Torso Lines
- New Bodice Treatments
- New Collar Detailing

AUTUMN COLORS!

- Rich, deep-toned colors you can tub and care for like a breeze!

ALL THIS AT TREMENDOUSLY LOW PRICES... POSSIBLE ONLY BECAUSE OF PENNEY'S GREAT BUYING POWER.

Wednesday Night Opening Special

Girls' Jewelled Shrugs 1.88

Beautiful hand-washable orlon in a gorgeous assortment of colors. For today only... In sizes small, medium and large.

Wednesday Night Opening Special

Women's and Girls' FLATS 2.88 6-9 AA 4-9 B

Smooth leather teen flats in black... the No. 1 color for fall. A basic Peri-Shell at this low, low price. Sanforized.

Wednesday Night Opening Special

Boys' Heavy Duty JEANS 1.77

Look, Mom! 13 1/2-ounce coarse heavy sanforized denim jeans for all an unbeatable low price. Zipper fly and bar-tacked at all strain points. Stock up now. Sizes 6-16.

Wednesday Night Opening Special

Boys' Sanforized Flannel Shirts 1.59

Lots and lots of his favorite back to school shirts. Many patterns and colors to choose from. All are full cut and sanforized of course. Sizes 4-18.

Wednesday Night Opening Special

Extra Special Ladies' Nylon Luxury Slips 2.44

Handsome nylon tricot slips with lots of lavish nylon lace trim. 40 denier quality, four gore styling. Sizes 32-40. White only.



ALL PENNEY BRANDS AT TREMENDOUS SAVINGS!
ALL WANTED SIZES! FLAT! FITTED! WHITE! PASTELS!
EVERY ONE LABORATORY-TESTED, FIRST QUALITY!



Full Size Nation-Wide® Muslin Sheets!

Flat or Sanforized! Fitted! All Perfects!

Penney's offers you first quality Nation-Wides at history-making savings so why settle for "slightly imperfects." Pile high your linen closet with muslins known to generations of homemakers for their comfortable texture, exceptional service!

1.77

81 by 108 inch flat or full fitted bottom

81 by 99 inch flat or twin fitted bottom



Penney's Own Combed-Yarn Percale® Sheets!

Flat or Sanforized! Fitted! All Perfects!

Like luxury percales? Have them for just a few pennies more than many advertised muslins. Percales are loomed of long-staple cotton, combed to eliminate short strands, firmly woven to give you light weight, silken texture, superior strength!

2.19

81 by 108 inch flat or full fitted bottom



Deluxe Penco® Muslin Sheets Sold at Penney's Only!

Flat or Sanforized! Fitted! All Perfects!

See how much you save on about the finest muslin you'll see anywhere at any price. Unusually high in thread count. They're extra smooth, extra-strong... pay off the small difference in price with a big dividend in long wear!

2.09

81 by 108 inch flat or full fitted bottom

72 x 108 inch flat or 169 twin fitted bottom



Famous Penney Brand Sheets in Decorator Colors! Nation-Wide® Quality Muslins!

Sleep in color! Wake up to a new beauty in sheets! Select generations-famous Penney Nation-Wides in shades that go with your decorating scheme. Tremendous values!

2.49

81 by 108 inch flat

(Shrinkage will not exceed 4%)

NOW... AT PENNEY'S — Peppermint Stripe Percales... in Blue... Green... Pink... Maise...
81 x 108 3.98 72 x 108 2.98 Pillow Cases 1.96 pr.

Fine Rayon Gabardine SPORT SHIRTS

Launder!

2.98

Yes, machine washable, and that's only one of the fine value features of these rich Penney Townscreeps. The tailoring is another... the outstanding fit and details like the pick-stitching. Dress-up shades.

Sizes small, medium, large, extra large



Not just ordinary Orlon®... PENNEY'S HAS BRAND NEW TURBO-HIGH-BULK

ORLON

... the softest, lightest, warmest Orlon made!

2.88 Short Sleeve Slipon

The most exciting Orlon sweaters to date... and Penney's prices are hard to beat anywhere! Turbo-processed for luxury-texture, fluffy softness... of course, they wash and dry in flash-time, never need blocking. Looped crew necklines always keep in shape. Glowing Fall colors. Slipon in 34 to 42.

