

MEDFORD
PENNEY'S
ALWAYS FIRST QUALITY!

Opening Celebration

PENNEY'S NEW BALCONY—COMPLETELY REMODELED AND REDECORATED FOR YOUR SHOPPING PLEASURE

New Fall Styles in Women's Coats, Dresses, Sportswear, Foundations and Millinery . . . New Girls' Department Featuring Back to School Styles . . . New Teen Shop Full of Fall Fashions . . . Completely New Infants Department Full of New Fall Lines.

EXTRA ADDED ATTRACTION
Jerry Miller at the Hammond Organ
Courtesy Purucker's

READY TO WEAR

SPORTSWEAR

GIRLS' DEPARTMENT

SAVE!
New Fall Coats



ALL WOOL DONEGAL TWEEDS!
NEAT SMALL CUDDLE CHECKS!
SLEEK ZIBELINE FLEECES!
FIRM KNIT BACK CURLS!

Penney fashions that back your fall wardrobe . . . masterfully tailored coats in fine fabrics! Come make your selection today at this unbelievably low price!

18⁸⁸
Sizes 8-18

OUR NEW FALL SELECTION OF MILLINERY HAS ARRIVED and awaits your inspection. Smartly tailored styles in velours, felts and velvets **2⁹⁸ to 4⁹⁸**

OPENING SPECIAL!!!

Sanforlan Block Plaid JACKETS

8⁹⁰

Save on Cleaning Bills. Come in and compare these beautiful plaid jackets with others selling for much higher . . . Sanforlan . . . the washable fabric of 85% wool, 15% nylon. In the latest Fall shades of blue, green, red, grey and brown. In sizes 10 to 20.



Pick Now — Pay Later
Use Our Lay-Away Plan!

Just Arrived!!!
Women's All Wool Knit Suit Dresses

12⁹⁰ 29⁷⁵

The Latest Styling in Fashion Knits . . . straight silhouettes . . . Dior open neck and Peter Pan collars . . . button fronts . . . three quarter sleeves . . . all belted and all are 100% virgin wool worsted knit . . . in navy, red, nautical blue, peach brandy, charcoal and brown. Sizes 12 to 18.



SPECIAL PURCHASE!

A Selected Group of Women's Cardigan and Slipover Sweaters that were formerly priced much, much higher . . . in sizes 34 to 42.

3⁰⁰



PENNEY'S HAS BRAND NEW TURBO HIGH-BULK ORLON

. . . the softest, lightest, warmest Orlon made! Better still . . . they're FULL-FASHIONED for the smoothest fit in sweaters! Just look at Penney's thrifty prices for such prize-quality sweater mates . . . compare anywhere! Of course, they wash quickly, never need blocking. Looped crew necklines always keep in shape. Glowing Fall colors. Classics in 34 to 40. Long sleeve slip-on in 34 to 40, 4.98.

3⁹⁸

Short Sleeve Slipon
Long Sleeve Cardigan . . . 5.90

SPECIAL PURCHASE OF GIRLS' SCHOOL COTTONS



Select Their Next-Semester Wardrobes Now!

Famous fabrics make up this beautiful back-to-school selection of gingham plaids solids and prints . . . Advance styling . . . long torso lines, new bodice treatments, new collar details . . . and new, rich, deep-toned autumn colors you can tub and care for like a breeze!

3 to 6x **2²⁵**
7 to 14 **3⁰⁰**



Big Selection of GIRLS' NEW FALL COATS

9⁹⁰ to 19⁷⁵

Now peak selections of girls' back-to-school coats. Tweeds, fleeces, and shetlands in a wide variety of styles and fall colors — Choose yours on Lay-away now! Sizes 3-6x and 7-14.



Big New Selection

WARM ORLON® CARDIGANS come thru suds true to size!

Penney's nifty, thrifty orlon sweaters wash in minutes, need no blocking . . . never shrink, never stretch. And they keep true to their glowing colors, too! Sizes 7 to 14.

3⁹⁸

HARD TO FIND ITEMS FOR THE SUB-TEENER

DRESSES!

Plaids and solid colors in washable cottons . . . Sizes 8-14.

Crease resistant, mercerized cottons with lots of smart styling and washability . . . Sizes 8-14.

5⁹⁰ and 6⁹⁰

COATS!

Wool fleece boy coats, all wool with milium lining. Sizes 8-14. Fashion topers in corduroy and water repellent poplins . . . Sizes 8-14.

14⁷⁵ to 19⁷⁵

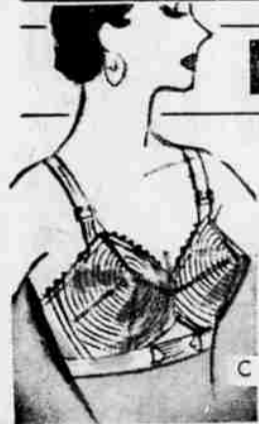
BOUFFANT CAN CAN SLIPS!

3.98

Nylon marquisette can can slips. Double skirts in flowy full circle styling. White and pink. Size 8-14.



FOUNDATIONS



For Smoother Fit For Figure Flattery

Your Summer Wardrobe Begins With a PENNEY FOUNDATION

A. OUR FAMOUS CHANSONETTE That Rounds and accentuates. **2.00**

Now in 3 top quality fabrics, all Sanitized for petal freshness! Choose long-lasting Dacron® fine 2x2 broadcloth. Spoked center design lifts you to new loveliness. Perma-Flex Elastic means extra long wear.

B. ADONNA HIGH WAISTED GIRDLE Perfect for the new sheaths. **7.90**

You'll find it only at Penney's—this nylon zipper girdle that molds you to fashion's form! Boned front panel flattens the tummy, up and down stretch is strict about that derriere! Nylon and rayon back leno with satin elastic. White or pink. Sizes 26 to 38, 40, 42. Sanitized.

C. ADONNA SANITIZED PULL-ON IS PROPORTIONED ALL WAYS

Penney's circular stitched bra is budget-priced. Sanitized to stay sweet and fresh. White cotton broadcloth in A, B, C cup size. **98c**

WOMEN'S UNIFORMS

100% NYLON PLISSE—Full Zipper Front—White . . . Sizes 10-20. **6.90**

COMBED COTTON POPLIN—Button Front, Machine washable . . . Sizes 10-20. **3.98**

INFANTS' WEAR

Folding Siesta Stroller — Sleeper-Walker . . . **22.95**

Bassinette with Folding Legs . . . **9.90**

Flannel Shirt and Corduroy Slack Set — 1 to 4. . . **2.98**

Toddlers' Corduroy Jimmies — 1-6 . . . **1.98**

Infants' Crib Blankets — 36x50 . . . **3.29**

Infants' Triple Crotch Training Pants — 1-4 . . . **39c**

Infants' First Stepper Shoes — 1-4 . . . **1.98**

THESE ARE JUST A FEW OF THE ITEMS WE CARRY . . . SHOP PENNEY'S FOR COMPLETE INFANTS' AND TODDLERS' NEEDS



Flannelette Diapers

2²⁹ doz.

Penney's Own Extra Thick, Fluffy Diapers. Generous 27"x27" size, softly napped for more absorbency. Stock up today!



Cotton Knit Sleeper

1⁶⁹

2-Piece Cotton Knit Sleepers with non skid plastic coaster feet. Gripper back and waist for quick changing. Pastel colors. Sizes 0 to 4.



Peak Selections of GIRLS' SKIRTS

Choose her skirt now, from wools, tweeds, corduroy and wool felts. Straight cut, flare skirt and pleated styles. Solid colors and plaids. Sizes 7-14.

3⁹⁸ to 4⁹⁸



Sanforized Cotton SCHOOL BLOUSES

1.98

Big selection of cotton blouses, several styles. All vat dyed and machine washable. White and colors. Sizes 7-14.