

MEDFORD
PENNEY'S
ALWAYS FIRST QUALITY!

WHATEVER THIER NEEDS...PENNEYS HAS IT! AT
BACK - TO - SCHOOL SAVINGS!

Cords! Twills! Flannels! Jackets!



NEW SPLASH PATTERN THICKSET CORDUOYS!

Popular half-belt boxer model for junior, Penney styled with boat-sail drill pockets, double needle backseam. Machine washable.

2⁹⁸

sizes 4 to 10



PENNEY'S "UNIVERSITY" STRAP BACK TWILLS!

Penney's has the styling junior will really go for... slim-lined tapered buckle-backs! Get 'em now in hefty 8.2-ounce Sanforized cotton twill! Machine washable. Won't shrink more than 1%.

2⁹⁸

sizes 4 to 18



MACHINE WASHABLE BOLD FLANNEL PLAIDS

Ultra-smart winter-warm flannels. Color-bright, machine washable plaids with plenty of Penney's tailoring extras including that famous full-cut, action free fit.

1⁵⁹

sizes 4 to 18



OPEN
MONDAY
EVENINGS
UNTIL 9 P.M.

STRIPED KNIT MELTON SNAP SIDE VENTS

It's the popular fingertip melton with snap-front, and heavyweight shawl knit collar, matching cuffs done in a handsome ombre stripe. Light grey, oatmeal, blue, black.

8⁹⁵

boys' sizes
10 to 18

Cottons! Plaids! Fleeces! Orlons!



WASH-N-WEAR PATTERN COTTONS

Plaids, prints, stripes or solids in a full array of styles and colors. Top quality fabrics for the fashion conscious miss. Sizes 3 to 6X. Others 1.98 to 4.98.

3⁹⁸

sizes 7-14



TOPS EVERYTHING WASHABLE SANFORLAN PLAID JACKETS

Above, her slacks, skirts, jeans... she'll want a plaid jacket! Spicy fall deep tones, pastel plaids and plains... 15% nylon, 85% wool for complete washability.

Size 7-14

6⁹⁵



NATIONALLY
ACCLAIMED
BY
AMERICAN
GIRL
MAGAZINE,
THE OFFICIAL
GIRL SCOUT
PUBLICATION!

BUY
ON
LAY
AWAY

PENNEY'S EXCLUSIVE CHATWOOD FLEECE!

Honors to "Chatwood," a fabric developed exclusively for Penney's. Honors to our fashion scouts who demand this non-chalant elegance! Honors to Penney's... for only their 1700 store shopping power could make such a value possible! Sizes 7 to 14.

19⁹⁵

3 to 6X 14.95



THEIR SOFT PRETTINESS WILL NOT WASH OUT!

Why pay more? Penney's hi-bulk orlons rinse-up fluffy-Cardigan soft, never need blocking... insist upon looking their prettiest un-marred by fuzz-Slipover ziness!

3⁹⁸

2⁹⁸

sizes 7 to 14

Bouffants! Undies! Shoes! Jeans! More!



TAFFETIZED STAND-OUT SLIP

Fabulously fitting, elastic back; embroidered camisole. Washes beautifully.

1.98 sizes 4-14



7-YARD SWEEP NYLON TULLE

Cascades of tulle with radiant ribbon... washes, keeps its whirl. Pastels and white.

1.98 sizes 4-14



FLANELETTE PAJAMAS

She's prettily fashioned at dream-time in Penney's colorful prints that mom can toss in the washer.

2.98 sizes 4 to 16



COTTON-RAYON BRIEFS

Lightweight, lustrous knit for wearing comfort... machine washable.

39c sizes 4-14



FIRST CHOICE FOR SCHOOL

You can't find a better value than these Penney oxfords. Leather uppers, rubber soles and heels.

4.98 sizes 12½-3
Sizes 8½ to 12 4.79



BOYS' BROGUES

Rugged leather brogues with high quality construction. Rubber soles and heels.

7.95 sizes 2-6
Sizes 6½ to 12 9.95



FOREMOST JEANS

Rugged "sure-fit" jeans, patterned, regular husky or slim... sanforized 13½-oz. denim.

2.49 sizes 4-16



BOYS' COTTON BRIEFS & T-SHIRTS

Combed cotton T-shirt with nylon reinforced neck... Durene cotton briefs.

Sizes 4-16

3 for 1.95