

PENNEY'S
ALWAYS FIRST QUALITY

Back-to-School Buys

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BOYS' RUGGED SCHOOL-TO-DRESS OXFORD
Features inverted seam vamp scuff resist toe and Goodyear welt construction. Brownstone leather uppers. 8½-3.

5.99



GREAT-LOOKING GIRLS' PATCH SADDLE!
Black nylon velvet has black and grey smooth patches. Genuine Goodyear welt construction, cushion soft crepe rubber outsoles and heel. 8½-3.

5.99



GIRLS' "PENNEY PIPER" SLIP-ON
Fabulous fit with concealed gore...cushioned comfort with crepe rubber outsole and heel. Black nylon velvet, black or stone leather. 10-3.

4.99



TEEN'S SMART SKIMMERS
give superior fit with folded topline. In smart textured black crushed leather. Fashion-right stack heels! 5-9.

4.99



TEEN'S T-STRAP STRIDES WITH COWBOY HEEL.
Quality constructed with gored strap, bound topline, plastic sole. Smart black crushed antiqued. 5-9.

4.99

**GET QUALITY!
GET VALUE!
PENNEY SHOES!**

Shop Penney's for everything that's smart and new in

school shoes. Now Penney's gives you greater selection, greater innovations, greater comfort, first-quality construction!

All Penney shoes are Sanitized® for longer, fresher wear!

Any way you look at it, you'll get more
for your shoe dollar at Penney's.

CORDUROY

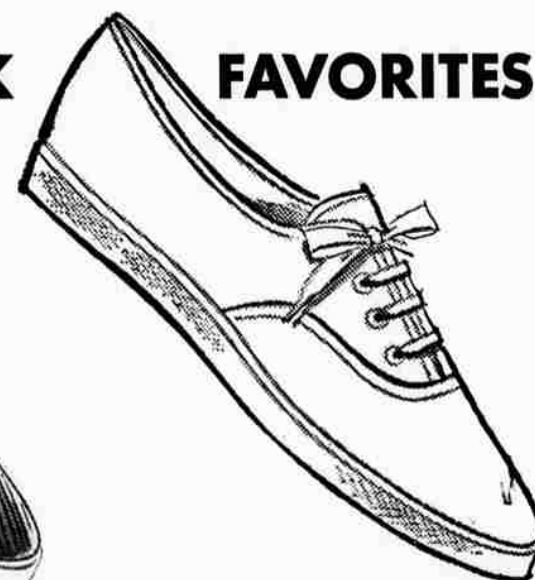
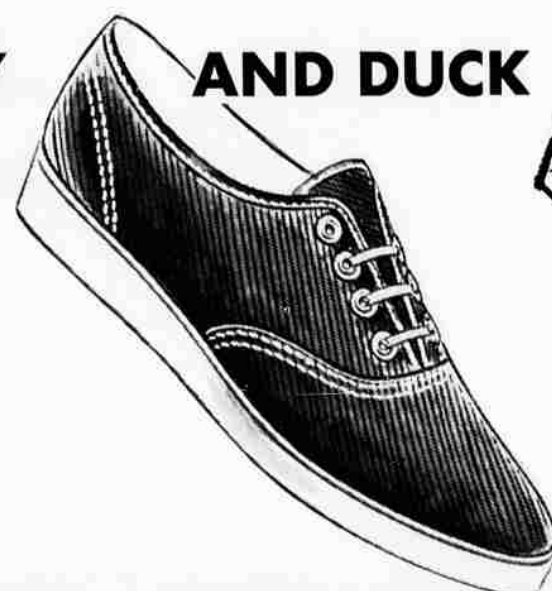
AND DUCK

FAVORITES

**...WITH WOMEN
AND GIRLS!**

2.99 PAIR

America's most wanted oxford casuals...Penney's Taper-Toes in sturdy cotton duck or corduroy! Important correct-balance-arch, cushion insoles! Sanitized® for life-of-shoe hygiene! White, black. 4-10.



BOYS' SCUFF-TIP OXFORD
sports scuff-resistant leather upper that keep their shine. Remember Pentred soles won't mark your floors. Black, 8½-3.

5.99



YOUNG MEN'S MOC-SEAM SLIP-ONS
styled with new twin side gores. Scuff-resist leather uppers. Pick black. 6½-11.

7.99

Boys' black, brownstone 3½-6 6.99
Jr. boys' black, brownstone 8½-3 5.99



YOUNG MEN'S SMART OXFORDS
feature top-quality injection molded construction. Black, sizes 6½-11.

7.99

Boys' in black, brownstone. 3-6 6.99
Jr. boys' in black. 8½-3 5.99

GET MORE COMFORT...BETTER FIT...LONGER WEAR...SMART STYLE AT LOW PENNEY PRICES!