

PENNEY'S
J. C. PENNEY CO., INC.
TORRANCE, CALIF.

Big Re-opening Continues!

WITH THESE WONDER VALUES!

**STORE HOURS 10:00 A.M. — 5:30 P.M.
INCLUDING SATURDAY**



It'll be a warm winter under PENNEY'S Blankets

ICELAND BLANKETS
are heavy, warm and handsome! 6 lbs. of pure wool, in white with striped borders, whipped ends! Treated to resist moths for 5 long years!
14.75

SOLID COLOR BLANKETS
4 lbs. of pure wool, rayon satin bound. Treated to resist moths for 5 years. . . They're real values!
9.90

Guaranteed Five Years Against Moth Damage!

SINGLE BLANKET—All-cotton jacquard design with stitched ends. 72"x84"
3.67

DRAPERY FABRIC—Make your own drapes—add beauty to your home. Florals and patterns.
98c - 1.49 yd.

SHOWER CURTAINS—6' length for your shower. Waterproof plastic. Colors and patterns for all.
3.03

CLOISTER BLANKETS—Wool, rayon and cotton single blankets. Jacquard design 72"x90".
5.90

PRISCILLA CURTAINS—Dotted or plain, with deep ruffles, tie-backs!
2.98

CHEMILLE SPREADS—Multi-color designs on white grounds! Buys at 9.90

BED PILLOWS—Feather or down filled, assorted tickings!
1.79 to 6.90

PLAID BLANKET PAIRS—25% wool 75% imported cotton! Rayon satin bound.
4.98

It certainly was a great Opening Day! Crowds of enthusiastic shoppers, welcoming back Penney values! Another big day tomorrow — we hope you'll be with us again — and again — and from now on!

A Checklist of Fine Buys!

- MEN'S FALL DRESS PANTS**
In the materials and shades you like. Fine detailing—slide fasteners and pleats.
8.00 to 9.87
- MEN'S SPORT SHIRTS**
To be worn with or without a tie. Fine quality rayon—long sleeves—in or outer style.
4.98
- MARATHON* HATS**
To flatter YOUR face! The perfect topper for your Fall wardrobe! Good for many seasons.
4.98
- BOYS' CORDUROY PANTS**
Known for super-wear! Sturdily made in light cream. Priced Penney-low!
2.98
- BOYS' SPORT SHIRTS**
All cotton weaves that will wear and wear—long sleeves—in or outer style.
1.49 - 1.98



Leaders in the Back-to-School Parade

PENNEY'S BETTER SCHOOL SHOES



- A. Girls' Sweaters, fine or med. gauge, all wool, rich colors. 10-16. 3.95
- B. Skirts, feature bright plaids, pleats, dirndls, wool rayon fabrics. 3.90 to 6.90
- C. Boys' Sweaters, all wool, long-sleeved cardigan, 8 to 16. 3.98
- D. Tailored Slacks in fine wool and rayon, gabardines, twills, 10 to 20. 6.90
- E. Cotton or Rayon Dresses, soft colors, tailored or dressy, 7 to 14. 2.98
- G. Boys' Oxfords, brown, sturdy, for dress or school! Hard wear! 3.49



A Handful of Style

- A. GLEAMING PLASTIC PATENT handbags in top zipper or roomy pouch styles. Black, brown or red. 4.98
- B. RAYON SCARFS add beauty to your fall costume. Prints to match and blend. A Penney value. 98c to 1.98
- C. PLASTIC PATENT handbags in roomy pouch or sleek top zipper styles. Sleek black patent. 2.98
- D. FABRIC GLOVES in cotton or rayon. Some embroidered, some tailored. Dark, bright colors. 1.49 to 1.98



BE A GOOD SPORT

in basic mix-or-match casuals

- Blouse Beauties**
Fine rayon crepe, classic or soft. 2.98
- Wool Sweaters**
Cardigan or slip-on; lots of colors. 3.98
- Wool Skirts**
In new drape styles and classics, 24-30. 6.90



hip hip hurray!
for the artful new hipline

Dresses with a mission in life—to carve you an artful curve. Rich black or jewel-toned rayon crepes . . . with tunics, ruffles, peplums, drapes, swags. Misses', women's, juniors' sizes.

7.90

COAT Yourself in COLOR



Cheery, cozy insulation—to make winter a bright season. Superb wools that hold their color . . . in new sculptured or classic styles . . . some with nailheads. Misses', women's, juniors'. 29.75-34.75