

AT PENNEY'S Thrift Ideas

Your Penney store is jammed . . . packed full of new, wanted, in season merchandise. With more than 1600 stores and such terrific buying power, only Penney's can give you these low, thrifty prices. Shop every department for all your Christmas needs and you'll spend LESS and give MORE.

from Penney's World of Thrifty Gifts



1.15
51 GAUGE
15 DENIER
C&C THRIFT-GIFT!

NYLONS FROM PENNEY'S
WORLD OF THRIFTY GIFTS

. . . top choice of millions of fashion-wise, budget-smart women! The perfect gift for every day on your Christmas list! Penney's wonderful Gaymodes! Full fashioned 51 gauge, 15 denier luxury sheers with reinforced tops, heels, and toes for extra long wear! In smart winter tones: 8 1/2-10 1/2.

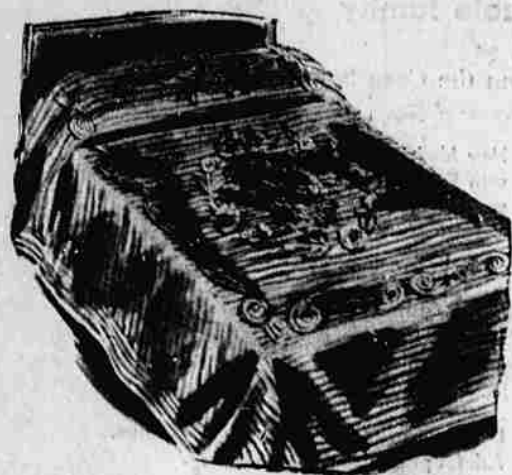
EXTRA LONGS, 9 1/2 - 11 **1.25**
MIDGETS, 8 1/2 - 9 1/2 **1.25**

EVENING SHEERS 54 gauge, 15 denier, 8 1/2 - 11 **1.35**

DAYTIME SHEERS 51 gauge, 30 denier, 8 1/2 - 11 **98c**

REGULAR SERVICE WEIGHT 45 gauge, 30 denier, 8 1/2 - 11 **79c**

EXTRA LONGS SERVICE WEIGHT 45 gauge, 30 denier, 9 1/2 - 11 **98c**



PENNEY'S HAS THE PICK! CHENILLE BEDSPREADS

Designed especially for Christmas giving . . . and priced with your budget in mind! Beautiful solid colors of helio, royal blue, green, coral, beige, grey and aqua.

9.90

THIS CHRISTMAS GIVE CHENILLE BEDSPREADS

You'll have no problem to pick a lovely spread from the large selection at Penney's. You can have these chenilles in a wide range of decorator-solid colors as well as the gay multi-colored designs on pastel or all white grounds. Solid colors of chartreuse, melon, helio, royal blue, green, coral and beige.

12.90

SHOP AHEAD AT PENNEY'S ON Ches LAY-AWAY

**JUST
ARRIVED!**

Dozens and Dozens



**BRENTWOOD★
WASH DRESSES
2.79**

Every woman wants a famous Brentwood cotton. That's because Penney's housedresses really fit! Fine fabrics, workmanship—and sensible priced! Sizes 12 to 5 1/2.

**JUST
ARRIVED!**

NEW SHIPMENT



**ALPACA PILE
LINED BLOUSES**

Men's 12⁷⁵ Boys' 10⁹⁰ Jr. Boys' 8⁹⁰

Every feature real outdoor men go for is built into these grand gift jackets. Water repellent, wind resistant, mouton processed lamb collar. Cotton and rayon satin twill shell.



**GIVE HER A
BLOUSE!**

2.98

Tailored or fussy style with short sleeves! They come in rayon crepe or a rayon-and-nylon blend. White and pastels. 32 - 46.



**NEW BOLD
SOLID COLORS**

3.98
C&C
HERE'S
CHRISTMAS CHEER

RAYON GABARDINE FROM PENNEY'S WORLD OF THRIFTY GIFTS

Towncraft* rayon gabardine . . . the pick of Santa's pack of sport shirt fabrics! Penney's fashions it into as handsome a long sleeve sport shirt as you'll see anywhere. **Comfort** sewn into every strong seam. **Style** he'll brag about in the bold stitchless collar and flap pockets. So give this gift that can't miss warming a man's heart. Give **Towncraft*** vat dyed, pre-shrunk rayon gabardine sport shirts. Seven bold solid colors. S, M, L.

*Reg. U. S. Pat. Off.



**GIVE HIM A
TOWNCRAFT**

2.98

The No. 1 gift shirt and Penney's packs 220 threads of smooth, white long staple cotton into every inch, ocean pearl buttons, Nu-Craft collar and a thrifty price. Sizes 14 1/2 to 17.



A GRAND ASSORTMENT OF TOWNCRAFT TIES 98c & 1.49

Thrifty, fashion-wise Penney's hangs a low price tag on ties that look and feel more expensive. They're fully lined . . . knot perfectly. You'll marvel at our large assortment of stripes, panels, solids, foulards, and many others, all in colors men like.

DON'T MISS PENNEY'S SLIPPER SELECTION!

Go straight down your list . . . then head straight for thrifty Penney's! You'll find styles, colors for the whole family!



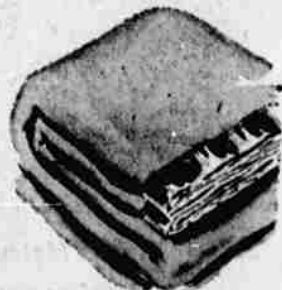
TODAY'S BUY OF BUYS!

**SPECIAL
ALL WOOL BLANKETS**

Just in time for Christmas giving! What could be more thrifty and practical! Beautiful, luxurious 72x90 all wool blankets at this new low price. 3 1/2 lbs. mothproof. Newest colors of mulberry, grey, rosebud, blue, geranium red and green.

**2 FOR
15⁰⁰**

**SUPER VALUE!
DON'T MISS IT!**



**ALL-WOOL
BLANKET**

9.90



**BOXED TOWEL
HOLIDAY SETS**

2.79

Fluffy soft and thickly napped . . . a prize to find under the tree! Pure winter warm wool in a full choice of "decorator" colors. Wide rayon binding. 72"x90".

On every woman's "wishing" list! Handsome terry towels with bold black stripe border. Bath towel, two hand towels, two wash cloths. "Decorator" colors.



**LUXURIOUS
LACE CLOTHS**

3.98

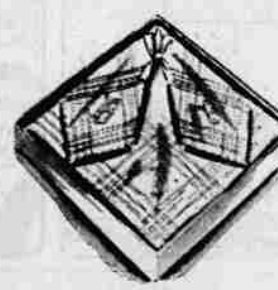
Here's just what she needs to set a festive holiday table! And she'll cherish her lovely lace cloth for years. Choice of designs. Comes boxed.



**BROADCLOTH
PAJAMAS**

2.98

Every man likes pajamas that don't creep up and bind when he turns in bed. So give them Penney's Towncraft pajamas in coat or slipover style. A-D.



**GIFT-BOXED
HANDKERCHIEFS**

98c

3 colored handkerchiefs in every box. Fine combed cotton that stays crisp after laundering—nice choice of colors. Perfect gift for men.



**MEN'S ELASTIC
TOP SOCKS**

49c

Sturdy ankle-hugging clocks, argyles or plains. Give several pairs at this thrifty price . . . good range of colors. Sizes 10-13.