

PENNEY'S
ALWAYS FIRST QUALITY!

**STARTS TONIGHT
AT 7:30 P.M.**

We are staying open tonight for two hours because we know many office workers cannot be here in time to participate in this great event. Please shop Saturday if you can as the service will be better then. We have employed all the experienced ex-Penney salespeople we could hire to help out tomorrow. Open 9 A.M. to 5:30 P.M. Come prepared to shop and have your share of great value.

FOUNDER'S DAY

VALUE PLUS PRICE

...not price alone!

Penney's ALWAYS sells FIRST QUALITY MERCHANDISE. Come, see for yourself how wonderful a bargain can be when it represents FIRST-QUALITY-VALUE-PLUS-PRICE ... not price alone!



Use
Our
Layaway
Plan

FIRST TIME ... ANYWHERE!

**Original Rogers Silverplate in
Penney's Own "Jubilee" Pattern!**

**ALL WOOL COATS
50 ONLY AT THIS PRICE!**

Popular pattern effects

- Small neat checks
- Diagonal stripes
- Large houndstooth checks

18⁸⁸

Some with matching stoles,
all are warmly interlined!

Sizes
10-18

**50 Pc. Silverplate
Set**

INCREDIBLY LOW PRICED!

16⁷⁵

SERVICE FOR 8
INCLUDES

- 16 teaspoons
- 8 soup or dessert spoons
- 8 hollow handle knives with stainless steel blades ... grille or dinner type!
- 8 forks ... grille or dinner type!
- 8 salad forks
- 1 butter knife
- 1 sugar shell

QUALITY CONSIDERED ... the
most outstanding value Pen-
ney's ever has known!

Chest with tarnish-
resistant lining ... **4⁰⁰**

STUNNING "JUBILEE" PATTERN, designed exclu-
sively for Penney's 50th Anniversary by the world's
largest manufacturer of silverware! This set is an extraor-
dinary value—a fitting climax to our Golden Jubilee! Buy
for yourself, or put a set away for someone's thrilling
wedding or Christmas gift!

Ice Tea Spoons set of 8 \$2.49 Butter Spreader set of 8 \$2.49
Cocktail Forks set of 8 \$2.49 Serving Spoons set of 2 79c
Meat Fork and Gravy Ladle \$1.69

FOUNDER'S DAY!

**2 pairs for
just 1¹⁵**

Yours (if you hurry!)
in two fashion shades.
Sizes 8½-11.

★ SHEER LUXURY NYLONS
51-gauge, 15-denier dark-seam sheers

★ NOT SECONDS, not irregulars,
but Penney's own, famous, perfect quality!

FINELY WOVEN QUALITY! HUGE ASSORTMENT!

**80-sq. Percale
Prints 25^c yd.**

for sewing fashions!
for home-decorating!

Your grand opportunity to save money on this exciting
group of colorful florals, novelty prints, smart designs
for sewing everything from tots' clothes to kitchen
curtains! Hurry! These percales are outstanding at this
price! 35-36" wide.

FOUNDER'S DAY!

**GIRLS ALL
WOOL COATS**

in the most wanted
fabrics

- All wool tweeds
- Small neat checks

11⁸⁸
Sizes
7-14

ALL ARE WARMLY INTERLINED!
BE HERE EARLY. Only 25 of these.

**PRINTED
Cotton Flannel**

Washable cotton flannel for sewing paja-
mas, gowns, and sleepwear for the whole
family. Save now during Penney's Found-
ers days celebration.

**3 yds. for
\$1⁰⁰**

**NYLON
SHEER BLOUSES**

Beautiful tricot
knit nylons in dark
or pastel shades.

1⁹⁸
Sizes
32 to 38

You'll want several of these beauties to wear with
your new skirt or suit. HURRY! For the best
blouse value in town.

**STAMPED
Pillow Cases**

Make
ideal
ch-ristmas
gifts

1¹⁰
pr.

5 colorful pat-
terns fine qual-
ity muslin gen-
erous size 42x
36 Hurry for
These!

**Mens Plastic
Raincoats**

CHECK
THESE
QUALITY
FEATURES:

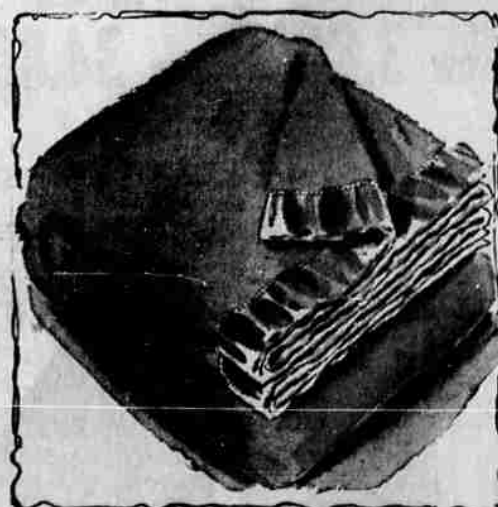
- long lasting
- snap fastener
- washable
- stain resistant
- will not crack or peel

Sizes Small, Medium,
Large and Extra Large.

**Mens
Sweat Shirts**

1⁰⁰
Sizes
38 to 44

Leave it to Penney's to
bring you real value items
when you need them! Prac-
tical silver grey with warm
cotton fleece lining! Lim-
ited quantities. You'll have
to hurry!



**Solid Color
Blankets
\$5⁰⁰**

25% wool and 75% rayon dou-
ble bed size. You'll be amazed
at the beautiful colors and gen-
erous size of these warm blan-
kets. Specially priced for this
event. All are rayon satin bound.
All are first quality! Come early
for these. They won't last long.

SHOP EVERY DEPARTMENT! HUGE SAVINGS!

UNADVERTISED VALUES THROUGHOUT THE STORE!