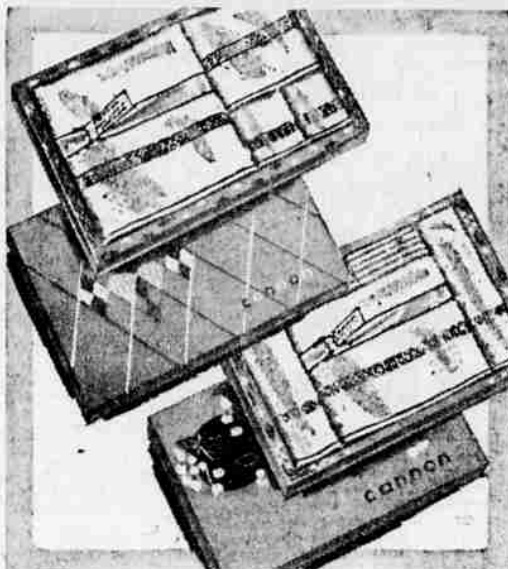


PENNEY'S

ALWAYS FIRST QUALITY!

THE STORE WITH THE FRIENDLY SALESPeOPLE
PUT YOUR OWN HOME ON YOUR HOLIDAY LIST --- SELECT
YOUR HOME FURNISHINGS NOW --- PAY LATER ON PENNEY'S
LAY-AWAY PLAN, A SMALL DEPOSIT, PLUS REGULAR MONTH-
LY PAYMENTS HOLDS YOUR SELECTION.

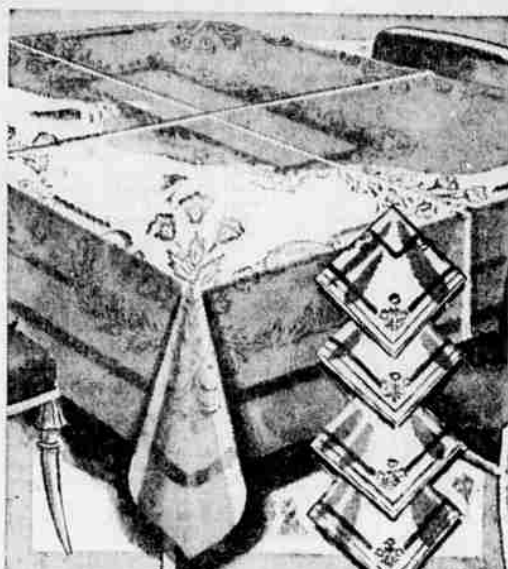


CANNON TERRIES IN A GAY GIFT BOX!

You're smartly set for gift-giving
with this Penney-priced four-piece
bathroom-brightening ensemble...
dressed up with dobby borders!
They're thick-and-thirsty colorful
sturdy! Cannon Terries!
one bath towel
one face towel
two wash cloths

3.79

Penney's Downstairs Store



Striking Cotton-Rayon Damask Dinner Sets

SET FOR A FEAST... with luxury
dinner dazlers at next-to-nothing
Penney prices! Giant beauties to set
off a splendid Thanksgiving dinner
... every handy size... in shimmer-
ing white. Gift-wrap!
60x90 inch size
with 8 napkins

4.98

Penney's Downstairs Store

WASH AND DRY IN SEVEN MINUTES!

PENNEY'S
LOWEST
PRICES
FOR
EVER
FAMOUS
FIBREGLAS
PRISCILLAS • PANELS

6⁹⁰

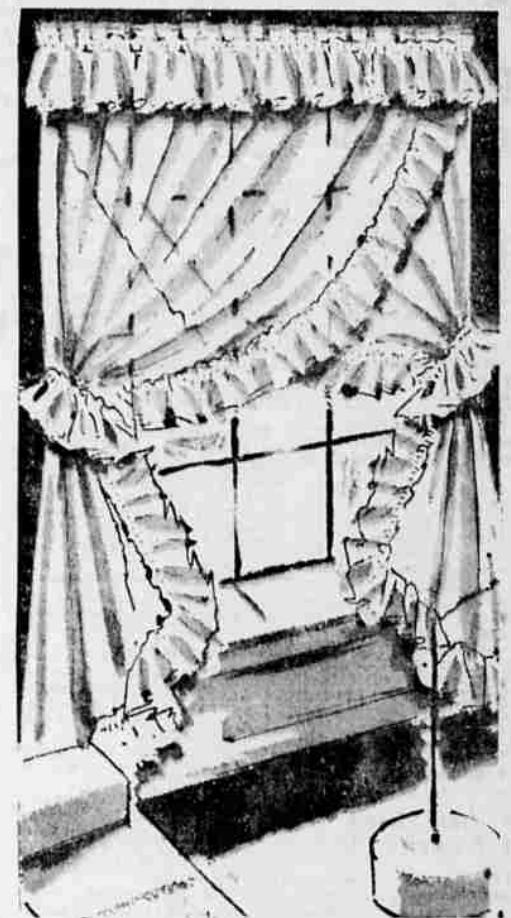
100x81 inches

1⁹⁸

42 x 81 inches

• 144 x 81 — 8.90
• 184 x 81 — 11.75
IVORY COLOR

• Ivory
• Yellow
• Rose
• Green

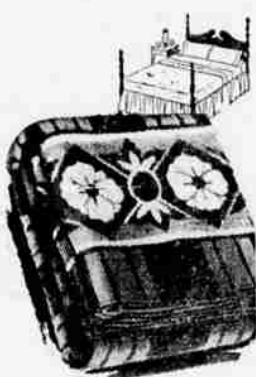


WHY ARE THOUSANDS OF OUR CUSTOMERS SWITCHING TO PENNEY'S FIBREGLAS?

THEY PREFER THE ULTIMATE IN BEAUTY... Penney's Fibreglas Priscillas are wispy sheer
... float down your windows in supple splendor... radiate their dazzling white beauty through-
out your home.
THEY PREFER THE ULTIMATE IN SERVICEABILITY... Penney's Fibreglas Priscillas take sun
without wilting, dampness without mildewing... wash with amazing wrinkle-resistance... last
for years.
THEY PREFER THE LAST WORD IN PRICE... Hurry to Penney's for this fabulous offer... It's
a big, big value! So buy a window wardrobe of Fibreglas... nothing could be lovelier!

PENNEY'S DOWNSTAIRS STORE

MACHINE WASHABLE



JACQUARD BLANKETS

3.39

Floral Jacquard Blankets
double as daytime covers,
serve as outing blankets
too. Smooth, sturdy, rayon
and cotton. 70 by 80 inches.

PENNEY'S DOWNSTAIRS STORE

FOR THE HOLIDAY TABLE



LACE CLOTH

4.98

Dress your table for dinner
with this rich, regal, Penney-
priced lace tablecloth! Daz-
zling-rare motif in gleam-
ing ivory spun rayon-picot-
ed, scalloped edges. Hand
washable. 70 by 90 inches.

PENNEY'S DOWNSTAIRS STORE

EMBROIDERED PILLOW CASES

1.98

SET OF 2

Penney's hand-loomed em-
broided pillow cases...
cellophane-wrapped, eleg-
antly boxed for the holi-
days. 80 square muslin,
french seams. Machine
washable. Multi-color de-
signs.

Penney's Downstairs Store



TERRY GIFT TOWELS

2.98

3 PIECE SET

You can't miss with a ter-
ry gift set from Penney's...
each towel is lavished with
tufted chenille flowers. Gay
colors. Machine washable.
1 bath towel, hand towel,
wash cloth.

Penney's Downstairs Store



CANDY STRIPE TERRY TOWELS

59c

20 x 40 size

Colorful new candy stripe
towels in smoke grey, bronze
green, turquoise and circus
pink.

Face towels — 39c
Wash Cloths — 19c
3-piece set — 1.17

Penney's Downstairs Store



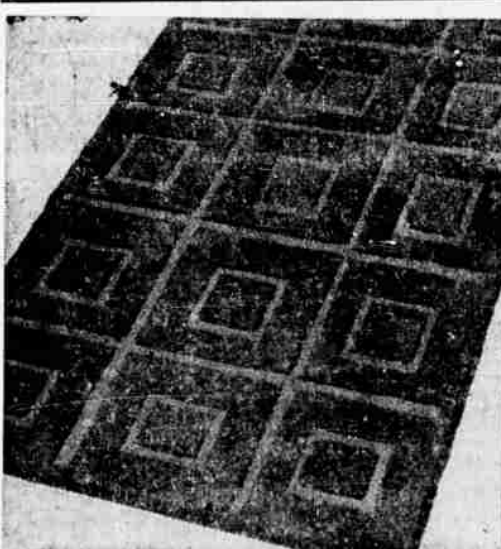
PENCO QUALITY FITTED SHEETS

1.99

TWIN SIZE

Penco fitted sheets. Sanfor-
ized for permanent good fit!
Famous-for-wear muslins
you slip over mattress.

Full size — 2.19
Penney's Downstairs Store



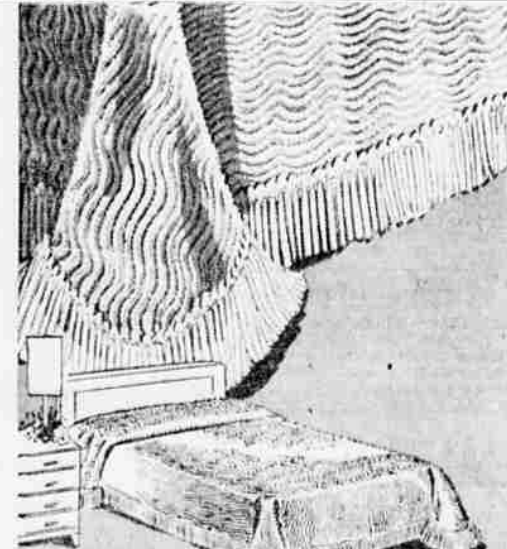
Grecian Tile Rugs In Sculptured Cotton

Penney's floors the town with lux-
ury rugs at mighty low prices! Deep
dense cotton pile vacuums and sham-
poo stays new looking! Smart de-
sign blends with every decor. Choose
from extensive color range!

\$2⁹⁸

32 x 48 — 4.98
40 x 56 — 7.90
48 x 72 — 12.75
24 by 40 in.

Penney's Downstairs Store



CHENILLE BEDSPREADS WITH ROUND CORNERS

\$4⁹⁸

A little price, a lot of smart styl-
ing! Penney's no-iron, machine wash-
able chenille features popular wavy-
line pattern, the very new rounded
corners, fringe on 3 sides. Assorted
colors.

Penney's Downstairs Store full or twin

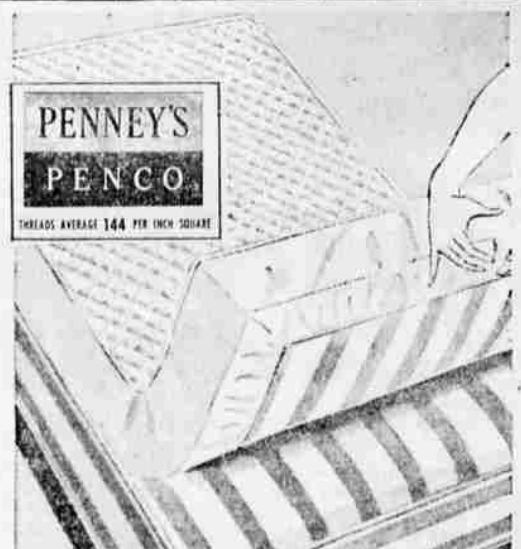


Textured Sparta Cloth, 45" Drapery Fabric

98c

Novelty weave has shimmering high-
lights, yet its beautiful simplicity
makes it perfect for drapes, slip-
covers, spreads, even light uphol-
stery! Cotton-and-rayon in rich, sun-
resistant colors.

Penney's Downstairs Store yd.



Fitted Mattress Pads Penney Penco Quality

Big time and mattress savers...
fit your bed snugly like fitted sheets,
never need straightening. All bleach-
ed filling washes snow white, never
lumps or shifts. Box-stitching, tape-
bound edges, Sanforized skirt, elas-
tic-edged.

\$3⁷⁹

Penney's Downstairs Store full... 4.79