

PENNEY'S

ALWAYS FIRST QUALITY!

**STARTS
TOMORROW
MORNING
9:30**

SAVE IN OCTOBER DOLLAR DAYS

PENNEY'S HAS MORE SMART NEW VALUES IN EVERY DEPARTMENT!

you'll say: never saw such low prices! And you're right! they're unbeatable, every last one from jackets to infants wear. And every one is a "first" . . . no "seconds" or irregulars in sight!

we say: ask anyone about Penney's quality! Whether special purchases or great value . . . every stitch is laboratory tested first quality! You never have to be afraid of a low price at Penney's.



GET MORE!

INSULATED UNDERWEAR

**MORE WARMTH! MORE
BIG PENNEY SAVINGS**

100% nylon outside . . . 100% Dacron fibre fill insulation! Wanted styling, too! Zipper front for the jacket . . . adjustable waist for the pants. Full cut fit! Machine wash in lukewarm water.

888

PENNEY'S MAIN FLOOR



FABULOUS!

KNIT ROLL COLLAR

**More Style In Our Knit
Trim Nylon Reversible**

Fleecy nylon reverses to nylon taffeta. Extras in the 100% nylon black knit trims at zipper, cuffs, bottom . . . bulky knit roll collar. White, grey, red. Washable. *Machine wash in lukewarm water.

8.88

men's sizes
36 to 46

6.88

boys' sizes
8 to 18

PENNEY'S MAIN FLOOR



TERRIFIC!

SANFORIZED FLANNEL

**TAILORING EXTRAS
IN COTTON PRINT PJ'S**

More patterns, styles! Cotton flannel pajamas are full-cut over Towncraft patterns. Notch or pullover style in stripes, fancies, with elastic top pant. Sanforized.

244

PENNEY'S MAIN FLOOR

sizes A,B,C,D



OUTSTANDING BUY!

PLEATED PLAID SKIRTS

Lovely wool or wool-blend plaids. Some reversible. Perfectly tailored for fine fit. Most popular colors to go with your sweaters. Sizes 10 to 18.

5.00

PENNEY'S FASHION BALCONY



NYLON SPECTACULAR!

FULL-FASHIONED SHEERS!

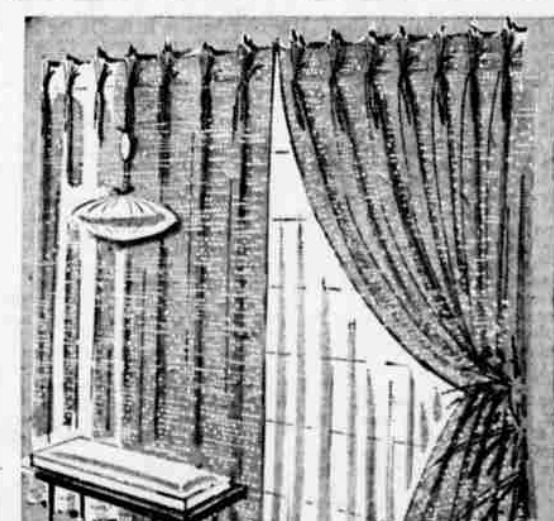
COMPARE! QUALITY 15-DENIER NYLON SPECIAL

Only at Penney's such perfectly tailored, full-fashioned sheers at this rock-bottom low! 15-denier construction gives dress-up sheerness plus wear. Dark seams.

**2 pairs
88c**

PENNEY'S MAIN FLOOR

sizes 8 1/2 to 11



**Color-Sealed Acetate
Rayon Boucle Drapes**

We guarantee these frosty-look rayon and acetate boucle draperies against fading for two years! More quality in their trim tailoring, decorator colors.

50x54 **4.99**

50x90 **5.99**

76x84 **9.99**

104x84 **14.99**

150x84 **21.99**

PENNEY'S DOWNSTAIRS STORE



SAVE NOW!

SANFORIZED PRINTS!

**Softly-Napped Cotton
Flannel Gives You More**

More medium-weight warmth! More cozy comfort! More savings than you'll find anywhere else at Penney's low price. Sanforized stripes, prints, novelties.

**3 Yards
1.00**

PENNEY'S DOWNSTAIRS STORE



AMAZING!

2-PIECE-GRIPPERS!

**Dollar Day Savings! You Get
SOFT COTTON KNIT!**

Gripper back and waist make dressing easy. Non-skid plastic soles are porous. Absorbent knit cotton. Machine wash in lukewarm water. Pretty maize, mint, blue, pink.

1.00

PENNEY'S MAIN FLOOR

sizes 1 to 4

WOMEN'S WOOL SLACKS

Tapered leg, back zipper. Black, brown, blue. Sizes 10 to 18

2.99

PENNEY'S FASHION BALCONY

COTTON BLOUSES

Chemise and tuck-in style. Stripes, prints, solids. Sizes 32 to 38

1.00

PENNEY'S FASHION BALCONY

WOMEN'S JEWELRY

Good assortment, fall colors. Earrings and necklaces

4 for 1.00

PENNEY'S MAIN FLOOR

LINED DRAPES

White grounds with turquoise coral, green, red. Sizes 48 x 84

5.77

PENNEY'S DOWNSTAIRS STORE

INFANTS' PLASTIC PANTS

Pastel colors. Sizes 1 1/2 to 2

2 for 1.00

PENNEY'S MAIN FLOOR

INFANTS' TRAINING PANTS

Absorbent cotton knit. Sizes 1 1/2 and 1

3 for 1.00

PENNEY'S MAIN FLOOR

WOMEN'S SLIPS

Acetate rayon tricot. Sizes 34 and 36

1.00

PENNEY'S MAIN FLOOR

PRINTED SCARFS

Bright, gay, rayon and silk. Pastels and bright colors

2 for 1.00

PENNEY'S MAIN FLOOR

FASHION TAPE PRISCILLAS

Ever fresh Dacron, wash n' hang. Sizes 188 x 81

8.00

PENNEY'S DOWNSTAIRS STORE

COTTON QUILTS

Floral cover, cotton filled. Finished all 'round with ruffle

4.00

PENNEY'S DOWNSTAIRS STORE

FLOUR SQUARES

Bleached white. Handy, large size

5 for 1.00

PENNEY'S DOWNSTAIRS STORE

MEN'S FLANNEL SHIRTS

Sanforized cotton plaids. Sizes medium and large

1.33

PENNEY'S MAIN FLOOR

MEN'S CHAMBRAY SHIRTS

Sanforized blue chambray. Sizes 14 1/2 to 16

1.33

PENNEY'S MAIN FLOOR

MEN'S WORK SHOE

Brown leather upper, composition sole. Broken sizes

5.00

PENNEY'S MAIN FLOOR

BOYS' MOC TOE OXFORD

Black, smooth leather. Sizes 8 1/2 to 3

3.00

PENNEY'S MAIN FLOOR

WOMEN'S FLATS

Black, smooth or suede leather. Sizes 4 1/2 to 9

2.66

PENNEY'S MAIN FLOOR

MEN'S SPORT SHIRTS

Rayon cotton plaids. Long sleeves, sizes small, medium, large

2.50

PENNEY'S MAIN FLOOR

MEN'S ORLON SWEATERS

100% Orlon. V-neck. Long sleeve slipover style

2.50

PENNEY'S MAIN FLOOR

BOYS' FLANNEL SHIRTS

Warm durable. Colorful plaids. Sizes 10 to 14

1.00

PENNEY'S MAIN FLOOR

BATH MAT SETS

Three piece contour sets. Lovely colors in soft rayon

3.00

PENNEY'S DOWNSTAIRS STORE