

# Penneys

ALWAYS FIRST QUALITY

THE PENNEY STORY

## How to shop at Penney's without money

By ROBERTA NASH

I don't really mean we *give* things away at Penney's (although our competitors have been known to accuse us of it, when they see our low prices!)

I'm talking of the Penney charge plan, the one that lets *you* choose the most convenient way you'd like to pay for the things you buy at Penney's

Our credit terms are easy and convenient and generous — because Penney's has learned one cardinal rule in 64 years of doing business with our customers:

*People are honest.*



### TOWNCRAFT-PLUS ACRILAN®-ACRYLIC STRETCH CARDIGAN

Great for the active man! He gets snap back shape retention and light on the shoulder comfort. This fine 6-button traditional cardigan moves as he does. Smart saddle shoulder styling. Machine washes, too, in luke-warm water. 98% Acrilan® acrylic/2% spandex. **12.98**

### MEN'S TOWNCRAFT PENN-PREST® SLACKS

No ironing, no wrinkles, just neat looks for the man who owns those reverse twist dress slacks of acrylic/rayon. Grad styled. The crease is permanent! Just wash and tumble dry. Olive or charcoal. Waist, 30-40. **7.98**

**PENN-PREST**  
MEANS YOU NEVER IRON  
when tumble dried

**A**  
ACRILAN  
Monsanto

