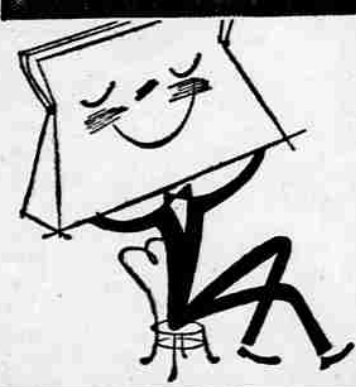


PENNEY'S
ALWAYS FIRST QUALITY!



STARTS TOMORROW!
OPEN WED. NITE TILL 9:00 P. M.

A week of special buys
peak our policy of
year-round savings!

PENNEY DAY

SUPER-BUYS!

LARGE, FLUFFY
22" x 44"!
CANNON
TOWELS

Brand New Shipment! **98c** Brand New Colors!

Have you looked at your towel supply lately? If it needs filling in—and what towel supply doesn't, this time of year—buy yours now at SAVINGS! These Penney specials are famous Cannons—fine quality, deep-soaking, extra large terries. As good-looking as they are long-wearing—they come in luscious shades from pastels to deep tones, in every size you need! Really Terrific Values! Wash Cloths 27c
16"x28" Face Towels 4 for 59c



Luscious Corduroy
CHENILLE ROBES

Penney's Price **3.98** Save!

Luscious corduroy chenille robe in misses' and women's sizes! Heavy 3-needle overlay in a bow knot design sweeps around the full skirt. Double cuffs, deep pocket. Rich colors.

Men's Washable
BEACON ROBES

Penney's Price **7.90** Save!

Men's Beacon blanket gift robes. More comfortable than ever... Easton® acetate and cotton! Maroon, blue, brown, double ombre patterns. S, M, L, XL.

Cozy Cotton Challis
PLISSE PAJAMAS

Penney's Price **3.98** Save!

Chill-chasing sleepwear that's not the least bit heavy or bulky! Machine washable. 32-40.



There IS
Something New
Under the Sun!
LOOK AT THIS!

**Quilt Lined
Vinyl Plastic
JACKETS**

9.90
SAVE!

V CHECK THESE
EXCLUSIVE ADVANTAGES

- Stays Comfortable, Soft and Pliable Even in Freezing Weather.
- Waterproof
- Windproof
- Tear and Split Resistant
- Abrasion and Scuff Resistant
- Strong Knitted Backing for extra wear, permanent shape.
- Color fast
- Wipes Clean with Soap and Water.
- Stays Bright and New Looking.

- Colorful, Tough, Thrifty
- Looks Like Real Leather

Fellows! Here's your favorite warm-up style in a new improved vinyl that can really take it! This fabric is always soft, never tacky, and resists scuffing, rain, and wind. To clean, all you ever need is a damp cloth. Solidly built, too, with thick quilting for all-winter warmth. In white and blue shades with color-coordinated wool-cotton knit trims. Sizes 36-46.

Boys' sizes, 8-18.....8.90

Another "Rub 'N Suds"® Fabric
Rayon Butcher
Linen Blouse

1.98

- Guaranteed Washable
- Sunfast
- Removable Buttons
- Convertible Collar

Here's a real blouse buy. Rayon butcher linen in a popular style in lots of beautiful new shades. Sizes 32-40. You'll want several for your wardrobe.

12 Luscious Colors



GIRLS EVERGLAZE
COTTON SLIPS

Penney's Price **1.98** Save!

Girls' everglaze® cotton slips decked with a variety of dainty trims—ruffles, lace, ribbons! Machine washable in lukewarm water. 4-14 in white.



DACRON-NYLON
TRICOT SLIPS

Penney's Price **3.98** Save!

New opaque miracle tricot won't cling, shrugs off wrinkles, never ever-needs ironing! Richly detailed with laces, embroidered appliques, pleats, perma-tucks. White, pink. 32-44.



TAFFETIZED NYLON
CAN CAN SLIPS

Penney's Price **2.98** Save!

White taffetized nylon that stays permanently crisp after repeated washings. Sizes S, M, L.



MEN'S WASHABLE
GABARDINE SLACKS

Penney's Price **4.98** Save!

Yes, they're machine washable now, and look at the low low price tag. Come in sizes 28-40, in all the new smart fall shades.



WARM QUILT LINED
SURCOATS

Penney's Price **10.90** Save!

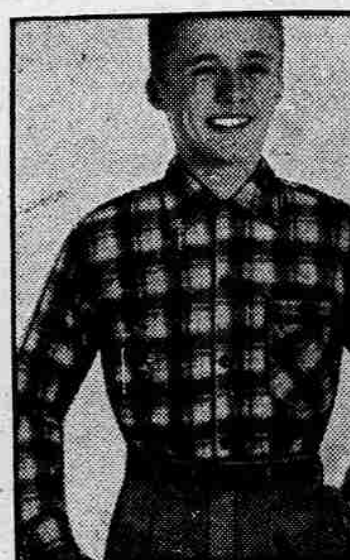
Rayon and nylon gabardine shell with warm quilted lining. Zip front, lots of pockets and in sizes 36-46. In several smart shades.



WOOL-RAYON BLEND
SPORT SHIRTS

Penney's Price **4.98** Save!

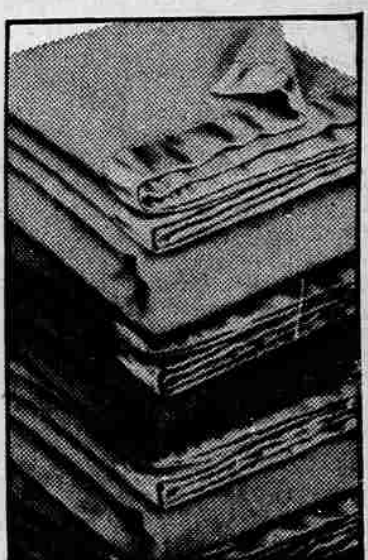
Washable, warm wool and rayon blend in lots of sharp patterns. Sizes S, M, L, XL.



BOYS' SANFORIZED
FLANNEL SHIRTS

Penney's Price **1.49** Save!

Jr. boys' sizes 2-8.....1.29 Boys' sizes 10-18.....1.49 A "must" in every young fellow's wardrobe—and a terrific value at Penney's low price! Sharp clear printed plaids, stay bright wash after wash. Long sleeves, 2 plain pockets, double yoke. Machine washable. Maximum shrinkage 1%.



NEW NYLON BLEND
BLANKET BEAUTY

Penney's Price **6.90** Save!

Warm blend of rayon and crimped nylon that creates warm air cells. Lots of beautiful decorator colors with smart satin bindings.

CHECK THESE ADDITIONAL OUTSTANDING BUYS — DURING PENNEY WEEK

PERFECT QUALITY
NYLON HOSE
60 Gauge, 15 Denier

Penney's Price **98c** Save!

Here's real value. Not off brands but real Gaymode quality. 2 lovely colors. Sizes 8½-11.

WOMEN'S ANKLETS

Nylon reinforced, ribbed knit. White or pastels. Sizes 8½ to 11 **39c**

72x95" White
SHEET BLANKETS

Penney's Price **1.98** Save!

Large 72x95 size — superior quality — Close firm weave for strength and wear. **1.98**
5% Wool, pair.....4.98

CHENILLE BEDSPREADS
Decorator Colors

Full or Twin Size **4.98**

Men's COTTON KNIT
BRIEFS

Penney's Price **79c** Save!

Long wearing Durene cotton briefs with just the right cut. Best quality elastic wrist band. Sizes 30-44.

COMBED COTTON
UNDER SHIRTS
Full Cut

Lots of Starch..... **49c**

Men's NON STRETCH NECK
T-SHIRTS

Penney's Price **98c** Save!

Firm neck band that won't stretch out of shape. Best quality combed cotton yarn. Sizes S, M, L, XL. With or without pockets. Pink, white, black.

100% DACRON
SLACK SOX

Dark or pastels **79c**

INFANTS
1 PIECE KNIT SLEEPERS

Penney's Price **1.49** Save!

Sizes 3-4, 5-6
Baby will love these cozy sleepers of fine cotton ribbed knit. They have gripper fronts for easy dressing, drop seats. Double soles, reinforced toes give longer wear. Choose from soft pastel shades, machine washable, of course.

INFANTS SIX YEAR
CRIB BLANKETS
36"x54" Satin Bound. **2.98**

Infants' CORD CRAWLABOUTS
WITH PADDED KNEE

Penney's Price **1.79** Save!

Padded knees for extra wear. Snap crotch for easy changing. Lots of colors in sizes 1-4.

TODDLERS 100% WOOL
SWEATERS
Sizes 1-4

Dark and Pastels..... **2.98**

BOYS DOUBLE
KNEE JEANS
SANFORIZED

Penney's Price **1.69** Save!

Sturdy sanforized jeans with welded double knees for extra wear. Zip fly. Sizes 4-16.

BOYS BEACON
ROBES

Washable, Warm..... **4.98**

Boys' MACHINE WASHABLE
CORDUROY SHIRTS

Penney's Price **2.98** Save!

Lots of bright shades in these machine washable shirts. All vat dyed to hold their color. Sizes 2-18.

BOYS WARM LINED
WINTER CAPS

Lined Ear Tabs..... **1.98**

NEW BLANKET
LINED DENIM
JACKETS

Penney's Price **3.98** Save!

60 percent wool and 40 percent cotton lining insures lots of warmth for cold days. Made of sturdy 8-oz. denim. Zipper front and corduroy collar. Button front style, 3.79. Thrifty shoppers will go for this one.

MEN'S LINED
LEATHER GLOVES
Capeskin Leather..... **1.98**

Men's COTTON FLANNEL
WORK SHIRTS

Penney's Price **1.98** Save!

Long tails that won't pull out. They come in neat checks or plaids, size 14½-17, all machine washable.

MEN'S STURDY
CANVAS GLOVES

5 pr. **1.00**

MEN'S 100% WOOL
SOLID COLOR
SPORT SHIRTS

Penney's Price **5.90** Save!

A terrific assortment of all wool washable sport shirts. Styled right for neat appearance. New pastel and deep tone shades. Washable. Sizes small, medium, large, extra large. Our every day prices are packed with saving.

MEN'S COTTON
FLANNEL SPORT SHIRTS

Machine Washable Lots of Patterns..... **2.98**

Women's Sanforized
FLANNEL GOWNS

Penney's Price **1.98** Save!

Choose from six selected solid colors, Full cut. Sizes 34-40.

MEN'S FLANNEL
PAJAMAS

Sanforized, Vat Dyed..... **3.49**

Sizes A, B, C, D

MEN'S 100% WOOL
UNION SUITS

Penney's Price **7.90** Save!

Only at Penney's is there a value like this — 100% wool union suits. 18-lb weight, spring needle knit for uniform comfort. They come in grey and black.

Women's Fur Trimmed
HOUSE SLIPPERS

Hand beaded toe. Soft comfortable sole of soft kid leather. Blue red and white. Sizes 4-9 **2.98**

Girls' Sanforized
FLANNEL GOWNS

Penney's Price **2.49** Save!

Just like mom's. Sanforized with vat dyed prints. 4-14.

TODDLERS SNOW
SUITS

Nylon shell, quilted inter cell acetate lining. Sizes 2, 3, 4. Deep tone shades. **5.90**

Boys' FLANNEL PAJAMAS
Sanforized

Penney's Price **1.98** Save!

Sizes 4-8

BOYS' SWEATSHIRTS
Sizes 4-8 **79c**

BOYS LEATHER CAPS

Genuine leather, quilt lining for warmth. Dynel — fur like ear flaps. Jr. sizes 1-98 **2.98**

Women's BLOCK PLAID JACKETS

Penney's Price **12.90** Save!

Most wanted jacket in America. In popular patch pockets. Made and styled in the West. Many clear and distinctive colors and patterns to choose from. Sizes 10-20. Buy now while stocks are complete. You always save at Penney's.

WOMEN'S SANFORIAN
SWEATERS

Washable and shrink resistant. Select yours from 10 popular colors. Slipover style 3.98 **5.90**