

PENNEY'S
ALWAYS FIRST QUALITY!

LADIES' DAY

EXTRA

READ ALL ABOUT IT!

REPORT WOMEN RUNNING PENNEY'S! ★ ★ ★ ★ ★
VALUES SAID TO BE BETTER THAN EVER! ★ ★
QUALITY STRESSED IN AMAZING SPECIAL BUYS!



AMAZING PRICE FOR ALL NYLON HALF SLIPS

Where, but at Penney's, can you find such a timely special! Perfect quality half slips of non-sheer 40-denier nylon tricot, with rayon embroidered nylon sheer trims. White; sizes small, medium, large.

1.00 Special!

Special Purchase!

Women's Plastic Handbags
New Fall Styles, 2.00
Colors + Tax

Extra Special Buy!

Baby Chenille Bedspreads,
Full or Twin 2.50
Sizes

A Real Value

600 Yards First Quality
Regulated Cottons.
• New Fall Colors 44¢
• Full Bolts Yd.



SAVE NOW ON MISSES' WARM CHENILLE ROBES

Buy now—have them when the cool weather sets in! Penney's robes are extra special at this price—just feel the luscious closely tufted chenille, examine the full sweep styling! Rich colors for sizes 12 to 20.

3.00 Special!

Special Purchase!

Men's 100% Spun Nylon
Ribbed Dress Socks. 1.00
2 Pair

Super Value!

Men's Combed Cotton Knit
Briefs. 30-38 1.00
2 Pairs

Budget Priced!

Infant's Plastic Lined Nylon
Training Pants. 1.00
3 Pair



First Quality NYLON SHEERS Special! **2 PAIRS 1.15**

Wonderful buy! Penney's 60-gauge, 15 denier welt nylons relieve garter strain, give knee-bending freedom! Full fashioned with dark seams. First quality!



FITTED MATTRESS PAD'S PENNEY SPECIAL BUY!

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

2.77 twin
full ... 3.70

LOOK AT THESE SUPER VALUES!

MEN'S QUILT LINED PLASTIC ATHLETIC JACKETS—36-46 **8.90**

WOMEN'S SHEER, FUSSY DACRON DRESSY BLOUSES **2.98**

THICK THIRSTY CANNON BATH TOWELS. 22" x 44", Decorator Colors **98¢**

SMART LOOKING, READY MADE DRAPERIES—GAY PRINTS **5.90**

SMART LOOKING PLASTIC CLUTCH PURSES FOR YOUNG LADIES **2.98** Plus Tax

MISSES' TRIPLE ROLL CUFF ANKLETS IN MATCHING SWEATER COLORS **59¢** Pr.

WOMEN'S PRINTED FLANNEL GOWNS • Special Styles. Sizes 32-48 **1.98**



Boys' Gabardine Sport Shirt Buy!

Save **1.50** Special!

Penney's shirts for boys... at super savings! Light and dark rayon gabardines in the smartest new colors! Long sleeves, rounded collar, straight bottom. Machine washable. Sizes 4 to 18.



Juvenile Lined Denim Jeans

Buy - 'em - now Penney price for boys' suspender jeans! Fully lined with warm, colorful cotton flannel. Sturdy 9-ounce Sanforized denim with 2-inch turn-up cuffs. Sizes 1 1/2 to 6.

1.44 Save!



Infants' Cotton Receiving Blanket

Save on Cotton Receiving Blankets—the all-purpose blankets you can never have enough of! Softly napped, washable, they have strongly stitched ends for long wear... come in white or pastels with contrasting borders. 26 by 34 inches.

3 for 1.00 Save!



Cotton Sheet Blankets, 72" x 84"

Special! **1.44** Save!

Penney Special! 70 by 84 inch white cotton sheet blanket. Soft luscious nap ideal for winter sheet, light summer cover. Stitched ends. Machine washable in lukewarm water.



Smart Broadcloth Cobbler Aprons

Smart cobblers of Sanforized 80 sq. broadcloth. Lots of colorful prints. Sizes S, M, L.

1.00 Special!

THE GALS PICKED THESE BARGAINS

TODDLER BOYS' SANFORIZED FLANNEL SHIRTS. Sizes 1-4 **1.00**

TODDLERS' MACHINE WASHABLE CORDUROY SMARTALLS. Sizes 1-3 **1.00**

MEN'S 100% WOOL PULLOVER SWEATERS. 36-46 **4.98**

WOMEN'S SHEER NYLON STRETCHABLE HOSIERY. New Fall Colors **98¢** pr.

WOMEN'S RAYON TRICOT KNIT BRIEF STYLE PANTIES. White and Colors **39¢**

MEN'S WOOL AND VICARA BLEND SPORTSHIRTS... SMART PLAIDS **3.98**

WOMEN'S NYLON ACETATE LAVISHLY TRIMMED SLIPS. 32-44 **2.98**



SUPER-BUY! MEN'S GABARDINE SLACKS

Save on handsome rayon-acetate sheen gabardine dress slacks in charcoal and other wanted shades. Durable treated to repel wrinkles, rain and non-oily stains. Pre-cuffed, 30-32 lengths.

4.00



SPECIAL! MEN'S COTTON SWEATSHIRTS

SAVE! **1.00** SPECIAL! **1.50** SAVE!

Quality sweat shirts at a special buy price! Cotton fleece lined, nylon-reinforced neck, full cut pre-washed fit, other fine Penney features. And warm. Sizes 38 to 46.



COTTON FLANNEL WORK SHIRTS

Men's warm flannel plaid shirts. Sanforized and vat dyed. Lots of colorful plaids in sizes S-M-L.

1.50 SAVE!



RED HUNTING HATS FOR MEN, WATER REPELLANT COTTON POPLIN

• Water Repellant **1.00**



INFANTS' FITTED CRIB SHEETS, FITS SIX-YEAR Size Crib

• Sanforized **77¢**



MEN'S SANFORIZED COTTON WHIPCORD WORK PANTS

• Zip Fly • 28-46 **2.98**



MEN'S BRIGHT RED FLANNEL SHIRTS

• Sanforized • Vat Dyed • S, M, L, XL **1.98**



BIG NEW SHIPMENT! MEN'S CORDUROY SPORTSHIRTS

• Vat dyed and Machine Washable **3.98**



MEN'S RUGGED "GAME SHOOTER" HUNTING BOOTS

• Soft Glove Leather • Water Proofed **12.75** ONLY



GIRLS' NYLON FANCY BRIEFS

3 for 1.00 SAVE!

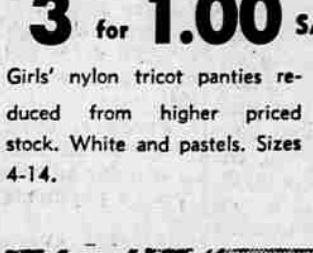
Girls' nylon tricot panties reduced from higher priced stock. White and pastels. Sizes 4-14.



LOW LOOP COTTON THROW RUGS

Special! Low loop scatters, colorful, fringed! Machine-wash in lukewarm water. Mat-resistant, sturdy, low-low priced! 18 by 30 inches.

1.00 SAVE!



Special Purchase, Women's Orlon Cardigans, Shrugs

A sensational special purchase of women's orlon cardigans and jewel trimmed shrugs. Lots of colors. Sizes 32-40.

3.00



MEN'S 100% SPUN ORLON PULLOVER SWEATERS—Small, Medium, Large 8 Colors..... 5.90



WOMEN'S ORLON AND WOOL STRAIGHT LINE SKIRTS—Sizes 10-20. New Plaids..... 5.90



Smart Broadcloth Cobbler Aprons

Smart cobblers of Sanforized 80 sq. broadcloth. Lots of colorful prints. Sizes S, M, L.

1.00 Special!



Smart Broadcloth Cobbler Aprons

Smart cobblers of Sanforized 80 sq. broadcloth. Lots of colorful prints. Sizes S, M, L.

1.00 Special!



Smart Broadcloth Cobbler Aprons

Smart cobblers of Sanforized 80 sq. broadcloth. Lots of colorful prints. Sizes S, M, L.

1.00 Special!



REPEAT OF LAST YEAR'S BIG BLANKET SUCCESS!

Penney's fabulous plaid pair blankets... are here again at Penney's special price! Actually one long blanket... it folds over giving you the warmth of 2 blankets plus insulating in-between air pocket! Cotton and wool.

3.33 70 by 80 in. folded 3-pounds



SPECIAL LAYETTE DIAPER VALUE

6 for 88¢ SAVE! 1.00 SAVE!

Layette "must" at savings! Soft birdseye diapers... medium weight, extra strong and absorbent... with strongly sewn hems to resist raveling. Full size 27 by 27 inches—nothing skimpy about this Penney value!



INFANTS' NYLON COAT SWEATERS

Save. Nylon sweaters for tots, toddlers—warm, long sleeved cardigans that wash easily, need no special care! Solids, two-tones in white or pastels. 3 sizes to fit 1 1/2-1, 1 1/2-2, 3-4.

1.00 SAVE!



MEN'S WORK SHOE VALUE!

4.98 SAVE! **4.00**

Solid value! Rugged work shoe for every rugged job! Double tanned retan cow hide upper, resist moisture, soil acids. Thick cork'n rubber soles. Sanitized. Sizes E 6 1/2-11.



WOMEN'S GLOVE LEATHER CASUALS

Manufacturers closeout makes this special low price possible. Grey-brown glove leather. 4 1/2 to 9. AA-B.

4.00



Men's Dan River Woven Gingham Sport Shirts

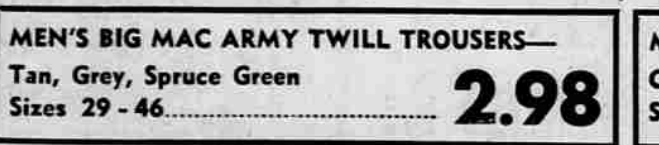
A manufacturers closeout of Dan River woven cotton plaid shirts at a sensational savings. Sanforized and vat dyed. Sizes S, M, L. Hurry!

1.88



MEN'S RUGGED BIG MAC WORK SUITS

Choice of 3 Fabrics. Sizes 36-46—Short, reg., long **4.49**



MEN'S BIG MAC ARMY TWILL TROUSERS—Tan, Grey, Spruce Green Sizes 29-46..... 2.98