

PENNEY'S
ALWAYS FIRST QUALITY!

There'll be a change in the weather! But Fair... Cloudy...
Colder... whatever the weather, you save at Penney's
on all your cold weather needs!

DOLLAR DAYS!

The special event when prices dive... and values stay firm!

SPECIAL!

100 Only! Women's
Wool and Orlon Skirts
Plaids and Plains

• SIZES 10-18
IN NEW
FALL SHADES **\$5.00**

SPECIAL!

1000 Yards of
BETTER YARDAGE

- Never Misbehave coordinated Cotton, Dark Ground Prints.
- Vat Dyed and Shrink Resistant
- Wrinkle Resistant Treated

Full Bolts **3** yds. **\$1.00**



IT'E NEW! PRE-SHRUNK' BEMBERG RAYON TRICOT

Here's the very newest in slips, and already Penney's saves you money! Amazing Bemberg tricot holds in size, won't shrink or stretch. And it's petal soft, drapes beautifully, dries quickly with no ironing.

\$1

SPECIAL!
sizes 32 to 44



DOUBLE WOVEN NYLON GLOVES

1.00

Fashion at your fingertips—specially low priced at Penney's! Handsewn double-woven nylon gloves come in a whole range of vibrant colors. They're wonderfully washable, smartly detailed. Sizes 6 to 8—at Penney's!

TODDLER BOYS' SANFORIZED FLANNEL SHIRTS

Vat Dyed.
Sizes 1-4 **1.00**

JUVENILE BOYS' GABARDINE DRESS TROUSERS

Sizes 4-10 **2.00**



SPECIAL! MEN'S COTTON SWEATSHIRTS

SAVE! **1.00**

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.



HI-AND-LOW COTTON RUG GRECIAN BLOCK DESIGN

Only the unmatched buying power of Penney's over 1600 stores brings such rug luxury at this fabulously low price—Classic design in a wonderful range of stay bright colors! Sturdily woven.

2 for \$5

24 by 44 inches



WOMEN'S NYLON TRICOT PANTIES

2 Pr. **1.00** Special

BUDGET PRICED PANTY GIRLDE

77¢ Save

Stock up on women's nylon tricot briefs at Penney's exceptional price! Quick-drying, non-sheer 30-denier tricot in band or elastic leg styles, with all-around elastic waists. White, sizes small, medium, large and extra large!

Penney's 2-way stretch roll-ons keep your figure and your budget in line! They're stretchy circular knit elastic, perfect under dresses, play clothes. Girdle or panty with detachable garters. White; sizes small, medium or large.



PENNEY'S COLOR BRIGHT RAYON-NYLON BLANKETS

Look! They match Penney's October-special bedspreads! . . . They're whipped fleecy rayon-nylon, extra long 90 inches, 3 1/2 pounds . . . come with acetate satin binding. Hand-washable, too! A one-time buy!

\$5



SOFT ABSORBENT GAUZE DIAPERS

2.00 Doz.

Mom, don't miss this special on popular gauze diapers! Baby-soft, exceptionally absorbent, they're specially woven to dry quickly, stay wrinkle-free . . . have pinked edges to resist raveling of hems. Finished size 21 by 40 inches.



LOWEST PRICE EVER! FAMOUS DACRON TIERS

"Full, frothy 6-inch ruffles, 3-inch top ruching lavishes our wispy sheer tiers . . . making this one of Penney's biggest values . . . ever. Superbly washable, resist wrinkling . . . stand up to sun, mildew, ivory.

3.77

48" x 81"



BOYS' COMBED COTTON BRIEFS

3 Pr. **1.00** Special

BOYS' SANFORIZED DENIM JEANS

1.00 SAVE!

Boys' brief buy! Triple bargain on an always-needed item! Soft 8-ounce denim, bar tacked at combed cotton with heat resistant elastic in waistband, leg openings. Size 4 to 16.

Rugged jeans in sanforized all strain points, zipper fly, heavy sail boat drill pockets. Sizes 4-12. Hurry!



STRIPES! FANCIES! SAVE ON WARM PAJAMAS

Another well-timed Penney special purchase! Men's sanforized cotton flannelette pajamas in button and slipover styles. We've skimped on price, but not on quality! Get ideal warmth, washability, roomy comfort.

2 for \$5

sizes A, B, C, D



MEN'S NYLON STRETCHABLE SOCKS

2 Pr. **1.00**

100% nylon stretchable socks in lots of favorite colors. 3 sizes fit all feet. S, M, L . . . hurry!

WOMEN'S SPUN NYLON ANKLETS

• Dark Shaded.
5 Pair for **1.00**

MEN'S 10" LUG SOLE HUNTING BOOTS

• Water-proof
Sizes 6-10 E **10.00**

BOYS' COTTON FLEECE LINED SWEATSHIRTS

Sizes 10-18.
Grey only **1.00**

MEN'S 17-OZ. ORLON WHIPCORD PANTS

• Washable in 2
Shades. 29-42 Waist **10.90**

MEN'S SANFORIZED BLANKET LINED JUMPERS, Zipper Front

Blue Denim
Sizes 36-46 **3.98**

GIRLS' FLANNEL LINED DENIM JEANS, SANFORIZED!

Sizes 3-6x **1.98**
Sizes 7-14 **2.98**



MEN'S GREY TWILL UNIFORM PANTS

2.25 each

Sanforized vat-dyed, grey twill uniform pants at a real savings. Zip fly, sailboat drill pockets, Sizes 29-40.



SUEDE SPORT SHIRTS BIG PENNEY SAVINGS!

Wow! What a shirt value! Penney's regular top-fit patterns! Up-to-date styling! Terrific construction. Lined sport collar, adjustable cuffs. Sanforized printed cotton suede!

1.33

sizes small—medium—large



WOMEN'S NYLON QUILT DUSTER ROBES — SPECIAL!

Warm washable nylon quilt robes in nice color combinations. Sizes 10-20. A real value.

7.00



WASHABLE CORDUROY'S IN NEW, SMART SHADES!

A terrific Penney value for corduroys in exciting, striking colors like scarlet, lemon, pink. Plenty of rugged wear with the extra savings of thrifty machine washability! Long sleeves.

1.88

Sizes 4 to 18



INFANTS' PLASTIC SOLED SLEEPERS

1.49

Imagine! Plastic-soled sleepers at a price so low! Snap them up at Penney's — warm, soft-napped cotton knits, with gripper fasteners for easy dressing, elastic back waist for snug fit. Pastels, sizes 1 to 3.



EXTRA SPECIAL!

PENNEY'S ELECTRIC BLANKET, UNSURPASSED FOR QUALITY!

• wired with one of the finest circuits in any blanket model
• 2-year guarantee against mechanical defects, moth damage

Here's every feature you've seen in blankets selling for dollars more . . . extra length, quality blanketing of wool, rayon and cotton, lovely colors.

13.99



WOMEN'S SPECIAL BLOUSE BUY

1.44

A nice collection of better blouses at a sensational reduction. Several styles in sizes 32-38.



SPECIAL PURCHASE WOMEN'S BETTER FALL MILLINERY

1.77

A SMART FALL ASSORTMENT OF ALL FELTS AND VELVETS AT A SPECIAL PENNEY PRICE.

TODDLERS CORDUROY CREEPERS

Snap crotch
Sizes 1 to 3. **1.79**

SMART CHENILLE BEDSPREADS

In Warm Decorator Colors.
• Full or Twin Size **4.98**

MEN'S 6" INSULATED LEATHER BOOT

Wedge Crepe Sole. Sizes 7-11. D - E Widths. **11.00**

GIRLS' COTTON FLANNELETTE PAJAMAS

Sizes 2-6 **1.98**