

# PENNEY'S

ALWAYS FIRST QUALITY!

Penney's outdoes itself with **BARGAINS**  
to honor a man and his dream! Shop! Save!



**2 BIG DAYS**  
Our Biggest Bargain Event of the Year  
**DON'T MISS IT!**

# FOUNDER'S DAY

NOVEMBER 4th and 5th



### SAVE TWICE ON DACRON® SHARKSKIN UNIFORMS!

Save money with Penney's low price! Save time, because these uniform classics require so little care! Non-transparent 250-denier sharkskin washes and dries rapidly, needs just touch-up ironing.

**SPECIAL!**  
**\$5.00**  
Sizes 10 to 20



**NEW!**  
Add it to your "Jubilee" service, give it as a gift!

### 'ROGERS' AA-SILVERPLATE 6-PIECE STEAK KNIFE SET

Made exclusively for Penney's by the International Silver Company! Heavy quality silverplate handles. Stay-bright stainless steel blades . . . hollow-ground for extra sharpness! A superb gift value!

**\$5.90**  
"Americana" also Available.



### SAVE ON YOUR FAVORITE DACRON®-NYLON SLIPS!

Penney's price is low, but the quality of these slips is high indeed! They're in your pet fabric—smooth Dacron-nylon tricot that never clings, never needs ironing . . . in classic 4-gore styles. White,

**\$2.00**  
Sizes 32 to 40



FOUNDER'S DAY EVENT . . . You've bought them . . . you've priced them . . . now buy them AT PENNEY'S phenomenal low price!

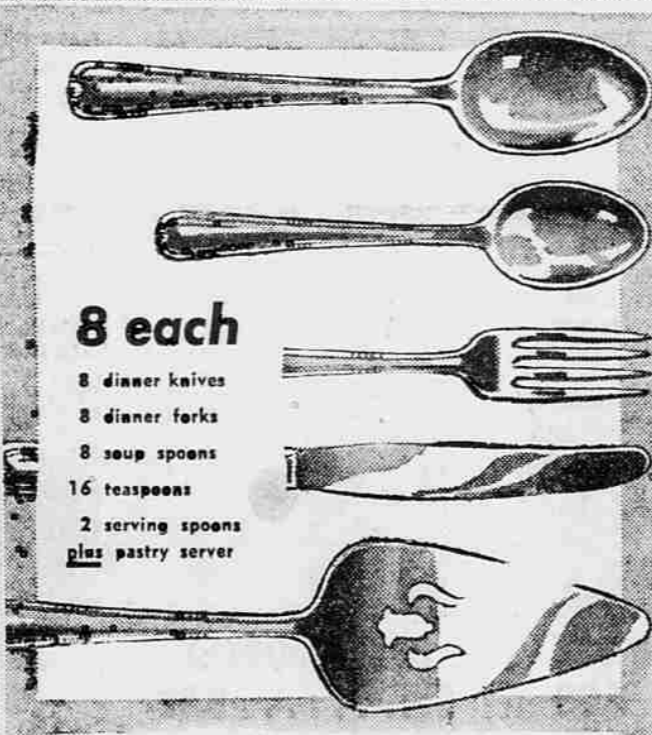
**1200 Pair**  
All Perfect Quality



### PENNEY'S PRINT PJ'S FOR LI'L SLEEPY TIME GALS

Penney's prints gay designs on cozy cotton flannel PJ's for girls! In two eye-appealing gift appealing styles destined to appeal to everyone who wears sizes 4 to 14. Wonderful gifts for the small fry.

**ONLY \$1.77**



### "LUCERNE" STAINLESS STEEL 43-PIECE SERVICE FOR 8!

Designed exclusively for Penney's by International Silver! Ever-bright flatware you never need to polish. Elegant in pattern, perfectly balanced pieces. A full service for 8 at Penney's low, low price!

**Founder's Day Special!**  
**\$7.90**



### Rich Pinwale Corduroy! Machine Washable Quality!

Penney's highlights the holiday season with this unbeatable corduroy buy! Sew it into casual wardrobes for yourself . . . rough and tumble wear for the kiddies . . . smart home decorations! Pastels and radiant brights for every sewing need!

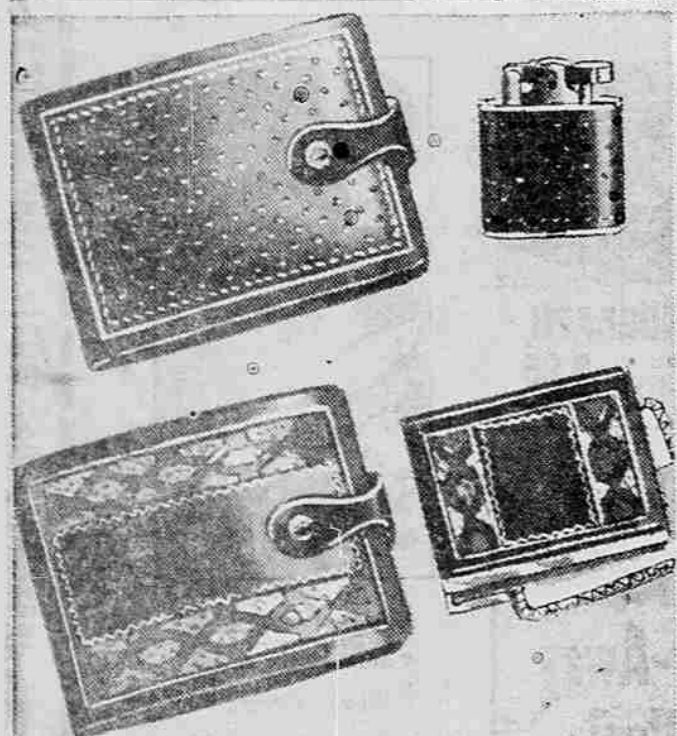
**SPECIAL!**  
**77¢**  
YARD



### NOT JUST ONE...TWO PAIRS OF GLAMOUR-SHEER STRETCHABLE NYLON HOSE!

Buy 'em by the drawerful—Penney's mist-sheer stretchable nylons that cling to your legs as no other stockings can...never sag, bag or wrinkle. Three fashion shades to complement your favorite fall outfits...all with flattering dark seams. Sizes Midge, Norm and Long fit every leg to perfection.

**2 pairs**  
**1.35**



### TWO-IN-ONE GIFT SETS! FOUNDER'S DAY SPECIAL!

Here's the kind of "gift find" no one should pass up! Penney's prettily assembled women's top grain leather billfolds and pairs them with assorted matching lighters, keycases or compacts. Red, navy, green.

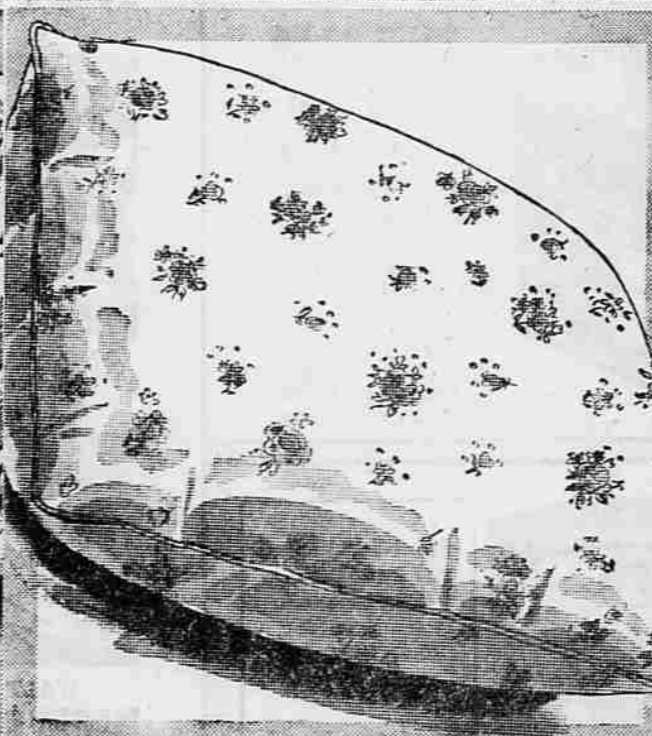
**\$2.00**  
Plus Fed. Tax



### ONE TIME BUY! DACRON-NYLON COMFORTERS!

Founder's Day special! Penney's comforters plumply filled with airtight superbly warm Dacron. Covered in rosebud print nylon. Machine washable in lukewarm water. Dry in 1 hour. White, maize, pink, blue.

**\$10.00**  
72 by 84 Inches  
Cut Size

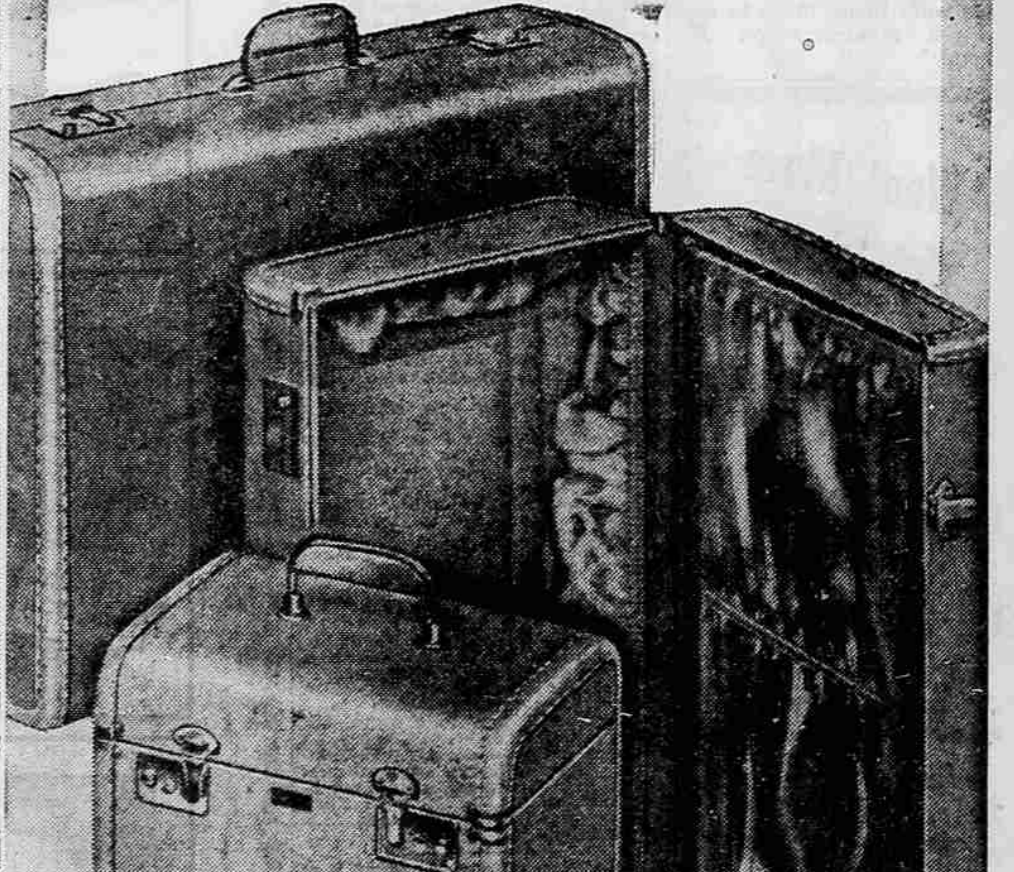


### DACRON NYLON PILLOWS YOU TUB! DRY QUICKLY!

Dash in for this exciting one-time Penney buy! The filling, airtight Dupont Dacron — permanently fluffy, odorless, non-allergic. The cover, rose-bedecded nylon. Corded edges. White, pink, blue.

**\$4.00**  
Each  
19 by 26 Inch Size  
Matching Comforters \$10.00

### QUALITY-MADE PENNEY LUGGAGE . . . Lightweight, rugged! Taller, tapered, packs in more!



### PENNEY'S MATCHED SETS GET YOU THERE IN STYLE . . . AND FOR LESS!

Covered in handsome grained vinyl, in fashionable almond green, parchment. Get off to a great start . . . save at Penney's on luggage you'll be proud to take anywhere! Superbly light . . . easier to carry (a money-saver if you're flying!) Rugged, from strong lock construction to tough scuff-resistant wipe-clean vinyl covering! Beautifully lined! Fine brass-finished hardware! Men's 24-Inch 2-Suited in Desert Tan . . . 8.88 Men's Matching 21-inch Companion Case . . . 12.88

**8.88**  
21-inch weekend case  
13-inch train case  
26. Pullman Case 12.88  
\*plus 10% Fed. tax