

PENNEY'S

ALWAYS FIRST QUALITY!



SHOP PENNEY'S NOW! A WINTER WONDERLAND OF
VERY SPECIAL BARGAINS AWAIT YOU DURING!

PENNEY DAYS!

EXTRA SPECIAL
500 Yards
Printed Percale
and Broadcloth

29^c yd.

- All Full Bolts
- Machine Washable
- Shrinkage Controlled



**SAVE NOW ON WOMEN'S
WARM CHENILE ROBES**

Buy now—have them for these cold winter evenings! Penney's robes are extra special at this price—just feel the luscious close-knit chenille, examine the full sweep styling! Rich colors for sizes 12 to 20.

3⁰⁰
SPECIAL!



**SAVE! NEW LOW PRICE ON
TOTS' DACRON SNOWSUIT**

Yes, the price is lower, but the styling is even better—that's typical of Penney's policy of bringing you bigger values every day! Hand washable dacron, with front zipper for easy dressing. Pastel colors.

5⁰⁰
SIZES
1½ 2, 3

**BIG SELECTION OF
MEN'S BETTER WOVEN
GINGHAM SPORTSHIRTS**

- Machine Washable
- Several Styles to Choose from
- Sizes S-M-L

1⁸⁸

**BIG SPECIAL PURCHASE
WOMEN'S ACETATE AND
DACRON BLOUSES**

- Dressy, Tailored Styles
- Sizes 34-40

2⁰⁰



**WOMEN'S PLASTIC
BILLFOLD SET**

2.00

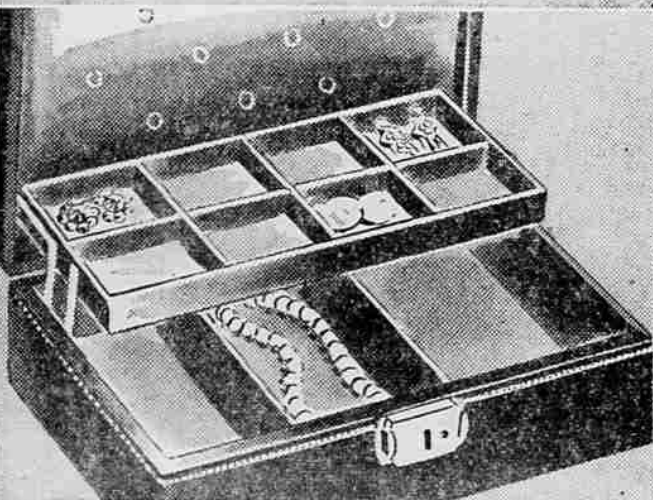
Two-in-one gift sets are Penney's yuletide specials. We've prettily assembled women's top grain leather billfolds and paired them with assorted matching keycases, compacts and lighters to suit milady's taste. Nicely boxed, radiant in red, navy, green!



**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 only.

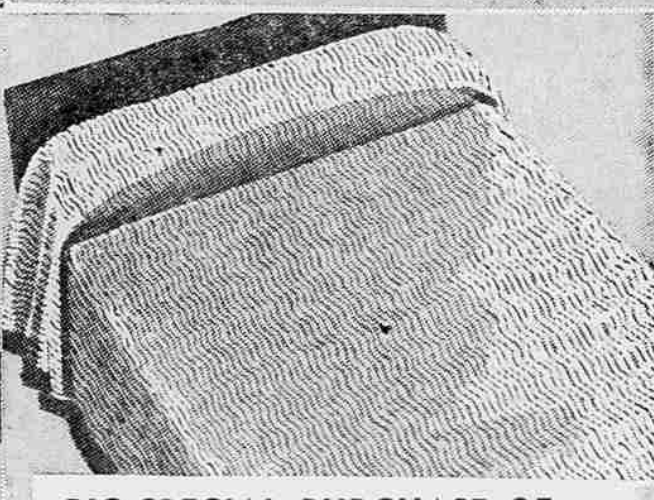
SPECIAL!
2⁵⁰
SIZES 32 to 40



**GIFT-WORTHY VALUE!
TOOLED JEWELRY BOX**

She'll keep her treasures safe and snug in this simulated leather case, aglow in decorator colors. Extra large and roomy. 3 sections plus 8 in a raise-up tray! Beautifully lined, too!

3⁰⁰



**BIG SPECIAL PURCHASE OF
CHENILLE BEDSPREADS**

Here is a real value. Closely tufted chenille in popular decorator colors. Either twin or full size. These won't last long, so hurry!

**2 for
5⁰⁰**

EXTRA SPECIAL! BOYS' 8-OUNCE DENIM JEANS, SANFORIZED

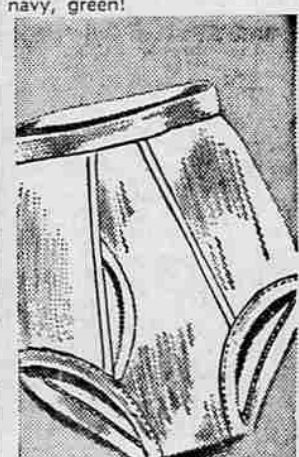
- Reinforced at All Strain Points
- Sizes 4-12
- Zipper Fly

1⁰⁰

**SPECIAL PURCHASE! 3-SPEED
ELECTRIC PHONOGRAPH
WITH WROUGHT IRON STAND**

- Plays 33 1/3, 45 and 78 Records
- Repeat of a Previous Sellout—Hurry!

20⁰⁰



**MEN'S COMBED
COTTON KNIT BRIEFS**

2 for 1.00

Men's 2-ply mercerized cotton underwear. Durable, comfortable. Durable processed yarns... knit to precise Penney specifications! Get these snug briefs for less while this special buy lasts! Sizes 32-38.



**BROADCLOTH PAJAMAS
... A WORTH-MORE GIFT!**

This one time buy gives you fine Penney pajamas for less! They're Sanforized® broadcloth, full cut over regular Penney patterns for top comfort. Button or slipover style in a smart variety of prints!

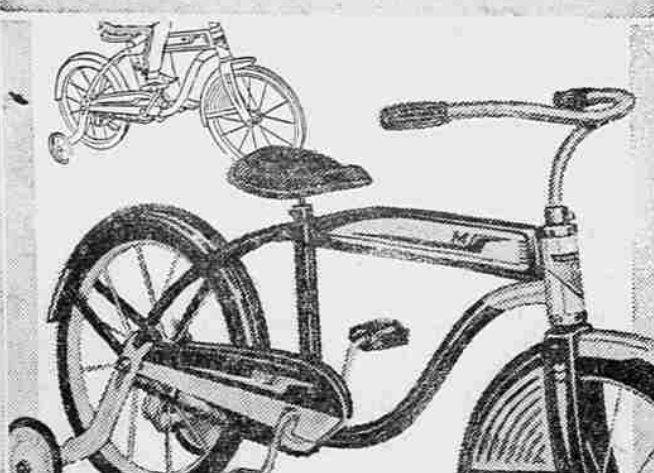
2⁰⁰
Men's Sizes
A, B, C, D



**PENNEY PRICED BLOUSE
IMPORTS FOR GIRLS**

Penney's remembers the young fashion plates, remembers Mom's budget, too! Here, fine Sanforized® cotton broadcloth blouses, imported from Japan, almost impossible to find anywhere with such details.

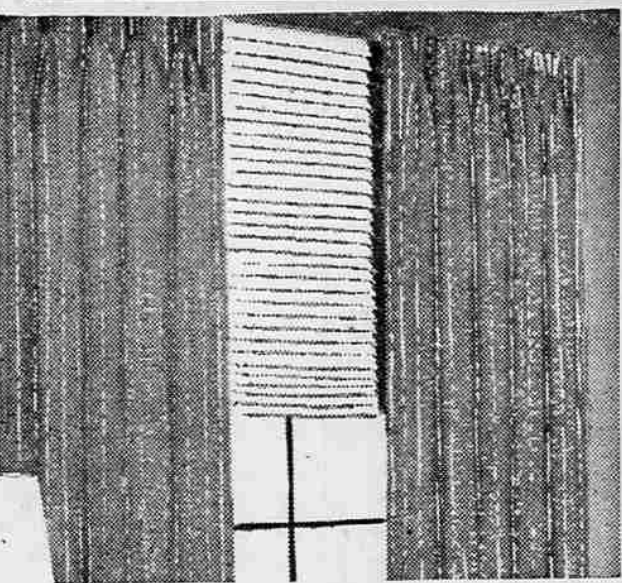
1⁰⁰
SIZES 7 to 14
*Maximum shrinkage 1%



**BOYS' OR GIRLS' 16-INCH
BALANCER SIDEWALK BIKE**

Look how Penney's value-prices this sturdy bike. Cross bar comes off to convert to boys' or girls' bike. Ball bearing wheels make this bike speedy... balancer makes it safe enough for even 6 or 7 year olds!

18⁷⁵



**BIG SAVINGS! PENNEY'S
GOLD-THREADED DRAPES!**

Compare! Maybe you've seen drapes of rich silky acetate subtly striped in gold... but never before at this low Penney price. Fine details: pinch-pleats, blind-stitching. Hand washable. Rose, gold, others. Only—

3⁸⁸ PAIR
Standard Width
floor length

**SPECIAL! GIRLS' COTTON
TWEED BOXER SLACKS
ELASTIC WAIST BAND**

- Sanforized, Vat Dyed Colors
- Sizes 2-8
- Red, Green, Blue

1⁰⁰

**EXTRA SPECIAL! WOMEN'S
NYLON NET BOUFFANT
CAN CAN SLIPS**

- Net with 3 Tiers
- White
- Sizes S-M-L

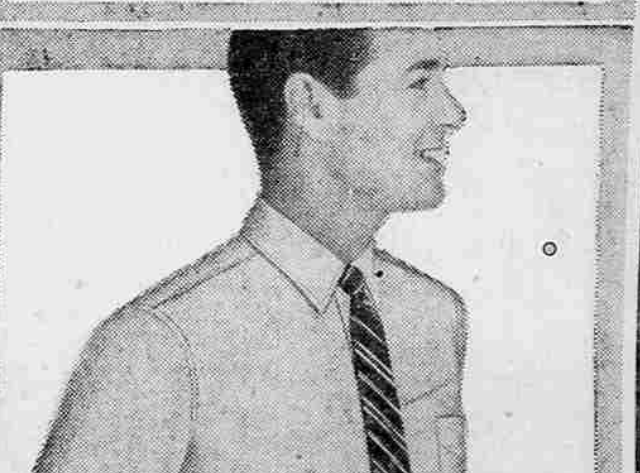
2⁰⁰



**MEN'S COMBED
COTTON T-SHIRTS**

2 for 1.00

A special purchase of fine quality combed cotton T-shirts at a real money saving price. White only. Sizes 38-46.



**DACRON®-PIMA! LUXURY
DRESS SHIRT BARGAIN!**

Special gift buy of one of Penney's most beautiful and practical white dress shirts ever! 65% Dacron for durability and wrinkle-free grooming... 35% pima cotton for luxury looks and feel!

3⁶⁶
SIZES 15 to 17



**MEN'S QUILT
LINED SURCOATS**

6.88

Rayon and nylon blend sheen gabardine. Water repellent treated. Zip closure fastener and warm quilt lining. Good Fall colors. Sizes 38-44.



**SANFORIZED COTTON
FLANNEL GOWNS**

2.29

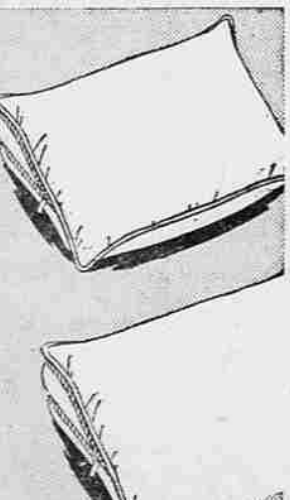
Women's better quality gowns in lively floral prints. Vat-dyed and Sanforized for carefree washing. Sizes 34 to 42.



**Juvenile Boys
Flannel Lined Jeans**

1.98

Sanforized and vat dyed. These jeans are fully flannel lined for extra warmth. Removable shoulder straps and zipper fly. Size 2-12.



**ALLERGY FREE FOAM
RUBBER PILLOWS**

3.33

Unusual buy in famous foam latex pillows... so fit out every bed in the house! Zippered muslin cover.



**BOYS JEAN CUT
CORDUROY PANTS**

2.00

Thrifty! Rugged! Penney's dun-garee model corduroys for boys. Cut over proportioned patterns with bar-tacking, rivets, zipper fly! Gripper top. Cut extra long. Sizes 4-16.



**YOUNG MEN'S LEATHER
INSERT ATHLETIC JACKET**

12⁷⁵
SIZES 36-46

The perfect jacket for all ages. 100% wool body with genuine leather inserts and trim. Heavy knit cuffs, neck and waist band. Blue and white, grey and white, black and white, charcoal and white, red and white.