

PENNEY'S

ALWAYS FIRST QUALITY!

Ready with hundreds of fabulous gifts that no budget can afford to miss! Shop Penney's, where Quality is your Greatest Savings.

We're ready for CHRISTMAS!

Fabulous "Fussy" Blouses at Penney's Budget Price!



PENNEY'S DRESS-UP DACRON OR NYLON BLOUSES GIVE YOU MORE GIFT VALUE!

The loveliest gifts need not cost a fortune . . . especially when you shop Penney's! Here, a brand new array of glamorous blouses, beautifully styled and lavishly detailed with lace, embroidery, rhinestones, tucks. White and colors to please every taste. Don't wait, buy your gift-blouse from Penney's!

2⁹⁸

SIZES 32-42



An Ideal Gift

You can't help but get the right size!

PENNEY'S FAMOUS GAYMODE STRETCHABLES

Penney's own nylons with the lovely cling, the perfect fit, the sheer loveliness! For yourself or for gifts, they're unbeatable with dark seams, stretchable or regular welt. Buy Gaymodes, today!

98^c

Sizes Midge, Norm, Long



GAY TRIMS ON PENNEY'S ACETATE TRICOT GOWNS

Penney's gracious dreamtime fashions are beautifully beribboned and detailed. Choose from strap, round or V neckline styles. Sizes 32 to 40 and 42 to 48 in lovely dreamy pastels. A great Penney buy.

2⁹⁸

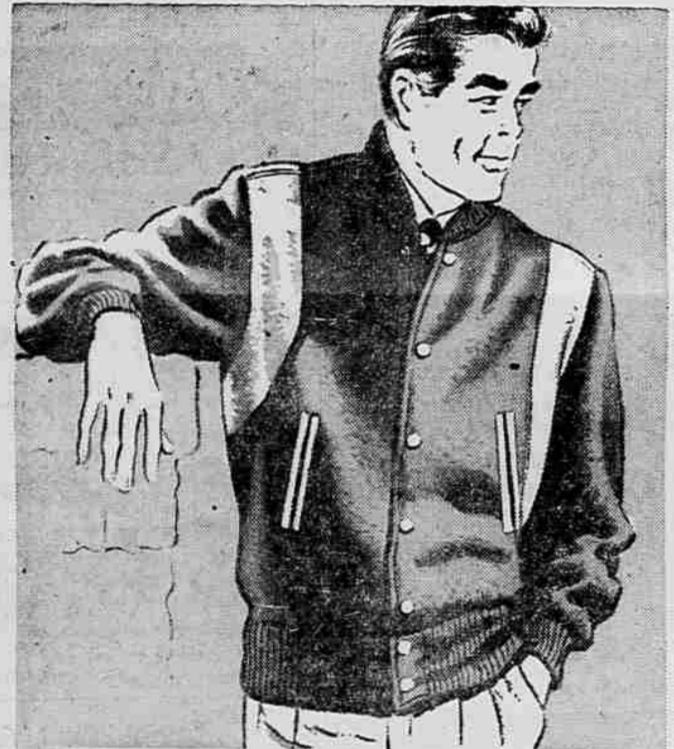


the fit's knitted in!

FULL FASHIONED ORLON SWEATER CLASSICS

A boon to your wardrobe—Penney's sweaters of finest Orlon, specially spun for extra softness. They're full fashioned to fit like custom-made. Wash beautifully, need no blocking. In mix-match colors!

slipover **4.98**
Sizes 34 to 40
cardigan **6.90**
Sizes 34 to 42



LEATHER INSERT ATHLETIC JACKET

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, red and white, black and white.

12⁷⁵

Boys' Sizes, 6-18 9.90



MACHINE WASH THESE PENNEY CORDUROY'S!

Men! Now, at the Holiday season, Penney's brings you the Fall's most popular sport shirt at sensational savings! Fully washable pinwale cord in red, teal, other dramatic fashion shades.

Sizes, Small, Medium, Large
3⁹⁸



Colors:
Pink
Mint
Navy
Cranberry
Grey
Blue
Charcoal
Black
White

SOFT, WARM, WASHABLE! MEN'S ORLON® SLIPOVER

Get these fine interlock knit Penney Towncrafts in one of the finest color selections in town. Practical, too, these sweaters . . . they hand wash simply and dry quickly, without blocking or other special fuss!

5⁹⁰
sizes small, medium, large extra large



OMBRE TONE LUXURY SLIP

5.90



BOUDOIR BEAUTY NYLON GOWN

4.98



NEWEST OPAQUE DACRON BEAUTY

3.98

Opaque nylon tricot with permanent pleated nylon trims—featuring the new 3-tone ombre effect at the hemline. 2-gore cut, straight back. White or pastels. Sizes 32 to 40.

One of the loveliest boudoir beauties around . . . and Penney's prices it at just **\$4.98!** It's a softly flowing shoulder strap gown with smooth-fitting elasticized back waist . . . in black, red pastels.

Brand new this season! 100% Dacron tricot — it's silkier, more opaque, shrugs off wrinkles! 6-gore donna slip with shadow-stripped nylon sheer bodice, lace and permanent pleat trim. White; and stays that way! Sizes 32 to 40.

SHOP EVERY DEPARTMENT IN PENNEYS — QUALITY GIFTS FOR EVERYONE IN THE FAMILY

Big 84" length for more tuck-in!

PENNEY'S ELECTRIC BLANKET, UNSURPASSED FOR QUALITY!

- wired with one of the finest circuits in any blanket made!
- 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.

18⁷⁵

72 by 84 inches single control INCLUDING FED. TAX

DACRON FILLED PILLOW — WASHES!

4.98

Yes, it's true, this pillow can be popped right into your washing machine. Soft as down and entirely allergy free. Lovely pastel colors. A fine gift.

MACHINE WASHABLE CORDUROY SHIRTS

2.98

sizes 4-8 2.49
Terrific Penney value for corduroys in striking new colors! Pick from scarlet, pink, lemon, . . . more! Rugged wear. Thrifty machine washability. Rounded collar.

GIRLS' TAFFETIZED COTTON SLIPS

1.98

Look! Wide sweep cotton slip at special savings. The camisole type top edged with dainty lace, the waist elasticized for trim fit, the skirt ruffled and taffetized for extra flare! White only, sizes 3-14.

RAYON QUILTED GIFT SLIPPERS

2.98

Bright as Christmas—Penney's at-home shoes of Justous rayon and acetate! They come in her favorite colors, multicolor quilted. They have hard soles, buoyant cork platforms—and they're Sanitized® to stay petal fresh! Widths AA-B-EE. Sizes 5-9 2.98

EVER POPULAR ROMEO SLIPPERS

4.49

Penney's fine leather romeo gift slippers for men of elk finished cowhide. Composition soles and rubber heels for indoors—outdoors. Elastic side gores for smooth fit. Sanitized. Black or brown. Widths C-E-3E. Sizes 6-12 4.49

TALL TAPERED LUGGAGE LIGHTWEIGHT! STURDY!

Get off to a great start . . . save at Penney's on smart, matched luggage! Scuff-resistant vinyl covering in fashion-pastels . . . gleaming brass plate hardware . . . lovely lining with spacious pockets!

15.75
Plus Fed. Tax
21-inch weekend case
13-inch train case
21.75
26-inch Pullman case
Plus Fed. Tax

HUGE SELECTION OF LADIES PURSES

- Plastics, Failles, Velvets
- Lots of colors and styles

2⁹⁸
Plus Tax

FABULOUS GROUP OF LADIES COSTUME JEWELRY

- Stoneset, Rhinestone Metal
- Earrings, Bracelets Pins, Necklaces

1⁰⁰
Plus Tax

IDEAL GIFT! DAY OF THE WEEK PANTIES

PACKAGED IN COLORED PLASTIC CONTAINER THAT DOUBLES AS PURSE.

- Nylon Tricot Panties in 7 different colors
- Embroidered with each day of week

3⁹⁸
7 PAIRS

BIG VALUE! PLASTIC Covered Storage Hassock

17"x17" Hexigon Shape

- Other styles 8.90 to 14.90

7⁹⁰