

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!

STARTING MONDAY, DEC. 19th
 WE WILL BE OPEN EVERY NITE 'TIL 9 P.M.
 CLOSED CHRISTMAS EVE AT 5:30



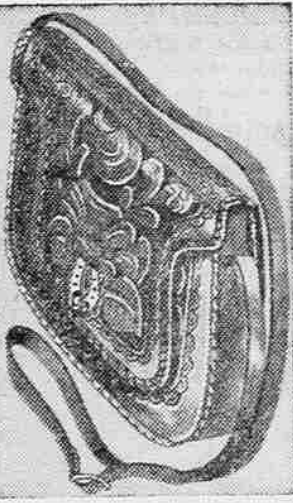
DAINTY TRIMMED BRUSHED BEMBERG GOWNS

A Penney Find! The warm, cozy mother Hubbard gown takes on a festive air. Rows of nylon net ruffling at yoke... rayon satin ties at neckline and waist! In pink, blue, mint, red or gold brushed bemberg. **3.98** sizes 34 to 40



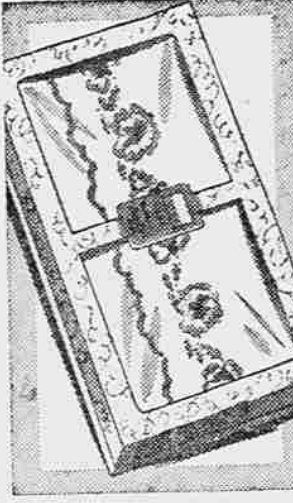
LEATHER INSERT ATHLETE JACKET, Washable, multi-colored Designs.

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. **9.88**



HAND-TOOLED LEATHER HANDBAGS **7.90** Plus Tax

Richly embossed genuine leather—Penney's adjustable shoulder-strap handbag! It's a roomy 9 3/4 by 8 inches big, has handsome western motif on front and back. Find a rich selection of colors at this low Penney price! Other Styles2.98-12.98



FINE QUALITY EMBROIDERED CASES **1.98**

Penney's hand-loomed embroidered pillow cases... cellophane-wrapped, elegantly boxed for the holidays. 80 square muslin, French seams. Machine washable, multi-colored designs.



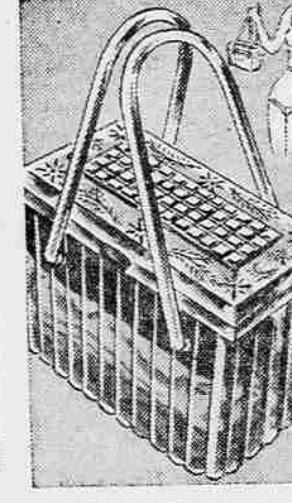
GAYMODE SHEER STRETCHABLE NYLONS **98c** pr.

Penney's own Gaymode® nylons—stretchable and perfect fitting! For yourself, for gifts, for that loveliness-plus-quality, buy Penney's Gaymodes, priced for value! Sizes, Midge, Norm, Long.



COTTON FLANNEL LADIES PAJAMAS **2.98**

Penney-priced, man-tailored pajamas, are printed with veritable garden of florals! Fashioned of sanforized cotton flannel in sizes 34 to 40, they're pretty as a bouquet in white, pink or blue grounds.



DAY OF THE WEEK GIFT PANTIES **3.98**

Women's handbag panty pack includes attractive plastic handbag and seven pairs of Acetate tricot briefs, each embroidered with a day of the week. Excellent gift. Sizes 5, 6, 7.



GAY TRIMS ON PENNEY'S ACETATE TRICOT GOWNS

Penney's gracious dreamtime fashions are beautifully ribbed 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. **2.98**

WOMEN'S NYLON TRICOT GOWNS
 • Pastel colors **3.98**
 • Sizes 34-40
 • Nylon trims.....

FUSSY NYLON TRICOT BLOUSES
 • Lots of details **2.98**
 • White, pastels, 32-40.....

COTTON FLANNELETTE PRINTED GOWNS
 • Gay florals in 34-40 **2.29**
 • Sanforized.....

NYLON CAN CAN SLIPS
 • Removable hoop **2.00**
 • White, S-M-L.....

RAYON ACETATE WOMEN'S PAJAMAS
 • Luxury rayon in gay colors. **2.98**
 • Sizes 34-40.....



GLEN PLAIDS IN WARM BEACON BLANKET ROBES

Get warm, comfortable Beacons... all-time favorites in men's robes, in smart up-to-date fashion patterns at Penney's. Town-craft®-styled. Penney's improved cotton-acetate blend is better-wearing than ever. **7.90** men's sizes small, medium large,



Several Styles Corduroy Fashion Pants **3.98**

Your favorite fashion britches from Penney's, back again, priced the same! Classic in line, they're rich-looking pinwale corduroy that washes. At Penney's you get so much casual fashion for so little! Sizes 10 to 18.



SPECIAL! BETTER RHINESTONE JEWELRY **2.00** Plus Tax

Penney's brings you a famous maker's glittering rhinestone sets at a fabulously low price! All are imported Austrian stones set in quality prong settings! Choose from fiery, flashing bracelets, necklaces, earrings, pins!



MEN'S TOWNCRAFT WHITE DRESS SHIRTS **2.98**

SafORIZED extra fine quality broadcloth. Long wearing collar and cuffs. Fused collars need no starching. French or regular cuffs. Sizes 14 1/2-17.



MEN'S SANFORIZED FLANNEL PAJAMAS **3.49**

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



MEN'S GABARDINE SPORT SHIRTS **2.98**

Premium grade machine washable sport shirts at a real money saving price. Ideal gift. Smart fall colors in sizes S-M-L.

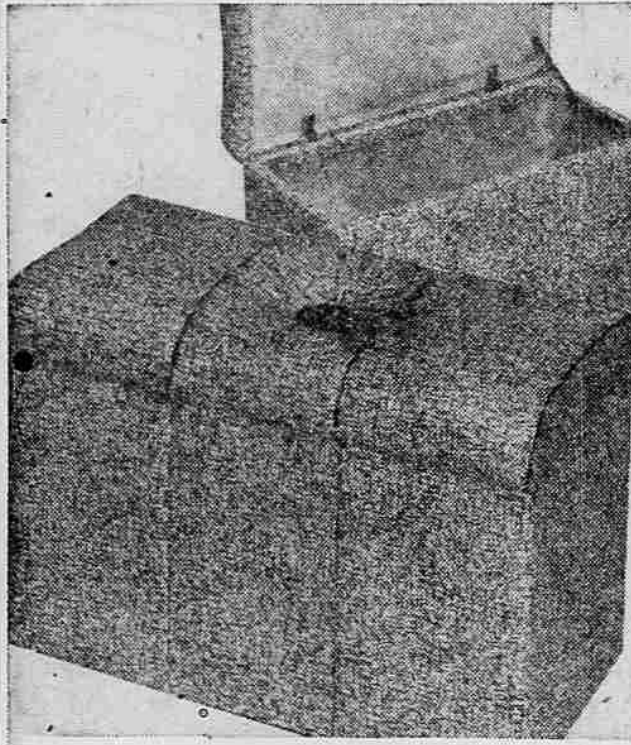
MEN'S 100% WOOL WASHABLE SPORTSHIRT
 • Hand washable in gay solid col. **5.90**
 • Sizes S-M-L.....

MEN'S BOXED LINEN HANKIES, INITIALED
 BOX of 3
 • Super quality linen **1.98**
 • Hand embroid.

BIG SELECTION MEN'S GIFT TIES
 • Dacrons, silks blends, All new patterns. **1.49**

Men's Combed Cotton ARGYLE SOCKS
 • Hand framed **69c**
 • Lots of colors, Sizes 10-13.....

MEN'S CAPEKIN LEATHER GLOVES
 • Brown or black **2.98**
 • Cotton lined, Sizes 8 1/2-10.....



VINYL PLASTIC STORAGE HASSOCKS—New Design

Washable vinyl plastic covered hassocks. Smart shades to go with your living room group. Lid lifts to give ample storage space for books, toys, etc. An ideal TV chair, also. 24x12x17. **8.90**



Boys' Plastic Leather Motorcycle Jackets **9.90** Sizes 8-16

They're at Penney's... at outstanding savings! Motorcycle jackets of extra-strong plastic. Lined with quilt. Resistant to water, wind! Zipper cuffs, belt bottom.



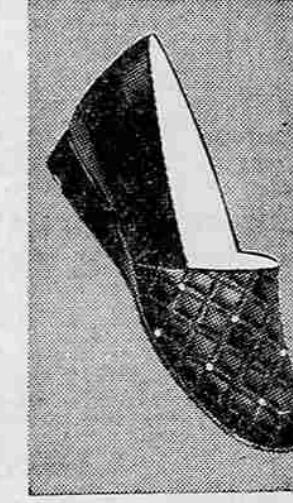
BOYS' WASHABLE GABARDINE SHIRTS **1.98**

Thrifty! Colorful Washable! Boys' shirts of stabilized* rayon gabardine. Long sleeves. 2 button-thru pockets. Short, rounded collar. Red, gold, pink, charcoal, mint, etc. sizes 4 to 18



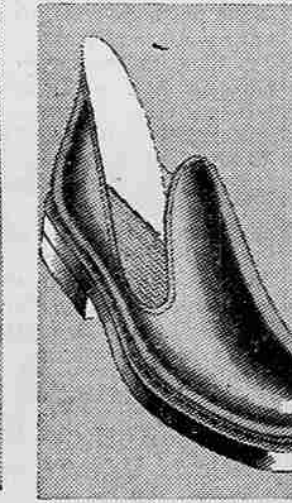
GIRLS' JEWEL TRIMMED SHRUGS **1.79**

Such Pretty Shrugs for Girls, at Penney's! Soft brushed cotton with sparkling jewel trim, button at neck. For added warmth! For beauty plus! Hand washable, come in white and pastels. Sizes 7 to 14. Sizes 3-6x1.59



JEWEL TRIMMED BOUCLAIR FAVORITE **2.98**

Put jewels at her feet—Penney's sparkle slippers in lustrous quilted rayon! They have just-right low wedge heels... come in her favorite colors, sprinkled with rhinestones. Sizes 5 to 9—modestly priced at Penney's. Black or royal blue.



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 goes for smooth fit. Sanitized. Black or brown. Widths C-E-3E. Sizes 6-12. 4.49



LUXURIOUS OPAQUE—No Cling DACRON®—NYLON GIFT SLIPS

Smart you, to buy slippers of Dacron and nylon tricot! You know you'll never worry about clinging or "see-through" you'll get long, satisfactory wear with hardly any care. Smarter you, to buy at Penney's where extravagant styling—laces, pleats, embroideries, appliques—costs only 3.98! 32-44. **3.98**

MEN'S WOOL SHADOW PLAID WORK SHIRTS
 • Regular collar **5.88**
 • Long tails, 14 1/2-17.....

INFANTS' BOXED NYLON SLIP AND DRESS SETS
 • Pastel colors **1.98**
 • Lots of frills.....

BIG STEEL RACE CAR—35" LONG—CHAIN DRIVE **15.00** NOW!

17" BABY DOLL—ROOTED HAIR—FULLY DRESSED **4.00** Reduced

BIG DOUBLE BARREL POP GUN 29" LONG **1.00** NOW!

Cannon's plush deep-soaking quality terris, a favorite with home-makers everywhere! 4-piece sets: 20 by 40 inch bath towel, face towel, 2 wash cloths. 3-piece set: 1-22 by 44 inch bath towel, 2 wash cloths. **1.79** Set Buttercup Yellow, Pink, Others