

PENNEY'S
ALWAYS FIRST QUALITY!

Time's a wastin'! Take care of everyone on your list with a fast one-stop-shopping trip to Penney's... America's favorite family department store!

You've only 4 days left!

OPEN 'TIL
9 p.m.
EVERY NIGHT
UNTIL
Christmas



MACHINE WASH THESE PENNEY CORDUROYS!

Men! Now for 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
2.98
Reduced



Women's Sanforlan WOOL SWEATERS

5.90

A boon to your wardrobe—Penney's sweaters of luxury wool, specially spun for extra softness. They're fashioned to fit like custom-mades. They wash beautifully, dry in a wink. Need no blocking. Mix-match colors.

• Slipover, sizes 34 to 42 3.98

• Cardigan, sizes 34-42 5.90



SPECIAL! BETTER RHINESTONE JEWELRY

1.00

Plus Tax
Penney's brings you a famous maker's glittering rhinestone sets at a fabulously low price! Stones are in quality prong settings! Choose from fiery, flashing bracelets, necklaces, earrings, pins!



LUXURY QUALITY CHENILLE ROBE

4.98

The finest, most luxurious chenille is used in this robe beauty—yet Penney's price is moderate! Popular wrap-around style with heavy 4-needle floral overlay on skirt, reversible collar, double cuffs. Washable rose, cardinal, peacock, others.



SANFORIZED COTTON FLANNEL GOWNS

2.79

Women's better quality gowns in lively floral prints. Vat-dyed and sanforized for carefree washing. Sizes 34 to 48.



WARM BRUSHED BEMBERG GOWNS

3.98

A Penney Find! The warm, cozy mother Hubbard gown takes on a festive air. Rows of nylon net ruffing at yoke... rayon satin ties at neckline and waist! In good pastel colors.



LUXURIOUS OPAQUE—No Cling DACRON—NYLON GIFT SLIPS

Smart you, to buy slips 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—cost only 3.98! 32-44.

3.98



An Ideal Gift

You can't help but get the right size!



MEN'S 100% ORLON PULLOVER SWEATERS

5.90

Men, get quality Penney sweaters at unprecedented savings! Your choice of six prized colors in one gauge inter-lock Orlon. Soft, warm and light, these Penney Orlons rinse easily, hold shape beautifully!



MACHINE WASHABLE CORDUROY SHIRTS

1.98

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



DARK SEAM, HIGH TWIST GAYMODES

98c

60 gauge 15 denier dark seam beauties. Extra high twist dull finish nylon for extra wear and leg flattering sheerness. 3 popular shades. 8 1/2 - 11.



MEN'S WARM OUTING FLANNEL ROBE

7.90

PLAID BEACON ROBES for men... warm, comfortable, and quality-built for Penney's Towncraft! A popular favorite in new patterns and a new cotton-acetate blend that wears better than ever.



MEN'S TOWNCRAFT WHITE DRESS SHIRTS

2.98

Sanforized 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 skimped 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.

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 weft. Buy Gaymodes today!

98c

Sizes Midge, Norm, Long

WOMEN'S LEATHER BILLFOLD SETS—Billfold and Matching Lighter or Key Case.

1.33
plus tax

MEN'S DACRON AND PIMA COTTON DRESS SHIRTS

White only, Sizes 14 1/2 - 17. **4.98**

MEN'S 100% DACRON SLACK SOCKS

Dark, pastel colors, 10-13 **79c**

Men's TOP QUALITY Broadcloth PAJAMAS Middy or Coat Style

Lots of colors, A,B,C,D. **3.98**

MEN'S TOWNCRAFT COLORED SHIRTS

Broadcloth, Oxford, others, 14 1/2 - 17. **2.98**

MEN'S LEATHER BILLFOLDS—BIG SELECTION

Plus tax **3.98**

BIG SELECTION OF MEN'S GIFT TIES

Dacrons, silks, Others. **1.49**



CHILDREN'S LEATHER COWBOY BOOTS

- BLACK OR TAN
- LOW HEEL STYLE
- SIZES 8 1/2 - 3 IN B OR D WIDTHS

4.98



BOYS' WASHABLE GABARDINE SHIRTS

1.98

Thrifty! Colorful! Washable! Boys' shirts of stabilized* rayon gabardine. Long sleeves. 2 button-thru pockets. Short, round 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, comes in white and pastels. Sizes 7 to 14.

Sizes 4 - 6x **1.59**



AUTHENTIC STYLED COWBOY HATS

1.98

A Real Gift! Cowboy Hats... authentically detailed! Wool felt with wired brim he can shape... bead-like band... metal trims. Penney-built to last. Red, black, tan.



JUNIOR GIRLS' JEWELLED SWEATERS OF ORLON

2.98

A beautiful buy at Penney's! Cardigan Orlon gems for sparkling Juniors! Assorted jewel trimmed necklines make orlon softies even lovelier! Hand-washable. White, maize, red, aqua, pink, blue. 4 - 6x.

Slipover **2.98**



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.

2.98



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, sparkled 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 gores for smooth fit. Sanitized. Black or brown. Widths C-E-3E. Sizes 6-12 **4.49**

BOYS' FLANNEL COWBOY SHIRTS

Sanforized. Sizes 4-12. Now! **1.50**

GIRLS' NYLON LACE TRIMMED PANTIES

4-14. **59c**

INFANTS' CRIB BLANKETS

Satin bound edges. **2.98**

TODDLERS' NYLON DRESS AND SLIP SETS

Gift Boxed. **1.98**

GIRLS' NYLON STRETCHABLE ANKLETS

White, colors **49c**