

PENNEY'S

ALWAYS FIRST QUALITY!

Penney's Proves We're a Year Long Gift to Mother

... because we watch like a hawk, the quality of every thing you buy. It's got to be good or "no sale." That's why whatever you buy today, you'll enjoy as much tomorrow ... next year.



LUXURIOUS ACRILAN RUGS

Just like stepping out on a cloud ... A gift that will truly make Mother feel Queenly. They are unbelievably strong! They even can be machine washed! Colors are white, pink, yellow, green, sandalwood, turquoise, green, blue, red, or black.

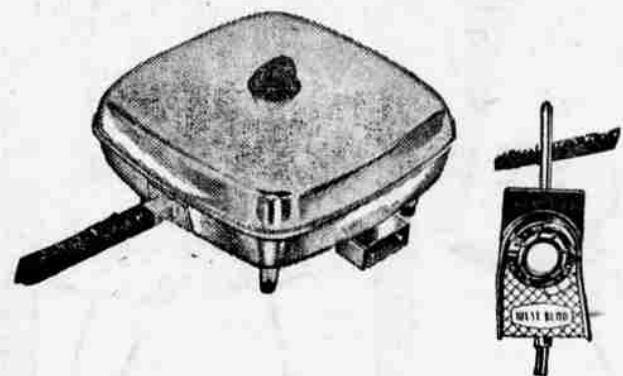
fourth floor

18"x30" oval	4.98
24"x36" oval	6.95
27" round	5.95
Contour Mat	4.98
Seat Cover	2.98
27"x48" oval	9.95
36"x54" oval	14.95
54"x72" oval	29.95

Carefree Cooking



WEST BEND



AUTOMATIC PERCOLATER

Better tasting coffee, greater coffee economy! Controlled timing and temperature assures Mother of perfect coffee every time. Gleaming polished aluminum finish.

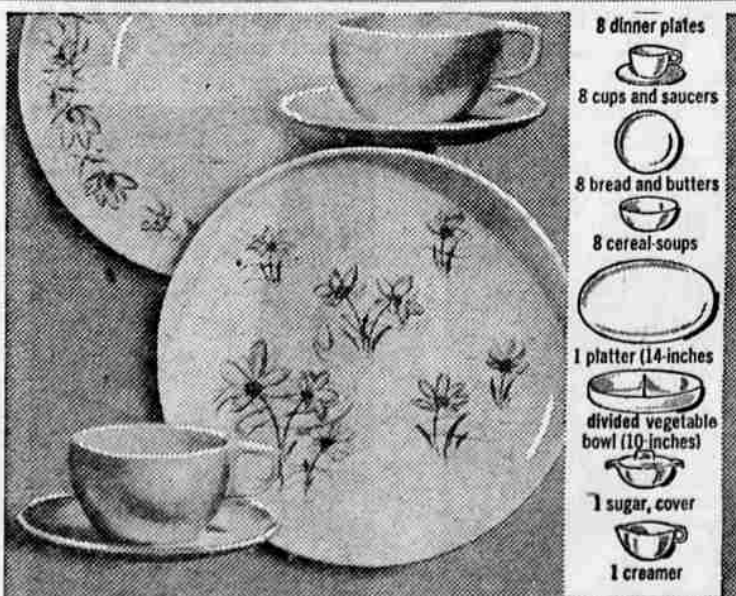
8⁸⁸

IMMERSIBLE FRYPAN

11" Automatic Skillet. Completely immersible, balanced even heat, Vent-type cover, guide on handle.

12⁸⁸

HOME FURNISHINGS 4th FLOOR



- 8 dinner plates
- 8 cups and saucers
- 8 bread and butters
- 8 cereal-soups
- 1 platter (14-inches)
- divided vegetable bowl (10-inches)
- 1 sugar, cover
- 1 creamer

New! Translucent like china! MELMAC® DINNERWARE

Guaranteed 2 years against breakage. Never mind its banquet look, it's tough as ever. Goes staunchly into dish washers. Survives fumbles. Solid, decorated pieces.

24⁸⁸



snack set MILK GLASS

Dainty party pairs in lovely milkglass. 4 cups and 4 good size snack plates. Grape design.

1⁸⁸



4 piece LAZY SUSAN

Mother will find so many uses throughout the entire year for this wonderful server. Wooden base doubles as a cake stand.

3⁴⁹



Attractive Ceramic Servers

The handiest hostess helpers we know. About 9 inches across. Brass plated ring for easy passing.

1⁰⁰

SHOP PENNEY'S...YOU'LL LIVE BETTER, YOU'LL SAVE!