

MORE QUALITY! MORE SAVINGS!

ALL WOOL SUITS NOW!

- Regular year-around weight, 100% worsteds.
- Rich all wool fall flannels.

\$29.

No odds and ends, these! But full-bodied all wools, and wools blended with special fibers for fashion effect . . . all specially selected months ago for this event . . . Penney's biggest suit buy of the season. The styling and construction are "right," too . . . so don't miss out . . . get one or two now at Penney's and save many, many dollars!

PENNEY'S STREET FLOOR



SPECIAL BUY!

two-piece 100% wool KNIT DRESSES!

- new jacquard type knits
- self shortening hems
- bead and rhinestone trims
- misses' and half sizes

See the most wearable, popularly styled wool knit dresses at amazing savings! These two-pieces in 100% wool are perfect for day and evening. Remember when 1683 Penney stores shop together, you shop to better advantage.

PENNEY PLUS VALUE
\$10

SHOP PENNEY'S...you'll live better, you'll save!



FULL-FASHIONED NYLON SCOOP!

NEVER BEFORE HAVE WE OFFERED THESE NATIONALLY FAMOUS 60 GAUGE GAYMODES
At This History Making Low Price!

These are the identical famous brand Gaymodes you paid much more for only days ago! They're knit in a 15-denier, 60 gauge construction for sheerness plus a good measure of wear. See how easy Penney's makes it for you to dress your legs beautifully on a budget! Self color or dark seams. Sizes 8½ to 11.

2 Pairs 98¢

PENNEY'S STREET FLOOR

<p>WOMEN'S Nylon Pile Lined Leather Boots 6.95</p> <p>Warmly lined with fleecy nylon pile, dyed fur trim tops, flexible snap adjustment, crepe soles and heels in black, grey or red. Sizes 5 to 9, AA-B. Ideal for hunting or for football games!</p> <p>Penney's Street Floor</p>	<p>MEN'S WHITE DRESS SHIRTS 2 for \$5</p> <p>Men, save plenty on these fine broadcloth dress shirts! Wash 'n' wear, little or no iron. Short point collar, convertible cuffs. 14½ to 17.</p> <p>Penney's Street Floor</p>	<p>MEN'S FINE TEXTURED SPORT SHIRTS \$2</p> <p>Compare with shirts selling for much more. Terrific Birthday Buy. New fall fabrics in long sleeve sport shirts. Sizes small, medium, large and ex-large.</p> <p>Penney's Street Floor</p>	<p>DOMESTIC SAVINGS!</p> <p>Printed Kitchen Terry Towels 2 for 77¢</p> <p>42 inch Nation Wide Pillow Tubing 59¢ yd.</p> <p>81 inch unbleached Wizard sheeting 55¢ yd.</p> <p>39-inch unbleached Belle Isle muslin 27¢ yd.</p>	<p>BOYS' FLEECE LINED SWEATSHIRTS 77¢</p> <p>Birthday Bargain! Boys' warm fleece lined cotton knit sweatshirts, crew neck; in red, navy, maize or peacock blue. Age 4 to 18.</p> <p>Penney's Street Floor</p>	<p>BOYS' COTTON KNIT PAJAMAS 1.33</p> <p>Terrific Birthday Bargain! Perfect quality 2 piece cotton knit, ski leg pajamas. Warm, comfortable and no ironing. New solid colors or prints. Age 6 to 16.</p> <p>Penney's Street Floor</p>	<p>MEN'S Heavy Cotton Flannel Shirts 1.77</p> <p>A full cut, full length tail, men's shirt. Warm sanforized cotton flannel in new fall plaids. Sizes small, medium, large. A whole of a Birthday Bargain.</p> <p>Penney's Street Floor</p>	<p>GIRLS—BOYS' RUGGED SCHOOL SHOES 2.98</p> <p>Boys' brown or black leather oxfords and girls' convertible straps, both made to fit and give longer rugged wear with serviceable synthetic soles. 8½ to 3 in C and D widths.</p> <p>Penney's Street Floor</p>	<p>WOMEN'S QUILTED BEMBERG ROBES \$5</p> <p>Stunning simplicity and hand berg® rayon quilt coat. Lace ber® rayon quilt coat. Lace trimmed in rayon. French blue, turquoise, pink, melon. Sizes 12 to 44.</p> <p>Penney's Mezzanine Floor</p>	<p>JUNIOR GIRLS' TWILL JEANS \$1</p> <p>A sure sellout. Shop early for these. Sturdy sanforized twill in solid colors or stripes. Colors: wine, turquoise, royal blue, or red. Ages 4 to 8.</p> <p>Penney's Mezzanine Floor</p>
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BARGAINS WON'T! BIRTHDAY PARTY!



Don't lose a minute! Don't miss the chance to save on hundreds of Penney's famous Birthday buys. Rush to your nearest Penney's and snap up bargains in every department of the store . . . bargains for mom, dad, bargains for every member of the family, bargains for the home. Check every item on this page and then hurry in to see more, more, more! Don't wait . . . Penney's Birthday Party starts today!

SHOP FRIDAY NIGHT TILL 9 P.M.



MEN'S ORLON-WORSTED FLANNEL SLACKS
6.66

Men! Save now—Fine orlon-worsted flannels, easy care finish, tailoring extras include continuous waist band, pleated front, in fine detail. Charcoal, medium gray or brown. 28 to 42.

Penney's Street Floor



MEN'S NYLON REVERSIBLE LONG ZIP JACKETS
\$10.

Special! Warmth without weight, full finger tip length 100% nylon. Machine washable! Nylon taffeta on one side and reverse to soft nylon fleece on the other. Brown with beige and navy with light blue. Sizes small, medium and large.

Penney's Street Floor



BOYS' WASHABLE CORD QUILT LINED JACKET
\$6.

Terrific Birthday Buy! Warm quilt lined, machine washable Bedford cord jacket with detachable hood in charcoal grey, antelope brown, antique blue. Ages 4 to 10.

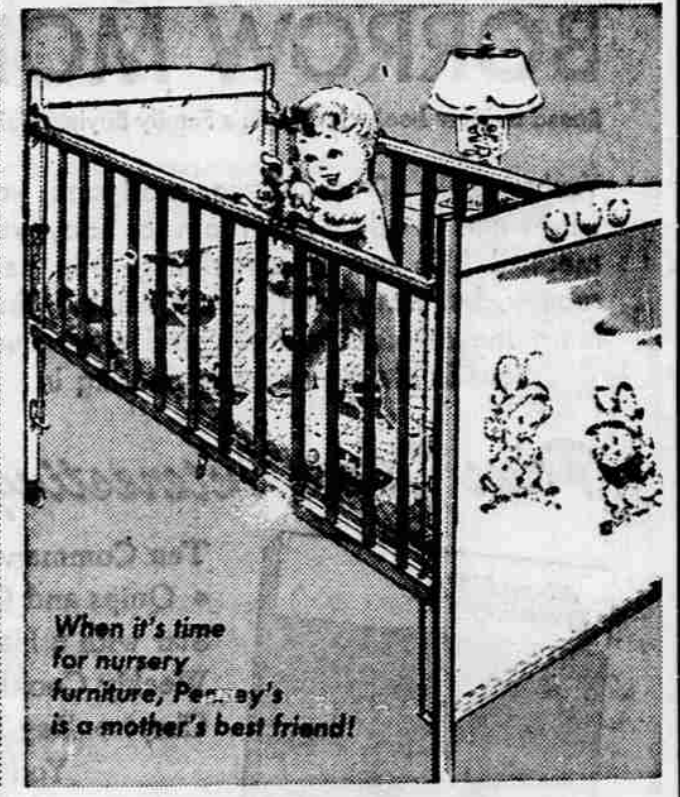
Penney's Street Floor



WOMEN'S HAND BEADED FUR TRIM SLIPPERS
1.88

Pretty soft footing! White bunny fur trimmed plastic slippers look and feel like leather. Felt lined. Softest soles! Rich hand beading! Sizes 4 to 9.

Penney's Street Floor



SAVE BIG ON BABY CRIB AND MATTRESS!
CRIB \$20.00 MATTRESS \$10.00

Sturdy hardwood crib has 4 position spring, plastic teething rails, baby decals. Natural, white. 56 coil innerspring mattress is sisal insulated. Tuffless.