

PENNEY'S
60th ANNIVERSARY

Christmastime . . . anytime
COUNT ON PENNEY'S FOR
FIRST QUALITY . . . flawless perfects
that assure you of value all the way.

OPEN
till 9 p.m.

LAST
2 WEEKS
BEFORE
CHRISTMAS!

OUTSTANDING
VALUES IN
PENNEY'S
"FRONTENAC"
WATCHES!

SPECIAL!

8⁸⁸

plus 10% fed. tax

for MEN:

handsome dress watches . . .
calendar models . . . a style for
teenagers — all waterproof!

for WOMEN:

dressy petites . . . tailored styles
— even a waterproof model!
Our "Frontenacs" are famous
for dependability and good
looks. Their Swiss movements
keep accurate time, styling is
up-to-the-minute. And they're
shock-protected, have anti-
magnetic springs — all for this
low, low price!

Our 60th
Christmas
VALUE
DAYS

GIFT IDEAS BY THE DOZENS FOR EVERYONE
ON YOUR LIST! CHARGE EVERYTHING YOU NEED!

\$1
plus Federal tax

**FAMOUS MAKER
JEWELRY**

\$2
plus Federal tax

NECKLACES!
EAR RINGS!
PINS!
BRACELETS!

ENSEMBLES

All With
More Money
Looks'

Yards and yards of
beads . . . simulated
pearls by the pound,
glitter 'n glow cos-
tume colors, gold look
of tailored designs . .
all yours to choose . .
all destined to please
. . be she angel, siren
or a little bit of both!

PENNEY'S ST. FLOOR

DELUXE
VANITY CASE
HAIR DRYER

SPECIAL
16⁸⁸

- deluxe extras! nail dryer, perfume
diffuser, lid mirror
- 4 temperature settings
- 1-Year Replacement Guarantee

WHALE OF A WALLET BUY!

- The big hit little gift!
- French purse 'n pursettes, too
- Wipe clean, easy care

\$1 plus
Fed.
tax

CHRISTMAS BUY

HANDSOME GIFT JEWEL BOXES

- Ivory! pink! blue!
- looks like leather

\$1 to \$5

Girls' version has lift-out tray, mirror, Women's
lock-up box features a hinge-tray, mirror. Emboss-
ing sets the tone on both.