

PENNEY'S

60th ANNIVERSARY

Christmastime... anytime COUNT ON PENNEY BRANDS for the kind of quality you're happy to own, proud to give.



GIRLS' COTTON FLANNELETTE PAJAMAS

sizes 4 to 14 **188**

Pick a print, gay novelty, fashion solid or all three! A great value in machine-wash, toasty warm fabric.

GIRLS' PANTIES

Cotton, Rayon or elastic leg briefs. White, 4 to 14.

4 for \$1



NYLON-TRICOT GLAMOUR JUST LIKE MOM'S

sizes 7 to 14 **298**

- GOWNS
- PAJAMAS
- BABY DOLLS

Every little girl loves them! Frilled night gowns, pajamas and baby doll PJs — ribbons and embroideries in pastels. 7 to 14.



GIRLS' SLIP SPECIAL

Easy-care hand washable Dacron® polyester, nylon 'n cotton in fresh lace 'n ribbon trim styles. Gift her with a full supply! 4 to 14

\$1

FABULOUS

THE WORKMANSHIP — tailored to our quality specifications
THE STYLING — over 10 different ways to greet spring
THE VALUE — when did you last see such lovely wash and wear little-or-no-iron cottons at these prices!

next term's dresses... SPECIAL NOW!

\$3 2⁵⁰

Sizes 7 to 14

Sizes 3 to 6x

Brand new for Spring—everyone wash and wear, little iron cotton. Come, buy early.



"CHARGE IT" at Penney's

COMPLETELY WATERPROOF



Colors: COAL BLUE
• MIDNIGHT BLACK
• CHESTNUT BROWN



Boys' Knit-ski PAJAMAS

Another Christmas value Day Buy! 100% carded cotton, rib knit cuffs and ankles — No iron, machine wash. Blue, mint, maize, or red sizes 4 to 16.

166

NORPOLE All-Weather Nylon

with Warm Acrylic Pile Linings — Zip Off Hood

788 988

Sizes 4 to 10

Sizes 12 to 20

Now! A new kind of waterproofing that does a double job with dependable durability! Fabulous Norpole keeps wet weather out. They are rain-drop-bouncing, waterproofed nylon to warm him from the inside out with Acrilan® acrylic pile lining. Zip-off hood, too — Quality tailored now at the lowest price of the season!



"NEW" DARK TONE SHORT SLEEVE SPORT SHIRT

Special **144**

Terrific Buy — perfect quality, wash 'n wear pre-shrunk cottons. Choose checks, stripes, and plaids in new dark tone colors. Sizes 4 to 18.



Sweater Spectacular

100% VIRGIN TURBO ORLON

LOOK Now only \$4

Sizes 8 to 18

Another money saving example of Penney's tremendous 1700 store buying power... Smart alpaca look "Links" cardigans, zip fronts and pullovers in this season's best colors. All are hand washable. Sizes 8 to 18.

PENNEY'S STREET FLOOR

