

Penney's
 ALWAYS FIRST QUALITY

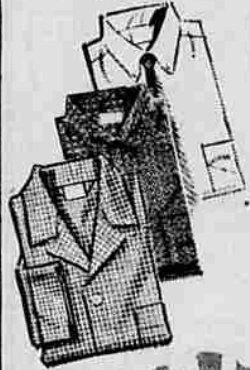
Shop Penney's every night till 9:00 P.M.



**MEN'S SHIRTS,
 PAJAMAS
 SPECIAL!**

2 for \$5

Sport shirts! Dress shirts! Tailored PJ's! See page 6 for complete details!



**BOYS' SHIRTS,
 PAJAMAS
 BIG VALUES!**

3 for \$5

Sport shirts! Dress shirts! Knit ski PJ's! Tailored PJ's!

Penney's Christmas Bargain Days

Count on Penney's to gather up the most fabulous collection of gift values in 61 Christmases! Here they are! pages of gift buys that took a whole year of working with top manufacturers, building into them value that surpasses anything we've ever brought you! Such a fantastic collection that we can't think of a single person on your gift list that you can't treat royally, while you give yourself Penney's own big gift of savings. Look through them—then see them at Penney's. Before you spend more—COMPARE THE QUALITY, THE STYLING, THE SAVINGS—then buy now with your Penney Charge Card!

SHOP EARLY! MANY ITEMS IN LIMITED QUANTITIES SORRY—NO MAIL, PHONE OR C.O.D.



**WOMEN'S NYLON
 SLEEPWEAR
 GIFT BONUS BUY!**

2⁸⁸

Pantie shifts! Waltz gowns! Feminine frills for gifting!



**GIRLS' BETTER
 DRESSES AT
 HUGE SAVINGS!**

3⁹⁹

Dacron® polyester! Fortrel® polyester 'n cotton! Cotton pima mist! Organza!

PENNEY'S TRAVEL CASE



**HAIR
 DRYER**

9⁸⁸

Vented vinyl hood fits over all hair-dos, leaves hands free. Flexible hose; waist-shoulder carrying strap; zippered vinyl hat-box case.



**Penney's
 Famous
 Swiss Movement
 17-JEWEL
 WATCHES**

Terrific Buy! **12⁸⁸**

plus Federal tax

For that special man or woman! Penney's own Towncraft! Choose from dressy, classic, sport models! Yellow and white! Round for ladies and men, oval for ladies! At this price, why not buy several!