

PENNEY'S

ALWAYS FIRST QUALITY!



Extra savings wind up a week of Penney Day features as PENNEY'S SALUTES A PIONEER!

STORE HOURS
 MON. - THURS. 9:30 - 5:30
 SATURDAY 9:00 - 5:30
 FRIDAY 9:30 - 9:00

SATURDAY, NOV. 6th

FOUNDER'S DAY SUPER-BUYS

OPEN EVERY FRIDAY NIGHT TILL 9:00 P. M.



Washable Quilted DUSTER

in gay floral prints! Duster length in popular 3-way peignoir style. Blue, pink or white grounds. 10 to 18.

Penney Special!

6⁰⁰

SECOND FLOOR



Imported Gift Linens!

Exquisite assortment includes luncheon cloths, bridge sets, table cloths, pillow cases, scarfs, vanity sets.

Penney Special!

Only **1⁰⁰** each!

MAIN FLOOR

FOUNDER'S DAY!



Original ROGERS AA QUALITY SILVERPLATE

16⁹⁵

52 pc. service for 8!

tarnish-resistant chest . . . 4.00

ALL FLOORS

"JUBILEE" designed exclusively for Penney's by The International Silver Company!

Wonderful for holiday entertaining, Christmas giving! Right now, to celebrate Penney's policy of fantastic buys at thrifty prices — an offer in silverware that tops everything! Now at savings you get beautiful, well-balanced silverplate crafted by the world's largest manufacturer of silverware! You get fine AA quality, with points of wear overlaid with added silver for long brilliant service! Buy yours now!

- 16 teaspoons
- 8 soup or dessert spoons
- 8 dinner forks
- 8 salad or pastry forks
- 8 hollow handle knives
- 2 serving spoons
- 1 butter knife
- 1 sugar shell



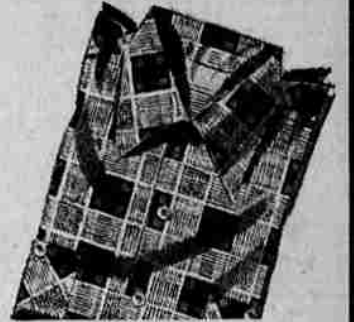
Heirloom-type Bedspreads

of preshrunk woven cotton, machine wash, need no ironing. Rich fringe border. Reversible. White only.

Penney Special!

10⁰⁰

BASEMENT



MEN'S SANFORIZED FLANNEL

Bright-as-a-bonfire plaids with the kind of styling you expect to find at higher prices . . . like neat button-through pockets, self yoke, short point wide-spread collar. Machine washable in lukewarm water, these shirts are fully Sanforized. Blue, red and green & brown. Sizes S-M-L.

2 for 3⁰⁰

MAIN FLOOR

Look At This!

FOUNDER'S DAY SPECIAL!

ALL FULL PIECES!

MACHINE WASHABLE!

80-Square Percale Prints

29^c yd.

Every inch packed with typical Penney value! See colors and patterns of every description . . . for sewing into tots' dresses, your own aprons, cafe curtains for the kitchen . . . you'll find a thousand and one uses for these percales! Look at them closely, note the fine, close weave, the smooth finish, the sharp patterns in bright colors — it's hard to believe that Penney's has priced these at 29c a yd.! Machine washable! 35-36".

BALCONY

FOUNDER'S DAY

BLANKET SPECIAL!

4 lbs. pure wool!
 Full 90" long!

9⁷⁷

UNCONDITIONAL 5-YEAR GUARANTEE AGAINST MOTH DAMAGE!

Here's another big, big buy for Founder's Day . . . Penney's special-purchase luscious all wool blanket at an unbelievably low price! Think of it, it's 4 pounds of pure wool . . . heavier than ordinary blankets. It's 90" long . . . 6" longer than ordinary blankets! And it's luxuriously styled with extra wide acetate bindings. Choose yours from a host of vibrant decorator shades: Carnival green, Sun flame, Carioca red, Marigold, Candy pink, Sea mist, Tropic blue. 72 x 90".

BASEMENT



NOW AT PENNEY'S A LARGE SELECTION ORLON-WOOL SKIRTS

5⁰⁰

Second Floor

55% Orlon 45% Wool

- Box Pleats
- Stitched Pleats
- Knife Pleats

NYLON REINFORCED LADIES' ANKLETS

Top Cuff **4 for 1⁰⁰**

MAIN FLOOR

BASEMENT