

PENNEY'S

ALWAYS FIRST QUALITY!



ELEVATOR SERVICE TO ALL FLOORS

It takes a good neighbor to found a good neighbor store!

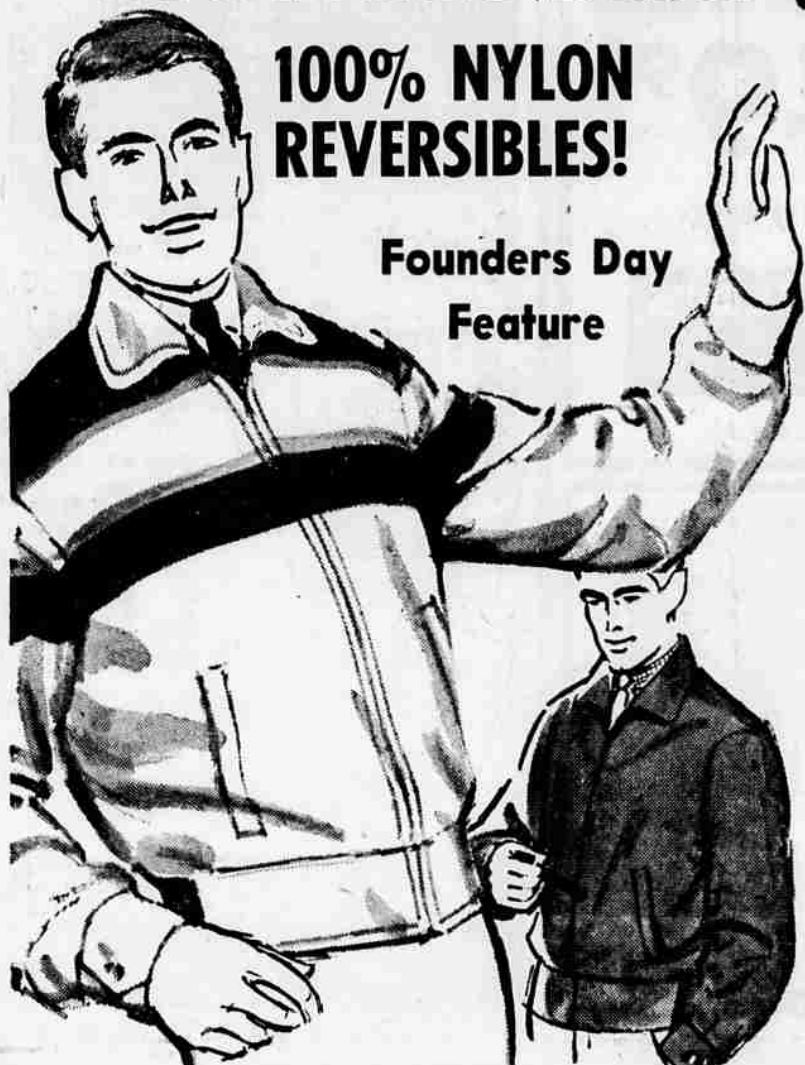
From his pioneer store in Kemmerer, Wyoming, in 1902, J. C. Penney has been a merchant of the people... selling to serve... keeping shop on a strict budget to keep prices down... selling laboratory-tested first quality to protect his customers. Today, the over 1690 stores that continue Penney's good-neighbor way of doing business honor him with the year's most dramatic offers...

FRIDAY! SATURDAY!

OPEN FRIDAY NIGHT TILL 9

ALL OTHER DAYS 9:30 TO 5:30

BIG FOUNDER'S DAY VALUES HONOR MR. J. C. PENNEY!



100% NYLON REVERSIBLES!

Founders Day Feature

HURRY! LIMITED QUANTITY!

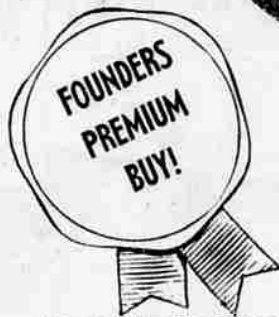
FOR 3 DAYS! Just a real old fashioned value to help celebrate founders days. Specially purchased and similar to our regular nylon jacket. Reversible, washable and your choice of colors.

MAIN FLOOR

10⁰⁰

Self Collar Model
Sizes 36 to 46

TOP THERMAL CONTROL CIRCUITS GUARANTEED FOR 2 YEARS



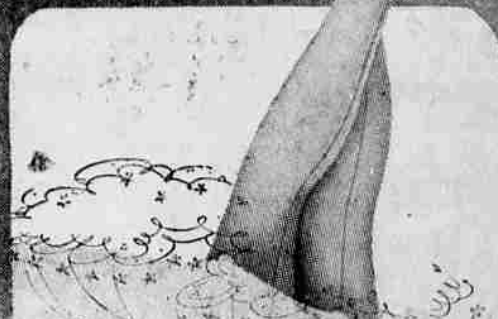
DRAMATIC PENNEY OFFER! FIRST QUALITY AUTOMATIC BLANKETS AT A SPECIAL LOW!

13⁹⁹

Dual Control 18.99
BASEMENT

When is a bargain a bargain? When you get first quality at prices you won't see anywhere! That's Penney's automatics! They maintain warmth you set no matter how cold the night turns. Lofty acetate-rayon-cotton machine washes in lukewarm water. Decorator colors edged with life-of-blanket nylon! 72 by 84 inches.

PENNEY'S FOUNDER'S NYLON SPECIAL!



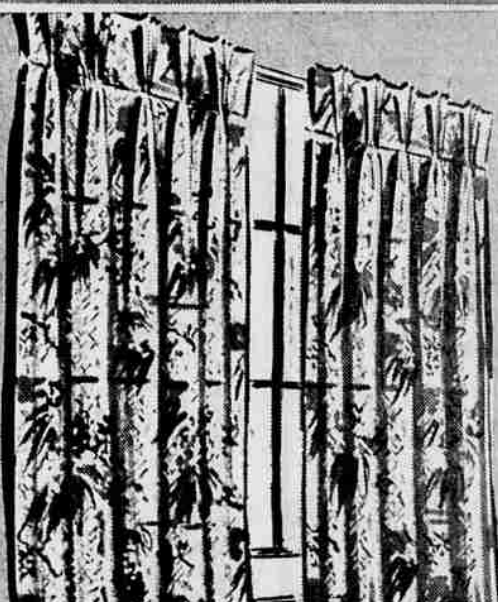
dramatic dark seam sheers! 60-gauge, 15-denier gifts!

2 pair 88^c

Sizes 8 1/2 to 11

The most exciting Hosiery Event ever! What a price! And they're all first quality, full fashioned sheers. Stock up now! They'll go fast at this wonderful saving so be an early shopper. Buy them by the box!

MAIN FLOOR



FIBERGLAS DRAPERIES

Don't confuse with "low end" draperies! Exclusive, beautiful Penney patterns in full 50" widths per pair. Expert workmanship, modern or floral prints on the finest yardage available. Matching multiple widths also available.

7⁹⁹

BASEMENT

PLANNING AHEAD FOR CHRISTMAS? USE PENNEY'S LAY-AWAY PLAN!

DECORATOR SPECIAL!



Crisp broadcloth! 80-square percale!

4 Yards **1⁰⁰**

Decorative sanforized† broadcloths to brighten your dinette... 80-square percales for cafes! Smartly-designed prints you associate with much higher prices! Sew up those big ideas with Penney's decorator cottons at fabulous savings! † maximum shrinkage 1% **BALCONY**



BOYS' WESTERN JEANS! HEFTY 13 3/4-OZ. DENIM!

Comfort cut! Penney's own western design in 13 3/4-ounce denim! Vat-dyed, Sanforized* to keep color, resist shrinkage. Triple stitched, reinforced at all strain points. Machine washable. *Won't shrink more than 1% **1⁷⁷**

sizes 8 to 16

BASEMENT



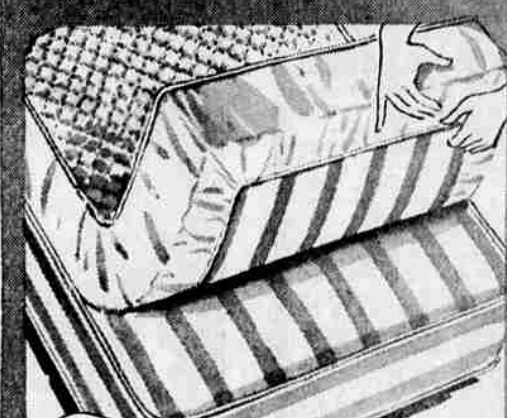
To Party... S-o-o pretty in **PUFF NYLON SLIPS**

In twirling... and whirling taffetized slippers! Better, much better because the waist stretches to fit her! And home again, home again, it floats through suds, barely touches the iron! **1²²**

sizes 4 - 14

SECOND FLOOR

FIRST TIME AT THIS PRICE!



fitted mattress pads, mattress cover... all in one!

2⁵⁵ 3⁵⁵

twin full We've filled them with all bleached cotton, so they wash snow white. And Penney's Sanforizes the cotton skirts... they never shrink out of fit. Fabulous low price, compare anywhere! **BALCONY**

IRONING PAD AND COVER SETS

88^c

Fits all standard 54" ironing boards. Waffle knit pad gives correct resiliency for ironing over seams. Elastic side cover - easy to remove for washing.

BALCONY

Penney Low Price



SPECIAL! PAJAMA DOLLS

1⁰⁰

Cute and cuddly and dressed in soft colorful flannel pajamas. 16" tall - either boys or girls. Washable... "cool" voice. **THIRD FLOOR**

SPECIAL! GIRLS FLANNEL PJ's

2⁰⁰

Warm, soft, sanforized cotton flannel in dainty colorful prints. Ski or regular style. Only a few left in broken sizes... shop early. **SECOND FLOOR**

SPECIAL! MEN'S CHAMBRAY SHIRTS

Your favorite work shirt at clean-up prices... broken sizes... **77^c** sanforized.

MAIN FLOOR SPECIAL! HATS

MEN'S FABRIC Water repellent treated... broken sizes and colors. Final clearance. **77^c** **MAIN FLOOR**

SPECIAL! LUNCHEON CLOTHS

1⁴⁴

Popular cafe checks or solid colors in 52" x 52" size, washable of course and a quality you'd expect to pay much more for. Fully hemmed and perfectly made. **BALCONY**

FLOCKED DACRON PANELS

1⁷⁷

Wonder-wearing as only dacron can be! Hand wash, little ironing 'cause they're almost impossible to wrinkle. Seldom offered at this low, low price. White with gold, pink, blue flocking. Full 42" x 81" size. **BASEMENT**