

PENNEY'S

ALWAYS FIRST QUALITY!

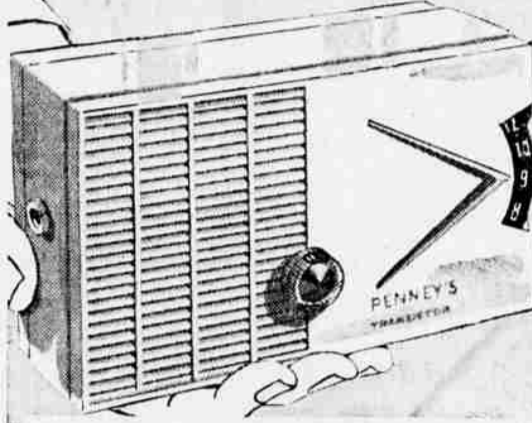
thrifty Santas get **MORE** for a dollar
DURING PENNEY'S CHRISTMAS

DOLLAR DAYS

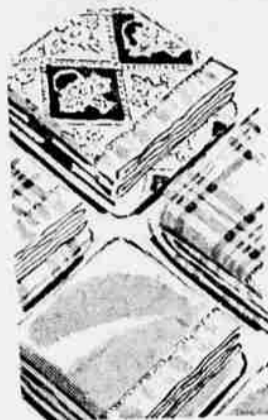


No gift goes further than a Penney gift certificate!
★ GOOD in all 48 states ... in all 1690 Penney stores!
★ NO gift costs less to mail!
★ AND you can't go wrong with the gift they pick themselves!

Four penlight batteries power it
Measures a mere 1½ by 3¼ by 6-inches
Black or turquoise case
What style . . . what savings!



POWERFUL TRANSISTOR RADIO...PRICED LOW HERE!
Penney's own . . . made exclusively for us by one of America's top radio and TV manufacturers. Has 4 transistors plus one diode that can't break or burn out, are energy marvels! Tone is terrific!
\$25
Includes 4 penlight batteries
Leather Carrying Case - 2.00 ALL FLOORS



Our \$5 Blankets Give You More!
\$5

See what warm, attractive blankets you get at Penney's for a small sum! Plaids, jacquards, solids, 90% rayon with 10% nylon or 10% Orlon. 72x84 inches.

BASEMENT



NYLON SNOWSUIT
IT'S WASHABLE NYLON TAFFETA
\$4.00

Amazing Penney buy! Orlon trimmed hood, warm quilted lining. Hand washes in lukewarm water. Pastel or medium shades.

SECOND FLOOR



SANFORIZED (R) COTTON SUEDES
\$1.00

More new patterns specially picked for our Dollar Days! All in warm, durable fabrics generously proportioned over exclusive Penney patterns.

BASEMENT

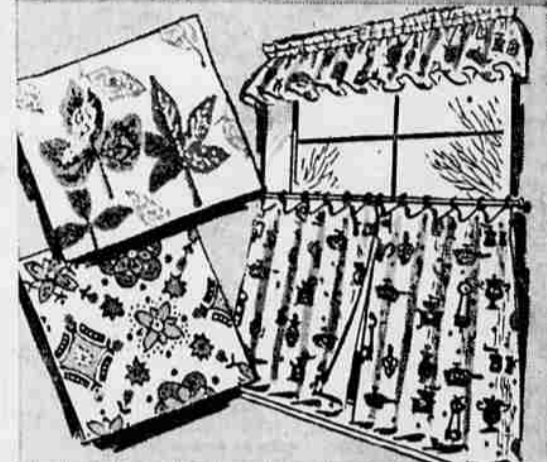


More Quality In Town-Clad Suits
\$39.00

Suits of 2-ply imported worsted fabrics usually found in suits selling for much more, now only \$39. Stripes, herringbones, more. Greys, browns, blues.

MAIN FLOOR

GIVE MORE! SAVE MORE!



COTTON CAFE CURTAINS
MORE CHOICE...CHARM FOR EVERY ROOM

More patterns, provincials, scenics, moderns . . . kitchen prints! Sailcloths, satens, bark cloth. Curtains are all hemmed, finished, and priced Penney-low!
1.00 Pair
Valances 50c

BASEMENT



with Petticoats! crinolines!
Nylon Toddler Dresses

More charm with the story-book look at Penney's price! Lovely little nylon dresses! Beautiful ending to your gift search! Candy - sweet colors. Hand washable.
2.00
Sizes 1 to 3
SECOND FLOOR

USE PENNEY'S LAY-AWAY PLAN FOR YOUR CHRISTMAS SHOPPING

A SMALL DEPOSIT WILL HOLD YOUR SELECTION

TREMENDOUS SELECTION!
12" LONG PLAY RECORDS
• Old Favorites • Classical
• Show Tunes • Jazz
• Rock 'n Roll • Pops
Why Pay More! Most any type of record selection you could possibly want. And look at this price! Top recording stars on top quality records. Shop Penney's and save!
88c
MAIN FLOOR

SPECIAL PURCHASE!
MEN'S NECK WEAR
JUST IN TIME FOR EARLY SELECTION!
Choose your necktie gifts now from this outstanding group. All fabrics, all colors in bold and neat patterns.
2 For 1.00
MAIN FLOOR

A FEW PAIR LEFT!
MENS FLANNEL PAJAMAS
SOFT, WARM, SANFORIZED
A real cold weather special. Small, neat patterns in coat or middy styles. Elastic waist for comfortable fit. A, B, C.
2.50
MAIN FLOOR

SPECIAL PURCHASE
BOYS COTTON BRIEFS
TIME TO STOCK UP!
Fine combed cotton briefs, long wearing elastic waist bands made to our specifications for proper fit. Sizes 4-16.
3 For 1.00
BASEMENT

COMPLETE SELECTION!
WOMENS COATS
THE BEST STYLES, COLORS, FABRICS
Choose from this terrific group for cold weather wear. All millium lined for added warmth. Fine all wools in solids, tweeds, novelty weaves. Misses 8-18.
25.00
SECOND FLOOR

SPECIAL PURCHASE!
DACRON COMFORTERS
BEAUTIFUL AND WASHABLE
Light weight for sleeping comfort but warm and cozy. Wash them easily . . . Dry them quickly. All nylon shell in white, pink, or blue.
7.99 72x84 Inches
BASEMENT

GIVE MORE! SAVE MORE!



EMBROIDERED TRIMS!
MORE DETAIL ON GIRLS' COTTON BLOUSES!

Smart santas shop Penney's. There's more to choose from, like these tuck-in and chemise styled Sanforized cottons. See the extra lace and embroidered trims!
1.00
sizes 3 to 6x, 7 to 14
SECOND FLOOR

GIVE MORE! SAVE MORE!



NYLON BOUFFANT!
HER OUTSTANDING SLIP IS MORE GROWN-UP

It stands way out and feels so nice because it's taffetized. There are more savings at Penney's, so she can have a couple in white, pink, blue or maize.
1.00
sizes 4 to 14
SECOND FLOOR



Men's Sleek Penney Operas
2.50
sizes 6 to 12
Smooth, hi-shine leather gets a buoyant cushion crepe sole . . . hand-somely stitched vamp! Proof there's more in Penney slippers. Brown
BASEMENT



Boy's Fashion Sport Coats
10.00 Sizes 8-18
Penney's new slim-line models in sparkling stripes 'n plaids with rich boucles. All wool except special fashion effects. Tailored with grown-up precision.
BASEMENT



Men's Special Cotton Slack Socks
3 Pair 1.00
A fill-up-the-drawer special price on some really fine socks. All combed cotton and nylon reinforced heels and toes for extra wear. Buy them by the dozen for extra savings. Sizes 10½-12.
MAIN FLOOR



Runproof! Acetate Tricots
5 For \$1
Women's Sizes Small to X-large
Incredible savings on your favorite band leg or elastic leg styles — your prettiest whites or pastels . . . all exquisitely soft to touch — all machine washable in lukewarm water!
MAIN FLOOR

SAVE! PREMIUM BUY



2 PAIRS AT THIS PRICE!
Beautifully Tailored Drapes! Many Patterns

Moderns! Scenics! Florals — the pattern you want at Penney's two-for-one price! Decorator colors, vibrant or subdued on pure white rayon and acetate.
5.00 Two Pairs!
44 by 90 or 84-inches long
BASEMENT

SHOP PENNEY'S TOY LAND-THIRD FLOOR... TOYS FOR ALL AGES - WHEEL GOODS, DOLLS, GAMES, MECHANICAL TYPES, AND MANY MORE!