

PENNEY'S
ALWAYS FIRST QUALITY!

STARTS TODAY THRU DEC. 31st
SHOP PENNEY'S TONIGHT TILL 9 P.M.

SAVE
BETWEEN-YEAR BARGAINS

Penney's rings out the old with brand new special buys...timely as the year ahead!
SHOP NOW AND SAVE AT THESE LOW SPECIAL PRICES!
UNHEARD OF SAVINGS IN EVERY DEPARTMENT!



Want more in SUITS?

SAVE ON WOOL AND WOOL BLEND FLANNELS

Fancy patterns and solids... MORE for the young man's wardrobe! The fabrics are flawless, the tailoring caters exactly to our 3-button specifications!

28⁸⁸

regulars, longs

JACKETS FOR THE WHOLE FAMILY!
SPECIAL PURCHASES --- REDUCED JACKETS

FOR MEN

Group I Melton Jackets	7.77
Group II Hooded Parkas	10.00
Group III Nylon Jackets	10.00
Group IV Orlon Jackets	10.00

FOR WOMEN

ENTIRE STOCK OF CASUAL COATS REDUCED.
Your Favorite Styles and Colors.
Shop Early For The Best Selection! **6.88**

FOR BOYS

GROUP I—CAMPUS STYLED MELTON JACKETS Fabrics of fibre or solid meltons Sizes 10-18	4.44 5.77
GROUP II—WASHABLE HOODED JACKETS Sizes 10-18. Detachable hood	7.77
GROUP III—JUNIOR BOYS PARKAS Detachable hood, warm interlining. 4-12.	5.88
GROUP IV—BOYS WOOL SUBURBANS Grey and Brown. Sizes 10-18.	8.88

FOR GIRLS

GROUP I—PLAINS, PLAIDS, BRAID TRIMS. Hooded, washable. 3 to 6x.	4.88
GROUP II—PLAINS, PLAIDS, BRAID TRIMS. Hooded, washable. 7 to 14.	5.88



Want more in SPORTCOATS?

GET LUXURY WOOLS AND RICH WOOL BLENDS

Boucles! Checks! Plaids! New "University" stripes! All are trim 3-button models... cut to Penney's exacting specifications for the smoothest fit ever!

15⁰⁰

men's sizes in regulars, longs

REMNANTS

- DRAPERY and DRESSMAKER -
Odds and Ends at Spectacular Saving -
Shop Early and Save!
BALCONY and BASEMENT

RUMMAGE

Three tables piled high with odds and ends from all store departments. Some soiled, one of a kind - items reduced to clear before inventory.
MAIN FLOOR

Ready Made DRAPES
2/5.00

- Floral and modern prints
- Decorator Colors
- Size 46"x84"

BASEMENT

7 Piece Penney Revere Sets
17.88

- Reduced to this low price
- High Quality
- Long Wearing

MAIN FLOOR

BOY'S JEANS

10-oz. Denim Sizes 4-12.	1.00
13 3/4-oz. Denim Sizes 6-16.	1.88

- Sanforized - Long wearing

BASEMENT

SPECIAL PURCHASE! WOMEN'S COAT SPECIAL

Terrific fabrics plus custom tailoring details. The styles you want are here in basics, clutch and relaxed silhouettes. Polished Zibelings. Wool tweeds. Wool suedes. Wool plush plus others! Shop now and save.

19⁰⁰

MAIN FLOOR

WOMEN'S MILLINERY
44c - 1.44 - 2.44

- Final clearance
- All better winter styles
- Winter shades

SECOND FLOOR

WOOLEN YARDAGE
2.44^{yd.}

- Entire stock reduced
- Woals, Wool Blends
- 54"-60" widths.

BALCONY

MEN'S SLACKS
6.66 Sizes 29-42

- Machine washable
- Wool/Dacron flannel
- Charcoal grey, brown and grey.

MAIN FLOOR

BOY'S Sport Coats
10.00

- 100% wool except for decoration
- Year around shades
- Sizes 8 to 18

BASEMENT

BOY'S BRIEFS
3/1.00

- Elastic leg and waistband
- Long wearing cotton
- Stock up now!

BASEMENT

MEN'S Sweat Shirts
1.00

- Crew Neck
- Fleece lining
- You'll want several

MAIN FLOOR

GIRL'S SKIRTS

Not reduced! Not odds and ends — But a special group of soft pastel plaids. Fine quality tailoring in this pleated style. Shop early for the best selection.

3 to 6x **2.22**
7 to 14 **2.44**

SECOND FLOOR

WOMEN'S SAIL CLOTH SLACKS
99c

- Final clearance
- Red, black, others
- Broken sizes 10 to 14

SECOND FLOOR

WOMEN'S CORDUROY PANTS
2/5.00

- Tapered ankle style
- Your favorite colors
- Sizes 10-18

SECOND FLOOR

Long-Playing RECORDS
88c

- Popular tunes
- Old time favorites
- Classical selections

45 R.P.M. Records 6/1.00
MAIN FLOOR

TODDLERS JACKETS
3.88

- Hooded Styles
- Washable Fabrics
- Sizes 2-3-4

SECOND FLOOR

GIRL'S SLIPS
1.00

- Nylon taffeta Full slips
- White and pastel
- Sizes 4-14

SECOND FLOOR

WOMEN'S FLANNEL GOWNS
1.66

- Mother Hubbard style
- Cernation pattern
- Extra length

MAIN FLOOR

SPECIAL LOW PRICE! SEAMLESS NYLON SHEERS

15-denier nylons at a price you'll want to take advantage of—seam free flattery—a sensational special of "400" needle. Buy them by the box. Pebble and sea shell colors.

2/1⁰⁰

MAIN FLOOR

MEN'S Flannel Lined PANTS
3.88

- Spruce green twill
- Full lining - Sanforized
- Long wearing
- Sizes 32-36

MAIN FLOOR

MEN'S WOOL SHIRTS
7.99 Sizes S,M,L.

- Sport and dress shirt style
- 85% wool, 15% Nylon
- Beautiful fall plaids

MAIN FLOOR

Junior Boys ORLON SWEATERS
1.98

- Jaquard pattern
- Machine washable
- Sizes 4-6-8

BASEMENT

SAVE! WOMEN'S DRESSES

Large group at tremendous savings — all better dresses priced to clear — this group includes Dan River gingham, brushed rayons, rayon crepe, nylon jerseys, plus many more. Complete range of sizes—Misses 10-20. Halfs 10 1/2 to 24 1/2.

4⁴⁴

SECOND FLOOR

SAVE! WOMEN'S SKIRTS

Save on this large group of better quality wool and wool blend skirts. Nearly all seat lined straight tailored styles as well as some full skirts and relaxed silhouette. Shop early while selection is complete.

5⁰⁰

Sizes 10-18

SECOND FLOOR

SAVE! WOMEN'S BLOUSES

- SPECIAL PURCHASE!
- BASIC STYLES
- PLAIDS AND PRINTS

1.00

Sizes 32-38
GIRLS' BLOUSES

- FUSSY NOVELTY STYLES
- EASY TO CARE FOR COTTONS
- SHOP EARLY AND SAVE

1.00

Sizes 3-14
SECOND FLOOR

SAVE! GIRL'S SWEATERS

Manufacturers closeout! A real opportunity to save! A large group of basic styles — Cardigans and slipovers as well as many with novelty trims. Select from a rainbow of your favorite colors.

1.44
1.77
2.44
2.77
Sizes 3 to 6x
Sizes 7-14

SECOND FLOOR

OIL PAINT PRINTS

- Bright spring prints
- 39" width
- Washable

66^c

SECOND FLOOR

TODDLERS DRESSES

- Pastel and gingham plaids
- Dan River fabrics
- Sizes 1-3

1⁸⁸

SECOND FLOOR



WANT MORE?

Wait till you see Penney's NEW LOW PRICES during **JANUARY WHITE GOODS!**

WAIT FOR IT! — STARTS FRIDAY JANUARY 2nd

WOMEN'S SWEATERS

- Novelty styles
- Some basics
- Quality Lamb Fur

5⁰⁰

SECOND FLOOR

TODDLER'S Snow Suits

- One piece style
- Most sizes
- Most styles
- Washable
- Sizes 2, 3, 4

4⁰⁰

SECOND FLOOR