

PENNEY'S
ALWAYS FIRST QUALITY!

FOR 57 YEARS OF BARGAINS AND GETTING BETTER
ALL THE TIME...OUR HAT'S OFF TO MR. PENNEY WITH

FOUNDER'S DAY SAVINGS!

FRIDAY!

SATURDAY!

QUALITY EXTRAS IN FINE FABRIC COATS

at only

\$25

- hand piped button holes
- button anchors
- extra buttons
- generous hems
- taped armholes
- double-stitched, non-roll facings
- cotton Kasha pocket linings
- finished lining seams
- hold-their-shape 5" facings
- deep self cloth inner yoke
- fine rayon satin linings

Wool and cashmere suedes, wool and mohair plushes... all wool tweeds, zibelines, alpaccas! Wraps and button downs with chin-chin and great circle sleeves! Black and beige... all the important new fashion colors! Yes! Everything that rates first with fashion and quality wise shoppers is in this special group. Misses', half sizes.

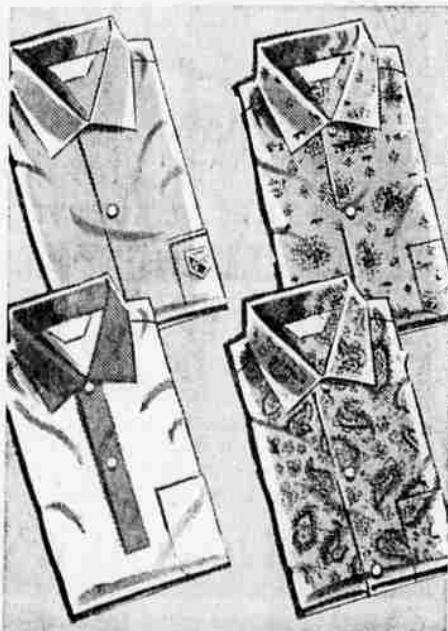


Alpine boots designed
for warmth, comfort

16⁹⁵

8-inch shoe
men's sizes 6 to 12

Soft, flexible glove tanned alpenes... Penney crafted with full lining in smooth glove leather, cushion insoles, jumbo rib cushion crepe soles in heels, hooks all the way for easy on or off and rugged Goodyear welt construction. Sanitized(R), too, for lasting freshness.

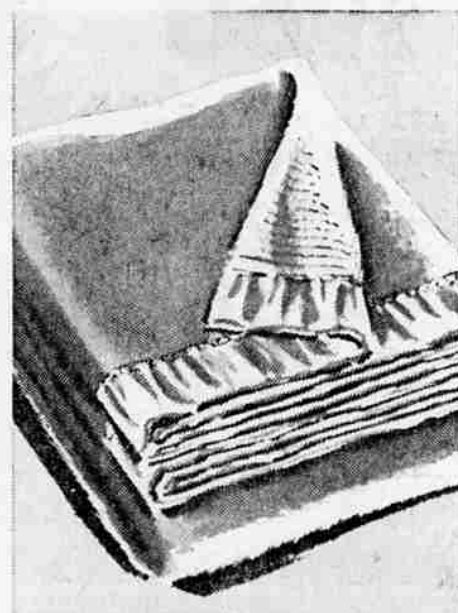


**SPECIAL PENNEY BUY ON
BOYS' EASY-CARE SHIRTS**

Printed cottons, solid color oxford, broadcloths... all wash 'n wear that need little or no ironing. All long sleeve models. Get the latest collar styles. Stock up!

1³³

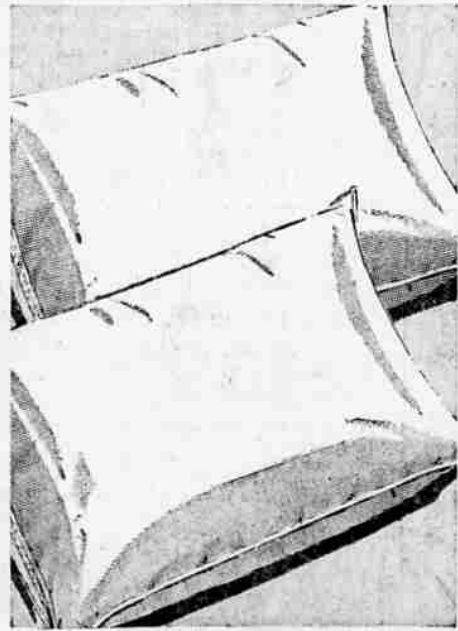
sizes 4 to 18



**REVERSIBLE, RUGGED!
WHAT A BLANKET BUY!**

Hold it in your arms, feel 3 1/4 pounds of thick rayon, nylon; nylon binding. Machine wash, medium setting. Fine stripes reverse to solid camel, pink, green, blue.

4⁴⁴
full 72 by 90
inches



**LOOK! 2 BIG DACRON®
PILLOWS FOR ONLY \$6!**

A full 17 ounces of fluffy, plump Dacron, one of most popular non-allergenic fillings. Corded edge, zippered tick in lovely pastels. Hurry in today, they'll go fast!

**2 for
\$6**
18 by 25 inches

Plain Toe Oxford

Men's and boys' dress shoes. Sturdy storm welt, rubber composition sole, smooth calf last.

4.98 6.44
2-6, B&D 6 1/2-12, B&D

Insulated Boot

8" retan cowhide. Ensolite insulation for greater warmth. Leather lined for comfort.

11.95 6-12
E widths

Men's Work Oxford

Sturdy calf upper in uniform colors, black or mahogany. Black oil resistant sole and heel.

7.95

White Basket Ball Shoes

Excellent styled of heavy duck, reinforced at seam. Cushion arch insole, suction grip soles.

2.88 Sizes 11-2 1/2-6-6 1/2-12

Toy Assortment

Tremendous group of metal toys and interesting games. Shop now for the Holiday ahead.

77c

Finewale Corduroy

Ever popular fashion fabric. So right for all your clothing needs. Match plains with prints.

1.00 1.29
plains prints

Infant's Dresses

Smartly styled for the little one. Easy-care nylon fabrics in dainty colors of pink, blue, white.

1.98

Infants Polo Shirts

Strong shrink resistant cotton knit, colorfast, washable. No sog neck, fancy patterns. Sizes 1 to 4.

2 for 1.00

**BUY NOW
ON
LAYAWAY**

Lined Drapes Floral Pattern

Rayon fabric with heavy myslin lining. Several patterns and colors to choose from.

48 x 84 5.95
96 x 84 13.95
144 x 84 21.95

Junior Boys Nylon Jackets

Large selection of new colors, navy, charcoal, red, brown. 100% nylon with cuffs and quilted lining. Included also is a zip-off Pouch Hood. Machine washable, warmth without weight. Sizes 4-12.

\$6⁰⁰

BOYS COTTON SWEATSHIRTS

A large selection of bright colors. Red, yellow, blue, peacock, navy. They have the popular nylon reinforced crew necks. Machine washable and extra long lengths. Sizes 4-18.

\$1⁰⁰

Women's Angel's Touch Slip

A wide selection of fresh whites and pinks with a cosmetic touch, no ironing and fabric never clings. The regular lengths are in pink only. 100% nylon tricot. Sizes 32-44. Proportioned lengths.

\$3⁹⁸

Dacron Priscilla Curtains

Large assortment of fresh new colors — beige, pink and white. No ironing. Sun resistant and machine washable.

48 x 81 5.95
72 x 81 9.95
92 x 81 12.95

BOYS WOOL SPORT COAT

A wide variety of new fall colors. Greys, browns, charcoal. Made with fine wool and Dacron blend. New three button front. Sizes 10-20.

\$10⁰⁰

Men's Sport Coats

Shorts, long and regulars. Imported all-woolen fabrics in seasons best colors of charcoal, brown, blue and grey. The tailored look at a moderate price. 36-46.

25⁰⁰

MENS PAJAMAS

Wash and wear finish broadcloth, elastic or drawstring waist, slip-on or button front coat. Choose now for Christmas. A-B-C-D.

\$3⁹⁸