

PENNEY'S

ALWAYS FIRST QUALITY!



SALE

YEAR-END SUPER VALUE DAYS

MERCHANDISE FROM STOCK GOES ON SALE TOMORROW! DRAMATIC SAVINGS! SPECIAL PURCHASES!



OUTSTANDING BUY OF RICH WORSTED SUITS

Not a closeout, no odds and ends! Pick from new stripes, herringbones, diagonal, fancy weaves... all carefully tailored in Penney's own 3-button model.

29⁸⁸

men's regulars, shorts, longs

MAIN FLOOR



BUYS! EASY-CARE DAY COTTONS

1⁸⁸

Have one for every day of the work-a-week at this low price! All with drip-dry, machine washable talents only a fussy-budget would iron. Misses', half sizes.

SECOND FLOOR

ELECTRIC BLANKETS

Cozy warmth without weight. Low, low Penney priced. 2-year guarantee. Single 95 control. Sturdy nylon binding **12^{72x84}**



SOFTEST COTTON GRANNY GOWNS!

1⁷⁷

sizes 34 to 48

We have a marvelous selection of toasty warm nighties. They're Mother Hubbard styled in prettiest prints. Trimmed yokes. Get several!

MAIN FLOOR

Women's Jewelry

Earrings, bracelets, pins and necklaces in matching sets. Famous maker tailored. **2 for \$1** plus tax



SAVE! BRIEFS AND T-SHIRTS

2 FOR 1⁰⁰

briefs men's sizes 30 to 44 T-shirts men's sizes 34 to 46

Stock up! Get Penney's action-free, quality cotton underwear. T-shirts have nylon reinforced collars. Briefs boast heat resistant elastic waistband.

MAIN FLOOR

Women's Hand Bags

The season's smartest shapes with the look of leather. Fashion colors. Rayon lined. **\$1⁷⁷** plus tax



MEN'S THERMAL UNDERWEAR BUY

1⁴⁴

each shirt sizes 36 to 46 drawers sizes 30 to 44 Comfortable? You know it! Penney's knits soft, absorbent cotton into long sleeve shirts with crew neck, ankle length drawers with elasticized top.

MAIN FLOOR

Boy's Sport Shirts

Long sleeve, easy care cotton gingham, novelty trims, wash 'n wear... better tailored. **1²²**



Orlon® Acrylic pile lined COTTON CORD PARKA!

As warm as he could want it... the bulky knit collar, zip-off hood 'n Orlon pile lining are proof positive! Easy-clean, too! Just machine wash at medium setting!

8⁸⁸

boys' sizes 4 to 18

BASEMENT

JANUARY WHITE GOODS

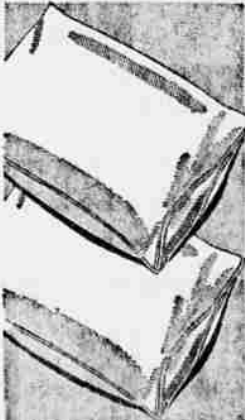
AT TERRIFIC SAVINGS!



SOFTLY TUFTED STRIPED SPREAD

5⁰⁰

78 by 105, 90 by 105 inches Ever expect such style at this price! Round corners, shag edge! Viscose rayon tufts on cotton; machine wash, medium set. Topaz, rose, brown, turquoise.



SAVE ON PILLOWS! FOAM RUBBER

2 FOR 6⁰⁰

Now get all the buoyant comfort of allergy-free foam at Penney's low price! Extras like easy-off zippered white muslin covers, neatly corded edges. Thrifty!

Room Size Rugs

Full 9' by 12' cotton cut pile at celebration savings. Go with everything colors. Practical and pretty. **1⁷⁸⁸**

Black Metal Tables

Terrific value, utility! Heavyweight for durability. Space saving. Hold almost anything. **\$3**

REMNANTS

Your big chance to save and sew. Greatly reduced for extra savings. Cottons, rayons, wools, wool blends. Hurry for these.

Girls Anklets

Soft spun cotton with cuff top. Heavyweight for durability. White. 6-8. **5/\$1**

Reversible Blanket

Lofty 3 1/4 lbs. of cozy warmth. Long lasting nylon binding. Machine washable. Rayon-nylon blend. 72x90. **3⁸⁸**

Polyethylene Roses

Look almost real! Full blooms! Long stems! One color, mixed bouquets! Dozen **\$2**

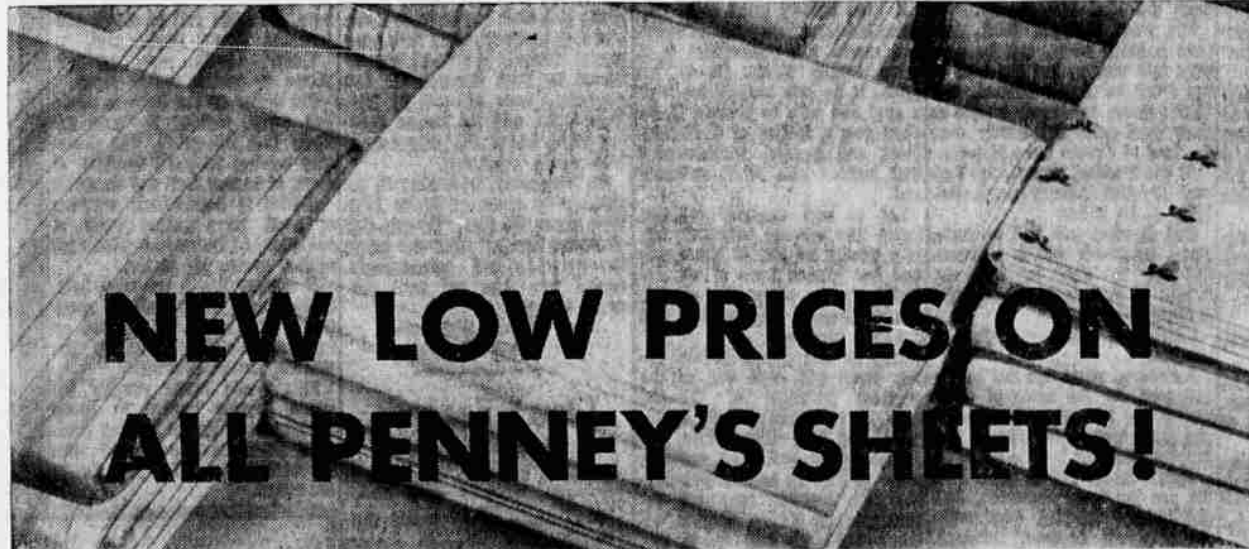
Sleepwear Cottons

Dozens of prints and solids. Batiste, magic crepe, plisse and flannel. All machine washable. SAVE! 3 yards **\$1**

5-Drawer Chests

Durable construction of pine and Masonite. 5 roomy drawers with hardware. Maple finish. **1⁹⁸⁸**

SHOP PENNEY'S



NEW LOW PRICES ON ALL PENNEY'S SHEETS!

NATION-WIDE® MUSLINS FAMOUS FOR LONG WEAR!

1⁵⁸

twin 72 by 108 inches twin Sanforized® fitted

full 81 by 108 inches, full Sanforized® fitted **1.78**

42 by 36 inch pillow case **2/78c**

These are the same famous Nation-Wide muslins that homemakers across the country count on for fabulous long wear! All perfects, yet see how you save during Penney's tremendous January! Compare: strong staple cotton in a firm balanced weave, no weak spots! Smooth finish with a minimum sizing — no loaded finish to wash out! Sturdy selvages that take countless washings! Here's years of value, stock up now!

PENCALE® LUXURIOUS COMBED COTTON PERCALE!

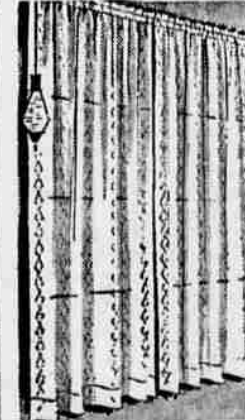
1⁹⁷

twin 72 by 108 inches twin Sanforized® fitted

full 81 by 108 inches full Sanforized® fitted **2.15**

42 by 38 1/2 inch pillow case **2/99c**

Yes, these snowy, silky-smooth Penney percales are every inch perfect! Yet, see how you save during Penney's tremendous January! Choice of American homemakers for generations, they're woven of selected, long staple cotton, combed to extra smoothness! The weave is high-count, firm and balanced for excellent wear. Selvages are strong, hems precisely finished. Now is the time to stock up on luxury at thrifty prices!



GLITTER WOVEN EVERLON® PANELS!

1⁰⁰

40 x 81 So airy! Extra fine ivory rayon mesh, metallic diamond pattern! Deep hems. They wash and dry fast! Hang pairs or singles, as full as you like.



GLOW-COLOR SCATTER RUGS!

3⁰⁰

Scatters of viscose rayon loop pile... a big 30 by 50 inches that cover over 10 square feet! Sandalwood, rose, white, green, brown and smoke.

Men's Sport Coats

Fancy boucles, neat checks, rich plaids, smart stripes. All first quality tailored to fit. 36-44 **\$15**

Girls Dresses

Closely of better dresses. Tremendous values. Many fabrics, styles, and colors. Hurry! **\$3**

All Weather Coat

Dan River poplin shell. Orlon pile lined. Full length. Natural colors. Washable reduced. **\$12**

Girls Coat

Wide selection of girls coats now reduced. Many fabrics and styles. 7-16 **7⁸⁸** 3-6x **4⁸⁸**

Women's Millinery

Excellent assortment of fashion millinery. Fashion right colors and styles. **1⁸⁸**

Wos. Tweed Coats

Drastic price reduction on these all wool tweeds. Popular styles. Hurry! Save! **\$15**

Women's Dresses

Reduced. Reduced. One group of medium priced fashion dresses. Misses sizes and half. **\$2**

Women's Dresses

Reduced. Another group of better dresses. More style, more fashionable colors. **\$6**

YOU'LL SAVE!

Women's Shoes Group 1

Manufacturers closeout! Tremendous group of medium priced shoes. Many styles and fashion colors, size range 4-10, AAA-C. Hurry and save at this bargain price. **1⁹⁹**

Women's Shoes Group 2

Manufacturer's closeouts! Tremendous group of higher priced shoes. Smartly styled black calf, red calf, velvets, suedes 4-10, AAA-C. Hurry while selections last. **2⁹⁹**