

**PENNEY'S**  
ALWAYS FIRST QUALITY



THIS IS MR. PENNEY'S PARTICULAR PROJECT... he's a modern merchant with good old fashioned ideas about honest values and real bargains! Nothing but nothing gets tagged a Founder's Day special unless it's true blue. Prices so low they bring the good old days to mind... values that stand up to comparison on 2 coasts and all-America in between!

**STARTS TOMORROW**  
**9:30 A.M.**

**OPEN DAILY**  
9:30 A.M. to 5:30 P.M.  
**OPEN**  
Monday and Friday Nights Till 9 PM

# Founder's Days

**for a limited time only!**  
**20% OFF**  
**these women's lined boots!**

**A. LINED IN NYLON FLEECE!**  
Top quality leather! Warmly lined with lush nylon fleece! Sturdy ribbed cushion crepe sole 'n heel! Dynel® modacrylic stretch cuff!  
reg. 6.99 NOW **5<sup>99</sup>** AA 5 to 10  
B 4 to 10

**B. SMART CONVERTIBLE CUFFS!**  
Supple glove leather boot has rich Dynel® modacrylic cuff! Snug Acrilan® acrylic lining! Ribbed cushion crepe heel 'n sole!  
reg. 8.99 NOW **7<sup>19</sup>** AA 5 to 10  
B 4 to 10

**C. SMART STACKED HEEL!**  
Just right for city or country with stacked heel and smooth leather upper. Acrilan® acrylic pile lining and ribbed cushion crepe sole.  
Reg. 9.99 - NOW **7<sup>99</sup>** Sizes AA 5 to 10,  
B 4 to 10

**D. WARMLY LINED BOOT!**  
Leather boot has elasticized side strap! Ribbed cushion crepe sole 'n heel! Dynel® modacrylic cuff, Acrilan® acrylic lining!  
reg. 6.99 NOW **5<sup>99</sup>** AA 5 to 11  
B 4 to 11

**OCTOBER 31ST AND NOVEMBER 1ST AND 2ND ONLY!!**

**BOYS HOODED SWEAT SHIRTS**  
**1.77**

100% cotton, wears like iron, warmly lined. Zipper front, 2 pockets. Perfect for boys or girls.  
**BASEMENT**

**SHAVE CLOSE, FEEL FRESH WITH SUNBEAM ELECTRIC**  
**11<sup>88</sup>**

Sunbeam Rollmaster... doesn't pull, just rolls that beard off. Real comfort with the easiest shave he's ever had.  
**MAIN FLOOR**

**BRUSH TEETH CLEANER WITH ELECTRO-DENT CORDLESS TOOTHBRUSH**  
only **8<sup>88</sup>**

You have to brush anyway, so why not make it easy, more fun, with Electro-dent? Keep teeth and gums fresh always with this guaranteed long-lasting electric toothbrush. Get it at Penney's low, low price.  
**MAIN FLOOR**

**BABY LOVES HIS 2-PC. KNIT SLEEPER!**  
sizes 1 to 4 **\$1**

Buy a batch! Save! Flat knit sleepers with non-skid plastic soles, gripper back and waist. 4 baby colors!  
**SECOND FLOOR**

**SPECIAL IN 'STAINLESS' BIG SERVICE HAS 56 PCS.**  
**9<sup>98</sup>**

Styled exclusively for Penney's by the International Silver Co. . . . complete service for 8. Beautiful, new Rosemont pattern of smart stainless steel with extra 4-pc. hostess set. A spectacular value.  
**BALCONY**

**SPECTACULAR VALUE! 63 PIECE MELMAC® SET**  
**18<sup>88</sup>**

Save money . . . time in the kitchen with quality Melmac dinnerware! Made by Brauchell. 3 beautiful patterns! Extras! 8 tumblers, 8 dessert dishes, covered butter dish. Serves 8 . . . is break resistant.  
**BALCONY**

**LAMINATED CORDUROY WEATHER WATCHER**  
10-18 **14<sup>88</sup>**

Lush cotton corduroy laminated to polyurethane foam, lined in a cherry cotton print! Smart 3/4 length goes out dressy over skirts, casual over pants!  
**SECOND FLOOR**

**ACETATE TRICOT QUILT DUSTERS!**  
sizes 10 to 18 **\$5**

Luscious acetate tricot quilt dusters. Assorted styles and trims. Blue, aqua, pink, rose. So fresh and so comfortable!  
**SECOND FLOOR**

**MISSES QUALITY WOOL FLANNEL ANKLE PANTS**  
**6.99**

Expert tailoring. Side zipper. Roll cap waistband construction, full-lined with quality rayon acetate.  
**SECOND FLOOR**

**TWILL JACKET IS MACHINE WASHABLE!**  
sizes 36 to 48 **4<sup>44</sup>**

11 oz. cotton 'Fire-bird' jacket has Du Pont's Dacron® polyester fiber fill '88' on nylon quilt lining. Value!  
**MAIN FLOOR**

**SPECTACULAR SAVINGS! MEN'S ALL WEATHER COATS**  
12-20 **14<sup>88</sup>**

Practical plaids for men! Full length coat changes with the weather . . . just zip in the 100% acrylic pile liner for colder days. Water repellent machine washable cotton plaids in Olive or Black tones. Hurry to Penney's.  
**MAIN FLOOR**

**SPECIAL BUY!**  
**RUG RUNNERS, RAYON TWEED PILE! FOAM BACK.**  
Runners **2<sup>44</sup>** **4<sup>88</sup>**  
24" x 72" 24" x 144"

Hurry! Dozens of uses! For halls, stairs, protection for heavy-traffic spots. Firm sturdy loop pile, foam rubber backed, need no padding! Big sizes at these low prices! Lt. fawn, gray, multi-stripe, lt. green.  
**BASEMENT**

**CHARGE IT . . . it's to pick, easier to plan, easier to pay!**