

PENNEY'S

ALWAYS FIRST QUALITY!



You get more when you shop at Penney's

... more style in a little guy's togs. More value because top makers made them. More quality because Penney's laboratory tested them. More to give because Penney's low-priced them. Come see ... You'll agree there's

MORE for a MERRIER

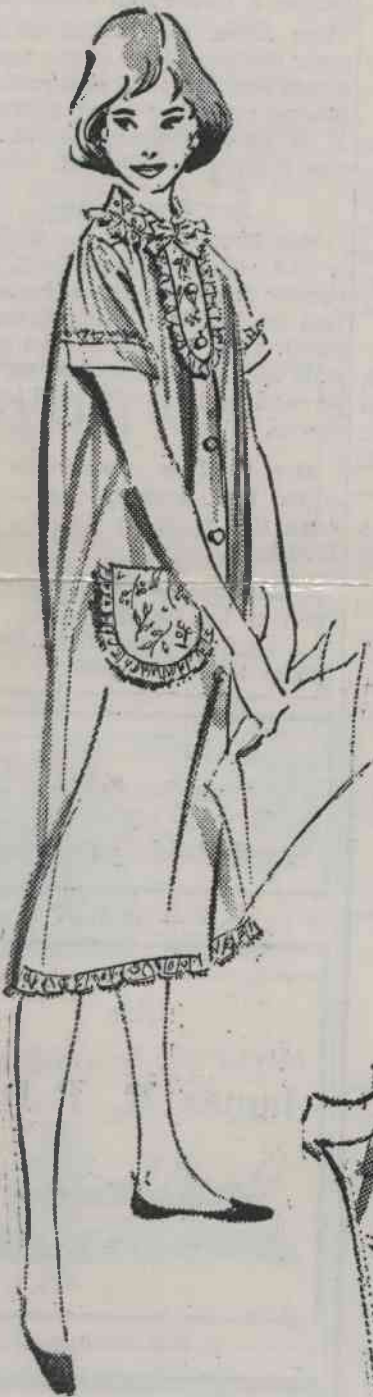
Christmas at Penney's

MAGIC-AIRE
DREAMER

595

sizes small, medium, large

A luxurious blend of nylon, dacron and pima cotton that looks like silk, washes wonderfully, even skips the iron! Exquisitely embroidered. Pink, white.

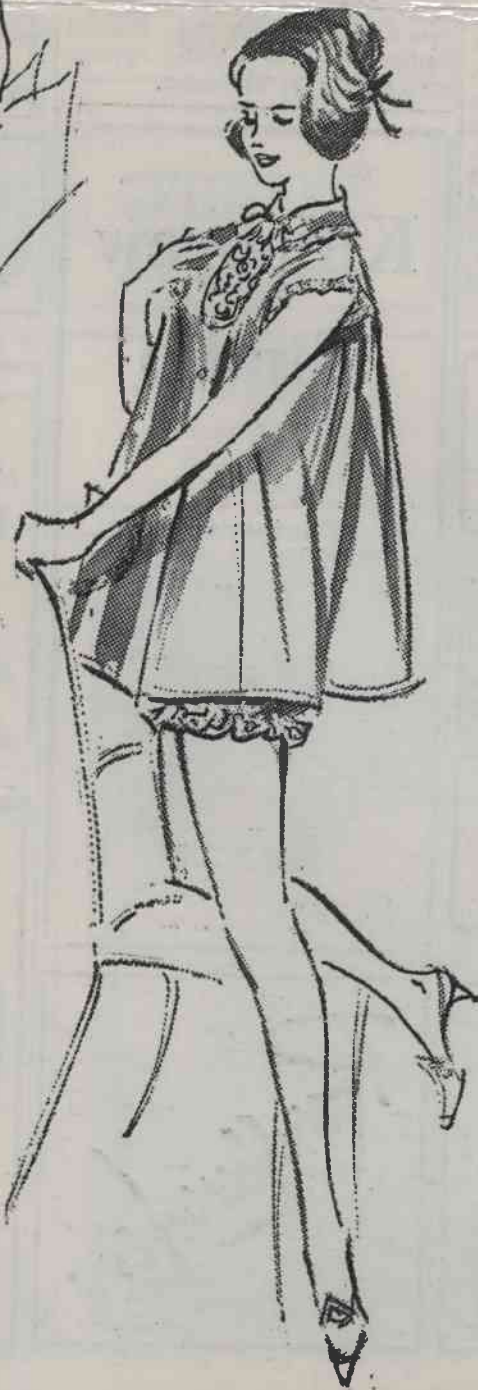


MAGIC-AIRE
BABY DOLL

595

sizes small, medium, large

A luxurious blend of nylon, dacron and pima cotton that looks like silk, washes beautifully, even skips the iron! Luscious embroidery details. Pink, white.



• SAVE MONEY ON THE NEWEST FASHIONS AT PENNEY'S



Penney's is first with the big pouf ...

50 WHIRLING YARDS OF NYLON AND LACE

The first petticoat specially made to go formal ... a full frothy fifty yards of nylon and lace that takes the place of four ole' timer petticoats, yet keeps hips sleek with its nylon tricot waist. Find stirring black, red, white, blue, pink ... all drip dry, stay staunch ... through seasons of prom-trotting!

595

small to large