

PENNEY'S

ALWAYS FIRST QUALITY!

Sanford, N. C.

AT PENNEY'S WE HAVE THE CHRISTMAS SPIRIT . . . SO WE ARE "GIVING." GIVING THE GREATEST CHRISTMAS VALUES EVER . . . DON'T MISS A SINGLE PACKED DAY AT PENNEY'S. IT'S IMPOSSIBLE TO ADVERTISE EVERY SENSITIVE ITEM, BUT YOU WON'T MISS 'EM IF YOU ALWAYS SHOP PENNEY'S FIRST.



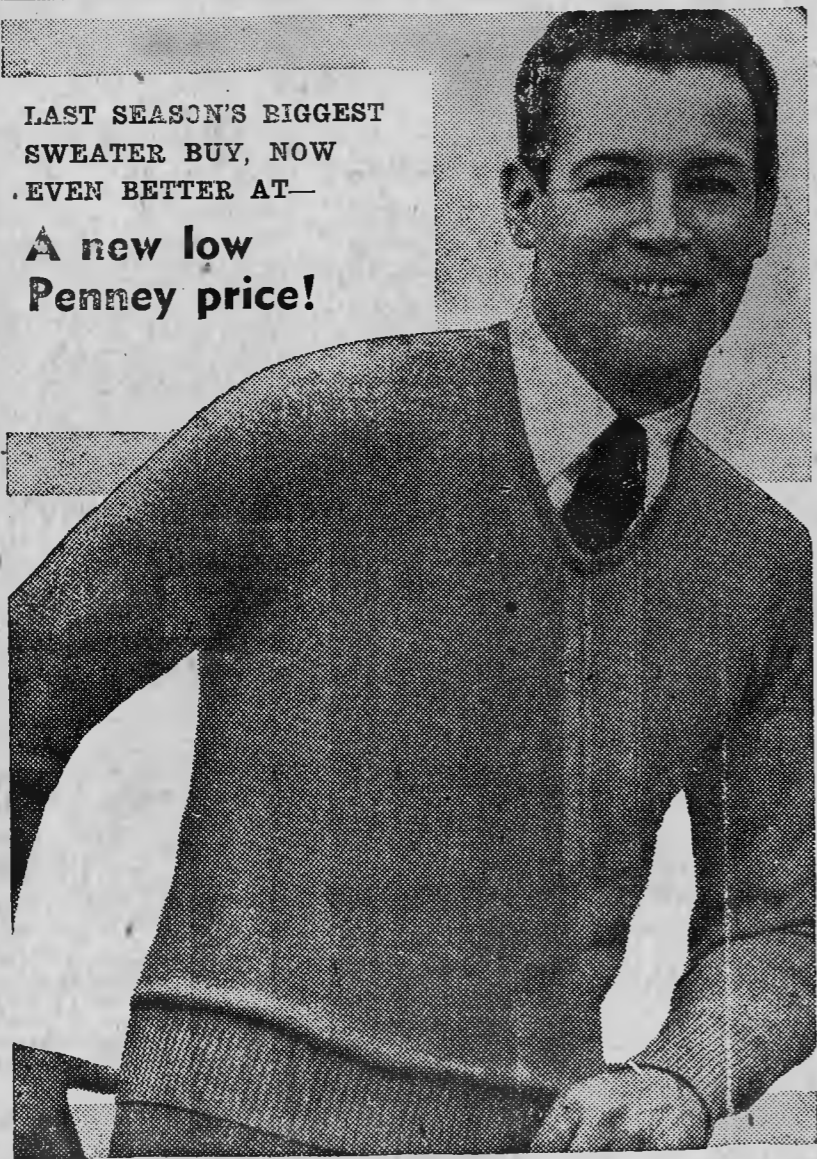
You saw me in LIFE"

CUDDLY-WARM ORLON® CARDIGANS come thru suds true to their colors...and size!

Well-behaved beauties, Mom . . . Penney's nifty, thrifty Orlon® sweaters wash in a matter of minutes, need no blocking whatever! They never shrink up, never stretch out . . . and they take all the rough tug-on-off treatment they can get! Creamy-soft, in mouth-watering Fall colors. Sizes 7 to 14.

3.98

LAST SEASON'S BIGGEST SWEATER BUY, NOW EVEN BETTER AT—
A new low Penney price!



TOWNCRAFT INTERLOCK ORLON SLIPOVERS — 16 Fashion Colors!

Now at Penney's spectacular new low price it's easy to own a wardrobe of Orlons to go with all your important fall outfits . . . and Penney's has every color you need! You'll enjoy the warmth and comfort of this fine interlock Orlon . . . its easy care, too! Your Towncraft rinses quickly, dries without fuss . . . with no shrinkage problem!

4.98

- charcoal gray
- light green
- navy
- charcoal brown
- dark green
- peacock
- light gray
- light blue
- tangerine
- cognac
- cranberry
- white
- avocado
- camel

Here is a Practical Gift

CANNON TOWELS

Thick thirsty. Picket stripe and solid colors. 20 x 42.

2 for 1.00



handwashable! Infants, Toddlers

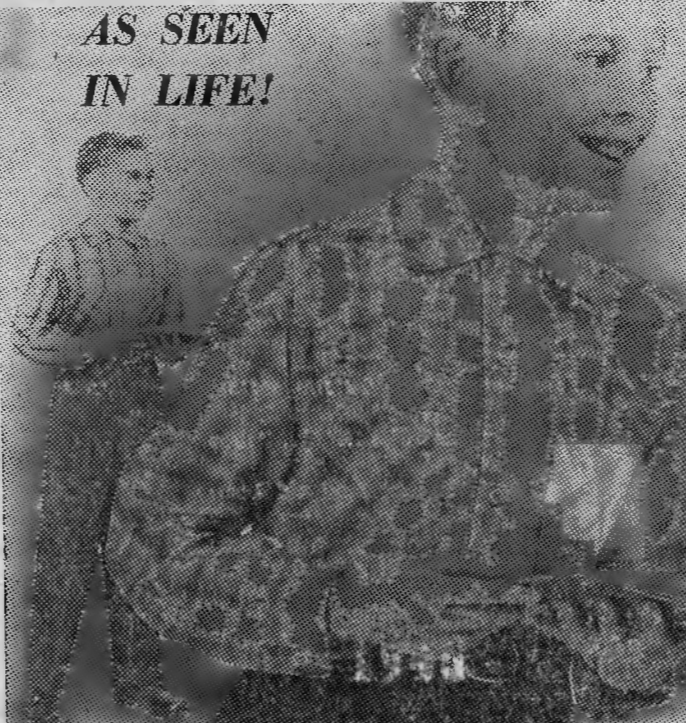
NYLON SNOWSUITS!

It pays to shop Penney's for easy-care, drip dry one-piece nylon snowsuits! Acetate quilted lining; interlining, zipper front, rib knit cuffs.

6.90

sizes 1 to 4

AS SEEN IN LIFE!



Carefree Dri-Don finish in DAN RIVER PLAIDS!

Now Wash 'n' Wear . . . all a boys' favorite woven plaids! Toss 'em in a washing machine . . . they jiffy iron in minutes or take none at all!

1.98

sizes 2 to 18

3 lbs. pure warmth-giving wool!



WINTER WEIGHT BLANKET

In 7 colors she can match up with every solid color Golden Dawn blanket!

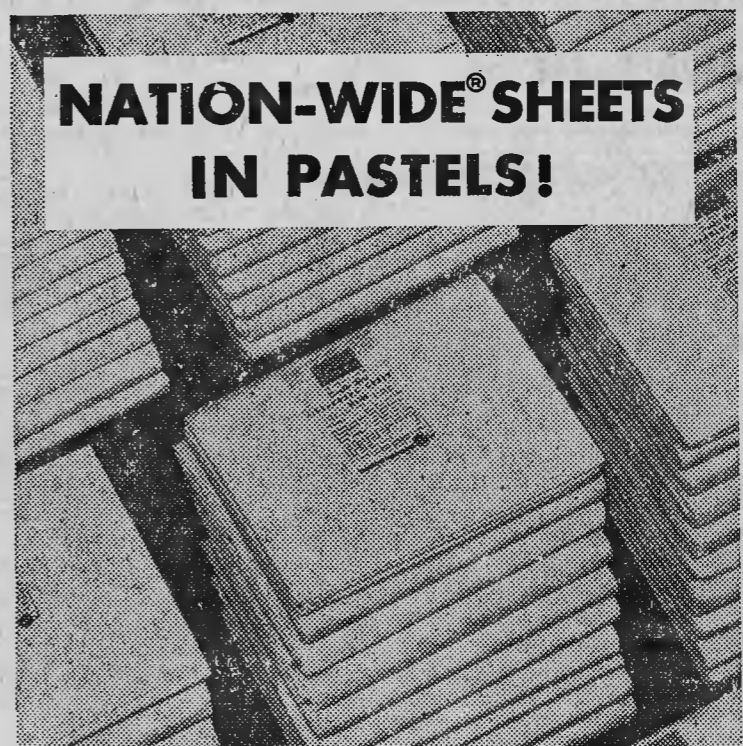
8.90

72 x 84

Start someone off to a new blanket wardrobe! Luxuriously textured, superbly warm, this pure blanket braves coldest winter nights—wears for years. Acetate satin bound. 5 year guarantee against moth damage.



NATION-WIDE® SHEETS IN PASTELS!



Penney's sturdy muslins in gift-worthy fashion colors!

MAIZE BLUE
SPRING GREEN
PINK ROSE
ORCHID

2.49

81 x 108" \$2.29
72 x 108" \$2.29
42 x 36" cases 52c

Make up your own sets, in her favorite colors, in twin and full sizes with cases to match. They're fine quality every homemaker appreciates—crisp, smooth, long-wearing!

Handloomed multicolored EMBROIDERY!



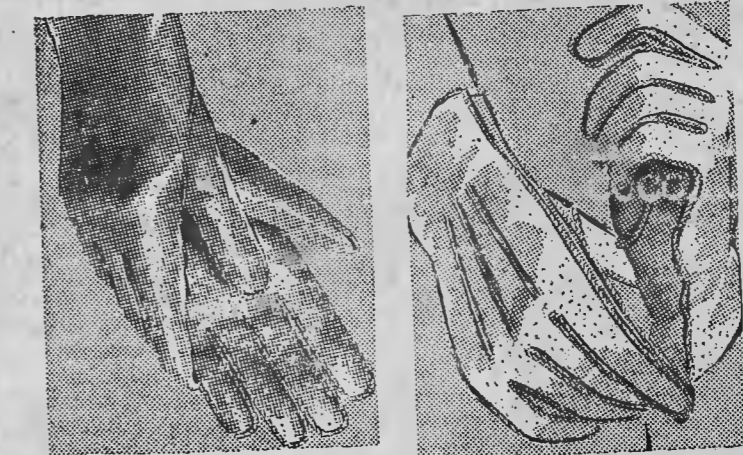
Decorative hemstitched muslin pillowcases!

In handsome window-pane box

1.98

set of two

Designed to dress her bed with delicate beauty—a very different, gifty set of pillowcases. They're 42x36"—lovely, long-wearing 80 square muslin—sewn with sturdy French seams. Ideal for the homemakers, young-marrieds on your list.



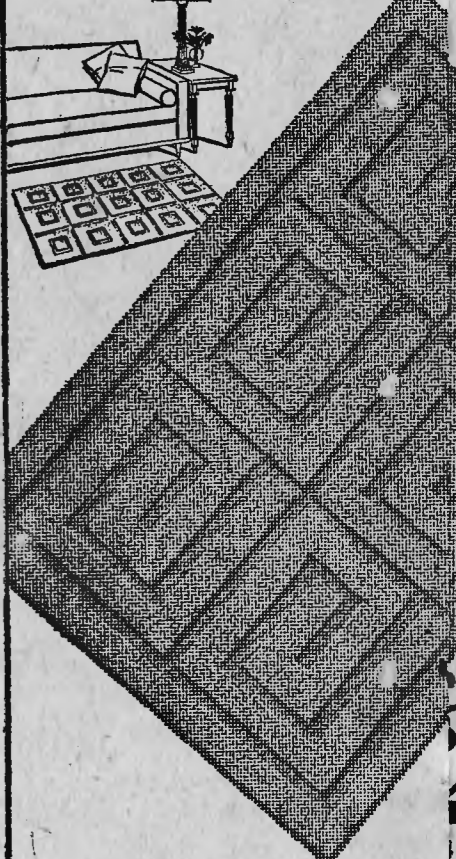
Imported capeskin, lined with Fur-line imported cape-skin Wool 'n' Dacron. Premium gift gloves for men. Premium leather gloves for men . . . leathers with warm, silky rabbit fur, and backed with Penney's Towncraft quality construction. Sizes small, medium large, extra large. sizes 8 to 11.

2.98

3.98 pair Special! \$1 each

Plus federal tax

GRECIAN TILE SCULPTURED

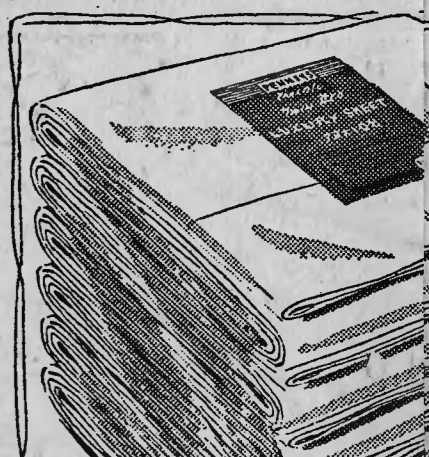


- HIGH AND LOW PATTERN PRINTS!
- THESE RUGS CARPET SWEEP SHAMPOOI!
- LUXURY RUGS AT MIGHTY!

Deep, dense cotton pile that will vacuum and washes like a dream. Grecian Tile design blends . . . in wonderful colors including French blue and sable brown.

- 32 by 48 inches . . .
- 40 by 56 inches . . .
- 48 by 72 inches . . .

It's the Household Would Like to



America's Greatest

Nation-Wide

Type 128

- 81 x 108 . . . \$1.99
- 72 x 99 . . . \$1.69
- Pillow Cases . 44c

NATION WIDE FIT

Saves Bed Making Time. They're Sturdy. Easy to Own.

Penney's Percalé Sheets



Penney's brightens the holiday scene with this sparkling buy from a famous maker! Come see stone-set floral clusters, all so colorfully flattering in ice blue, ruby, topaz multi-colors! rings, rings, rings.