

PENNEY'S
ALWAYS FIRST QUALITY!

DON'T MISS!

FRIDAY!

SATURDAY!

To Celebrate Bruce Elliott's 27th Anniversary in Roseburg

BRUCE ELLIOTT DAYS!

SPECIAL PURCHASES!

CELEBRATION SPECIALS!

EXTRA SAVINGS!

To thank you for your patronage through the past 27 years . . . Penney's celebrate Bruce Elliott's 27 years with Penney's. Roseburg has made many outstanding changes in the past years and continues to grow as a shopping center for all Douglas County. Typical of its growth is the new J. C. Penney store, built to

better serve you in all your clothing and furnishings needs. Bruce Elliott, thanks you for helping make this possible and wishes you to help him celebrate with these outstanding values. There are also many values not advertised here, so come in, shop and say hello.



MEN'S CUSHION INSOLE PLAY SHOES! BARGAIN!

Cool, restful foot comfort at a bargain price! For sports and leisure wear. Light, flexible cork 'n' rubber soles and sponge cushion insoles, with uppers of navy or brown duck. Sanitized.

2.22

PENNEY'S MAIN FLOOR Sizes 6-11



TIMELY SLIP SPECIAL — SHADOWPROOF PLISSE!

The slips you love for summer—cool, need no ironing, prevent "see-through" under sheers! Well-fitting 4-gore styles with front shadow panels, embroidery trims. White, 32-44.

1.44

PENNEY'S MAIN FLOOR BUY!



SPECIAL

NYLON TAFFETA HALF SLIP

only \$3

Special! Bouffant half slip of nylon taffeta with three tiers of ruffled net under the skirt. White, pink, red or navy for sizes S, M, L.

PENNEY'S MAIN FLOOR

Not 1 pair, but 2 PAIRS AT THIS ONE LOW PRICE!

Anniversary Priced! Glamour Sheer Nylons

2 pairs \$1

AND LOOK: They're all first quality! Each pair is full fashioned! YOU GET: Leg-flattering dark seam! Protective cellophane wrapping!

Now at savings too good to miss—60-gauge, 15-denier nylon stockings, sheer enough for dress wear, sturdy enough for business. You'll like the leg-flattering dark seams, the wonderful spring shades. Find sizes 8's to 11, in cellophane wrappings to protect them from handling snags. Don't miss this exciting event—hurry to Penney's, today!

PENNEY'S MAIN FLOOR IT PAYS TO SHOP AT PENNEY'S!



SPECIAL PURCHASE!

NYLON FASHION DUSTER

Special! \$5

COMPLETELY LINED!

A frothy, feminine robe you'd expect to cost dollars more! It's of rosebud flocked sheer nylon with a separate lining for opaqueness. Lacy collar, puff sleeves. Blue, pink; 10-18.

PENNEY'S FASHION BALCONY



WOMEN'S PLAY SHOES 2.22

They have sponge cushion insoles, buoyant cork and rubber outsoles, and, of course, they're Sanitized. Red or blue. Women's sizes, 4-9.



BOYS' 10oz. BLUE DENIM JEANS \$1

Sizes 6 to 12. Hurry! First quality Sanitized denim jeans. Fabric shrinkage less than 1%. Penney's Main Floor



BOYS' PASTEL SHIRTS FRENCH CUFFS Only 1.50

Boys' French cuff dress shirts with metal cuff links! Trim, wide-spread collar. Sanitized. Machine washable. Sizes 6-16. Penney's Main Floor



BOYS' COTTON POLO SHIRTS 2 for \$1

One-time buy! Boys' polo shirts with nylon-reinforced crew neck. Fine combed cotton machine washable in lukewarm water. Pastel colors. Sizes 4-16. Penney's Main Floor



GIRLS' SLEEVELESS BLOUSES

Only 88c

Vat-dyed cotton broadcloth in smart summer colors . . . get a color to match every outfit. You can't have enough of these wonderful blouse buys! Sizes 7-14. Penney's Fashion Balcony

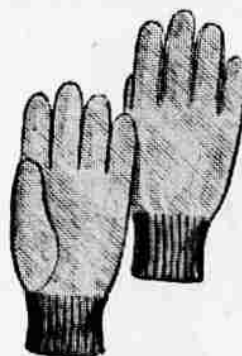
SPECIAL! GIRLS' COTTON PLISSE PAJAMAS Only \$1

Girls' 2-Piece Cotton Plisse Pajamas, sizes 6-16. Anniversary value . . . 1.00

GIRLS' 1-PIECE PAJAMAS 88c

Smart 1-pc. style, just right for summer! Pastel colors. Sizes 2-6.

PENNEY'S FASHION BALCONY



MEN'S CANVAS WORK GLOVES 5 Pair \$1

Heavy duty 8-oz. white canvas gloves for every job. Napped inside for comfort. Knitted wrist for snug fit. Excellent Penney value. Penney's Main Floor



MEN'S CHAMBRAY WORK SHIRTS \$1

Special! Standard weight blue chambray work shirts! Sanitized, full cut, durably built with many quality features. Sizes 15-16 1/2. Penney's Main Floor



BOYS' JACKETS RAYON-NYLON Sizes 2-8 \$2

Boys' machine washable lightweight jackets of rayon-nylon sheen that sheds rain and wrinkles! Penney's Main Floor



SUMMER HANDBAG Special \$4

Gay as sunshine — Penney's summer-grain plastic handbags in pastel shades. Lined with plastic leather; have their own mirrors. Choose from a range of high fashion styles. Penney's Main Floor