

PENNEY'S

ALWAYS FIRST QUALITY!



PENNEY'S SPANS THE NATION WITH BIG TOP VALUES!

34 anniversary

STARTS
9:30 A.M.
OUTSTANDING
VALUES!
SAVINGS!

PENNEY'S IN ROSEBURG **BIG TOP VALUES FOR YOU IN PENNEY'S GREATEST ANNIVERSARY EVER!**

ANNIVERSARY-PRICED AT PENNEY'S...

Party-pretty multi-stripe TOWELS BY CANNON

A luxurious supply of Cannons is easy to have at Penney's tiny price! See these thick, thirsty towels striped in harmonizing shades to solo smartly or team with solids!

Face towels 4 for \$1
Wash cloths 8 for \$1

SPECIAL 2 for \$1

22 by 44 inch bath size

PENNEY'S DOWNSTAIRS STORE

ANNIVERSARY SPECIAL



LOWEST PRICE EVER! DOUBLE KNEE JEANS

Stock up now at this one-time only Penney price! Boys' slim, trim Western jeans with welded double knees for extra wear and less mending. Mom! Ruggedly reinforced 10-ounce Sanforized denim, machine washable.

\$1.22

Penney's Main Floor

sizes 4 to 12

ANNIVERSARY SPECIAL



FLIP!... SNAP!... SAVE!... ON THE FABULOUS SHU-LOK

Man, don't miss Penney's Anniversary buy of the most popular new shoe in years! Talon's Shu-Lok provides smart snug comfort without laces or elastic. Brown with all-around welts. Sanitized.

\$6.66

Penney's Main Floor

sizes 6 1/2 to 11

COMPARE!

Where but Penney's such low price tags on matched sets of Dupont Fabrilite®!



ANNIVERSARY SPECIAL

- Tall, roomier design • Lightweight • Easy-grip, steel core handle.
- Sturdy — resists scuffs, scratches, stains. • Solid brass locks

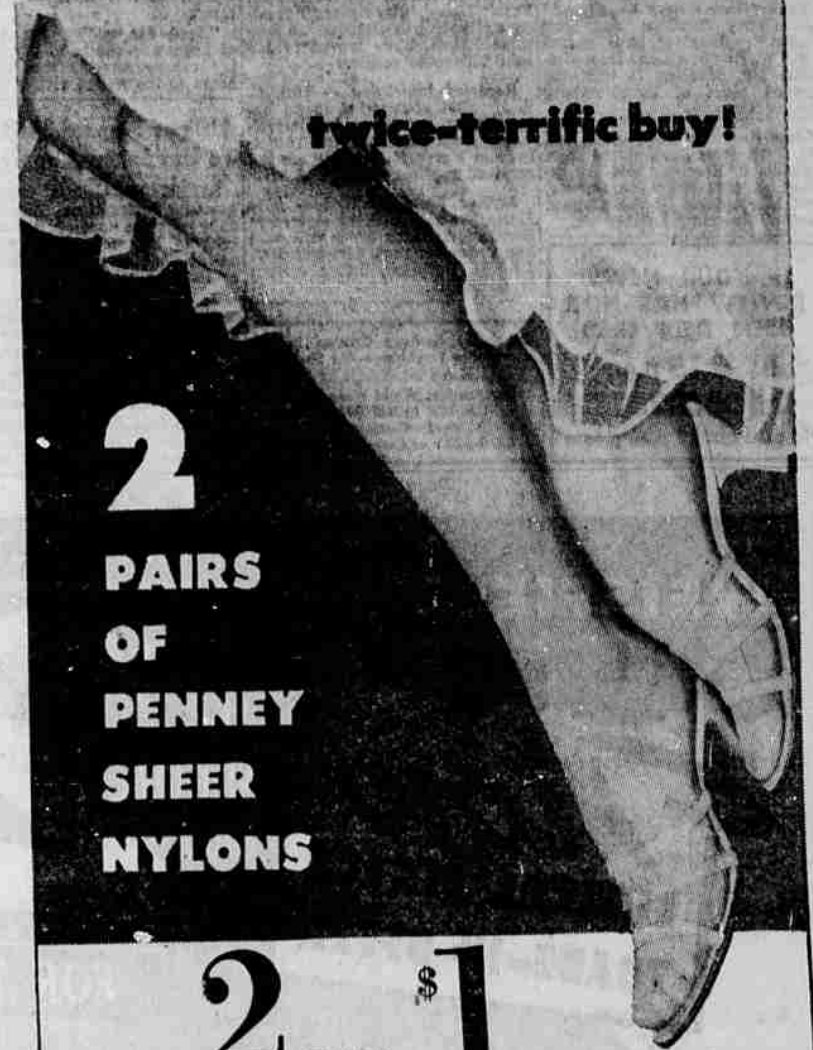
\$29.75

3-Pc. Set plus 10% Fed. tax.

It will pay you to compare! Imagine, for under \$33 at Penney's, you can have, not just one piece of luggage, but a whole wardrobe to take you in style thru years of vacations! Shadow blue color. Buy a complete set now on Lay-Away!

SET CONSISTS OF 21-INCH WEEKEND CASE, 26-INCH PULLMAN AND 14-INCH TRAIN CASE.

PENNEY'S MAIN FLOOR



twice-terrific buy!

2 PAIRS OF PENNEY SHEER NYLONS

2 PAIR \$1

60 gauge, 15 denier First Quality

Imagine! Two pair of Penney's glamour sheer nylons for less than you usually pay for one! Where else but Penney's, buying for over 1660 stores, could you find such an exciting buy... just when you want it, too... in time for spring. They're smooth-fitting, full fashioned and of course, first quality... Penney's laboratory testing assures you of that. Slimming dark seams. Newest costume-keyed shades. Sizes 8 1/2 to 11.

PENNEY'S MAIN FLOOR

BIG TOP VALUES FOR YOU IN PENNEY'S GREATEST ANNIVERSARY EVER!

PENNEY'S SPECIAL

Red or Blue 18-in. Sq.

BANDANA HANKIES

10 for \$1

Anniversary special! The time-honored workman's friend... now doubling for sportswear, barbecue napkins, many ingenious sewing uses. Fast colors.

Penney's Main Floor

PENNEY'S SPECIAL

Men's Special

SPORT SHIRTS

Only \$1.33

Anniversary buy of men's rayon print sport shirts. Cool, crisp slub weave in sharp-as-a-tack fashion patterns and colors. Fully washable. Sm-med-lg.

Penney's Main Floor

PENNEY'S SPECIAL

Sewing Savings

PLISSE PRINTS

3 Yds. \$1

Terrific savings on plisse prints during Penney's sensational special purchase! Yards and yards of smart new patterns in every wanted summer color.

Penney's Downstairs Store

PENNEY'S SPECIAL

Boys' Special

POLO SHIRTS

2 for \$1

Striped polo shirts for boys, now Anniversary priced! Fine combed cotton with crew neck, short sleeves. Famous Fu 11 cut-for-action Penney fit. Sizes 4 to 12.

Penney's Main Floor

PENNEY'S SPECIAL

Viscose Rayon

SCATTER RUGS

Special \$3

Penney's luxurious rayon-viscose scatter rugs... now specially priced! Bright decorator colors in new domino design. Deep pile. 2-ply yarns. Non-skid back. 27x44 inches.

Penney's Downstairs Store

PENNEY'S SPECIAL

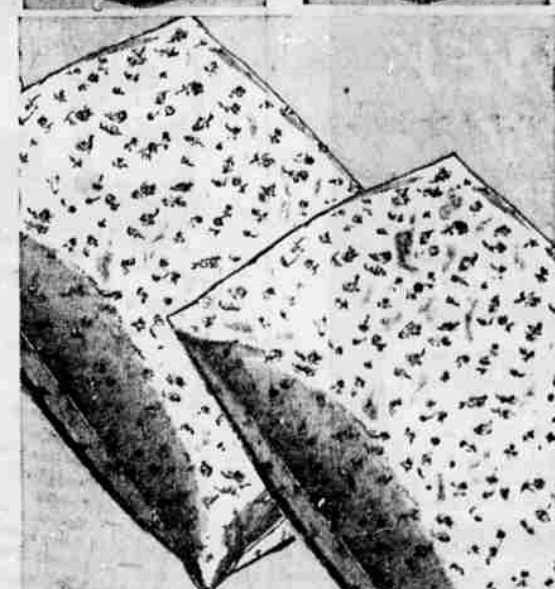
Save Plenty!

CHAMBRAY SHIRTS

Only 88c

Men, save plenty on Penney's 4.4-ounce chambray work shirts. Full cut for comfort, strong stitching for durability. Sanforized. Sizes 14 to 17.

Penney's Main Floor



Fantastic low price for two DACRON FILLED PILLOWS

Compare! These Penney pillows are larger, more fully packed than any we know of at anywhere near the price. Dacron fiberfill makes them lightweight, resilient, odorless, allergy-free. Rose print cover.

2 for \$6.00

18x25 inches Cord-edged

Penney's Downstairs Store



BREEZE-LIGHT SHIRTS WONDERFUL LOW PRICE!

New Penney Anniversary price saves you plenty! Boys' cool, light as a breeze and colorfully printed rayon slub weave shirts. Smartly styled with neat looking round collar. Long-wearing, machine washable.

\$1.00

boys' sizes 2 to 18

Penney's Main Floor



SHEDS NO LINT TO SPEAK OF!

Viscose-rayon and nylon NEW WONDERFUL CHENILLE

Amazing... Penney's Anniversary price for these miracle blend bedspreads. Chenille is closely tufted in a new corduroy weave. The colors glow with new luster. Fringed. Rounded corners. Machine wash in lukewarm water.

\$5.00

Full Size in white, gold, pink, rose, cocoa, sea green, others

Penney's Downstairs Store