

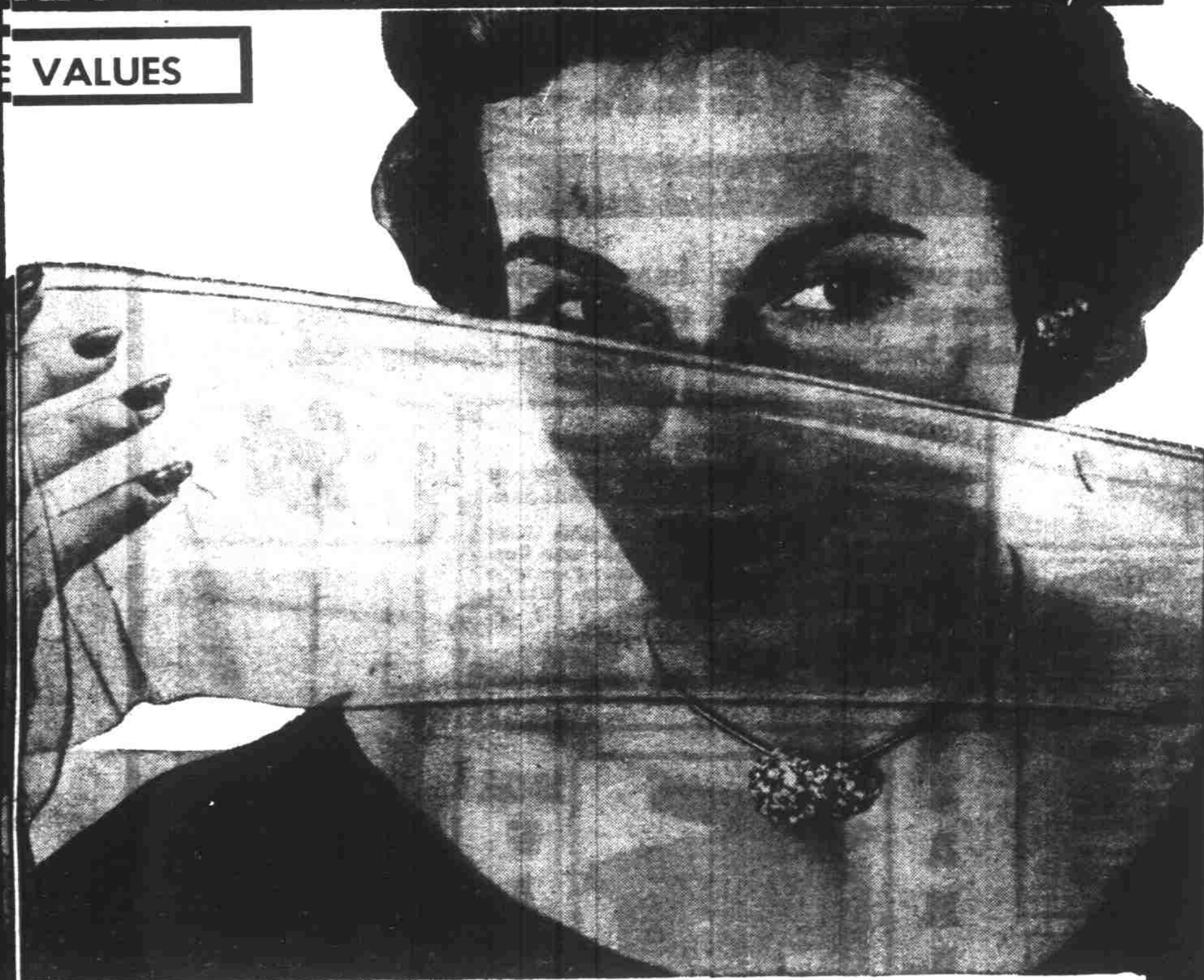
# JUBILEE

**STARTS TODAY**

TREMENDOUS BUYS IN EVERY DEPARTMENT!  
HUGE SELECTIONS! SENSATIONAL LOW PRICES!  
FRESH NEW MERCHANDISE!

VALUE EVENT OF THE YEAR!

VALUES



2 perfect pairs for  
**\$1.25**  
12 gauge  
denier  
Cirk Seam  
**Gaymode® NYLONS**

ALWAYS FIRST QUALITY—EVERY STITCH!

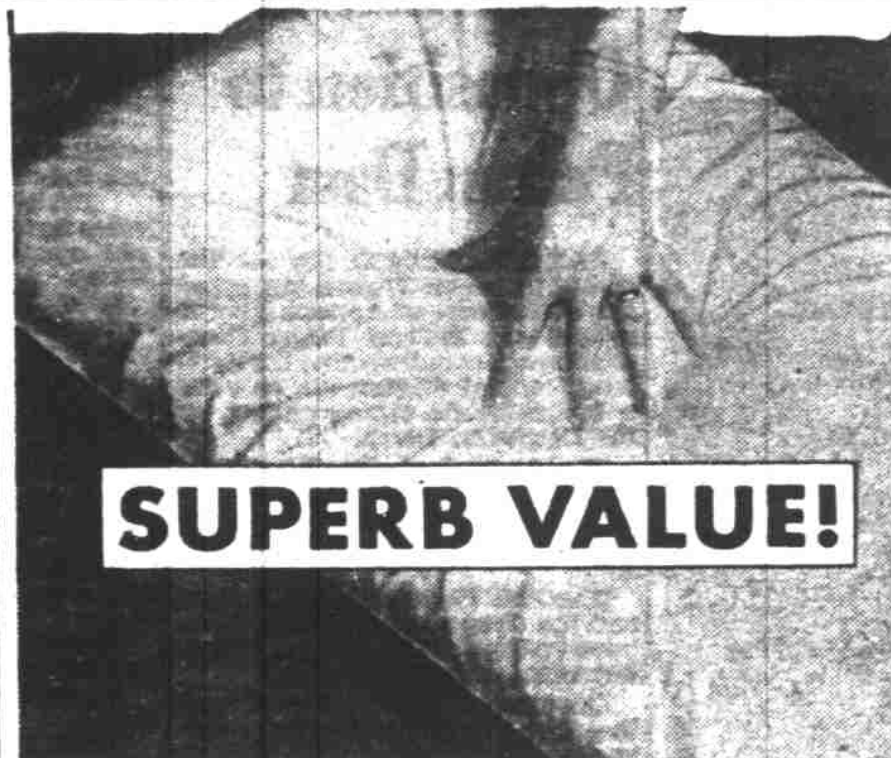
LOVELY NEW SPRING SHADES! Sizes 8½-11!

HERE EARLY! LIMITED QUANTITIES!

OK for your new GAYMODE® NYLONS

is GOLDEN JUBILEE PACKAGE....

PENNEY'S MAIN FLOOR



**SUPERB VALUE!**

DOWNSTAIRS STORE VALUES

**JUBILEE SPECIAL!**



**Magnificent China Lamps with shades!**

gold-trimmed!  
richly decorated!  
three-way sockets! **8<sup>88</sup>**

Tall 27" china lamps with shades... value-priced now! Bases are china with coin gold trim, on sturdy metal mountings... luxury rayon shades are swirled ruffled, lovely! Hurry! Buy in pairs!

**TREMENDOUS SAVINGS!**

**Cotton Loop Rugs**

THICK, SOFT! NON-SKID BACKS!  
YOURS IN RICH COLORS, 4 SIZES!

**2<sup>22</sup>** 27"x48", 3.33  
34"x54", 5.44  
24"x36" 48"x72", 9.66

You choose from white! rose! wine!  
gold! blue! red! medium green! grey!  
Dramatic color accent for every room in your home!  
You save so much now on Penney's thick, washable woven cotton loop rugs... they're superb quality, exceptionally low priced, now! Hurry! Shop!

**Comfortable Foam Latex Pillows**

**JUBILEE SPECIAL!**

**4<sup>44</sup>**

Healthful, dust-free! Sanforized zipper percale cover. White, pink, blue.

PENNEY'S MEZZANINE

**Modern dinnerware service for four!**

**20-PIECE SET!**

- 4 CUPS • 4 SAUCERS
- 4 CEREAL-SOUPS
- 4 LUNCHEON PLATES
- 4 BREAD PLATES

**4<sup>00</sup>**

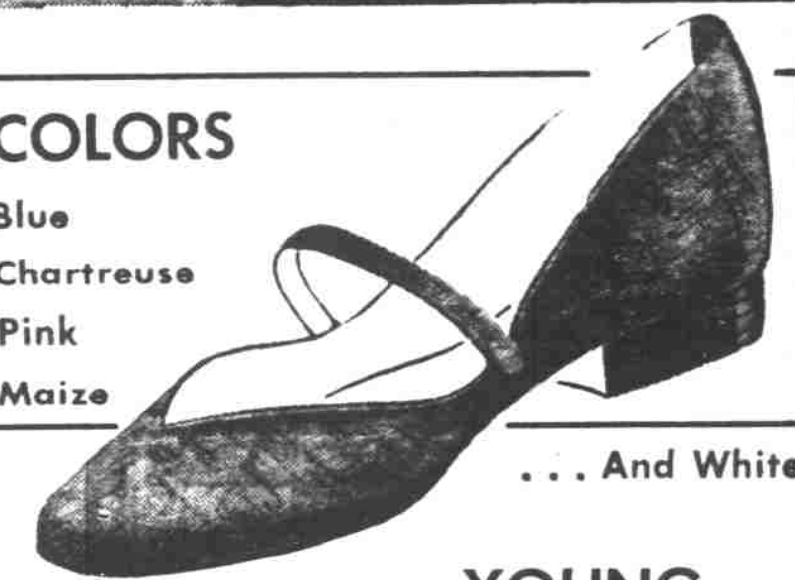
**JUBILEE SPECIAL!**

Amazing how you save at Penney's now! Fine quality dinnerware, in the graceful modern shape—now yours at a special Jubilee price! Four assorted colors in each set... buy two for a complete service for eight! Hurry!

25-pc. set, including serving pieces **6<sup>77</sup>**

**COLORS**

- Blue
- Chartreuse
- Pink
- Maize



... And White!

**YOUNG STRAP FLAPS**

**1<sup>98</sup>**

Butcher weave rayon flats with composition sole and heel. Classic new spring styling at new low price!

PENNEY'S DOWNSTAIRS STORE



Misses' colorful casuals in

**REAL LEATHER!**

**2<sup>77</sup>**

**JUBILEE SPECIAL!**

- New popular styles! Colors!
  - Leather uppers, platforms, and heel covers!
  - Long-wearing soles!
  - Sanitized linings for cleaner, better wear!
- SAVE ON THIS JUBILEE PURCHASE!**