

PENNEY'S

ALWAYS FIRST QUALITY!

shop Penney's

buy now! save plenty!

53rd anniversary

SHOE REPAIR

Special

Men's 1⁵³
Women's
Children's..... 1

HALF SOLES

MEN'S RUBBER HEELS 69¢
WOMEN'S TOPLIFTS 37¢

Downstairs Store



SLIP SPECIAL! EYELET EMBROIDERED COTTONS

Save more during Penney's Anniversary, our biggest bargain event of the year! Three attractive styles in cool, crisp cotton, trimmed with snowy eyelet embroidery. 32-42.

1⁰⁰



4-GORE HALF SLIPS — SANFORIZED* COTTON!

Special purchase for Penney's 53rd Anniversary! 80-square cotton in the 4-gore style, with front shadow panels for opaqueness. Deep hemline trims. White; sizes S, M, L. *Maximum shrinkage 1%

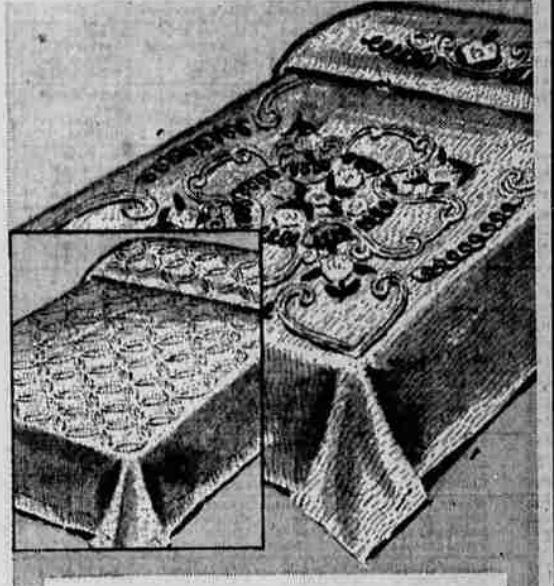
1⁰⁰



SPECIAL, FOAM LATEX PILLOW, ZIPPER CLOSING

A wonderful homemaker's special!... SLEEP with comfort and ease on these resilient, buoyant foam latex pillows... yours with a preshrunk muslin cover with handy zipper closure, 17" x 25".

2 for 6⁰⁰



SPECIAL! SAVE ON CHENILLE BEDSPREADS

Solid colors! Multicolors! Plain or with overlays! Bedspreads you've seen at dollars more, now at dramatic savings. Long-wearing chenilles you wash in the machine, use for years!

5⁰⁰ full or twin size

buy now!



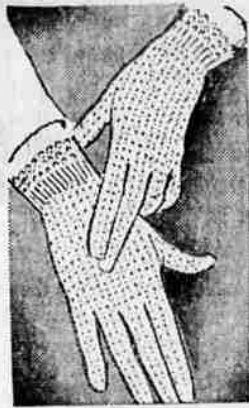
women's unlined rayon check or gabardine

SHORT COAT SPECIAL!

Go with everything short coat beauties... you'll wear over all your spring and summer clothes... clever short classics at an unbelievably low price, sizes 8-18.

3⁰⁰

Second Floor



Special!

WHITE COTTON STRING GLOVES

1.00

They're made of fine Durene combed cotton yarn... mercerized for added lustre... hand washable favorites in sparkling white, sizes s, m, l.

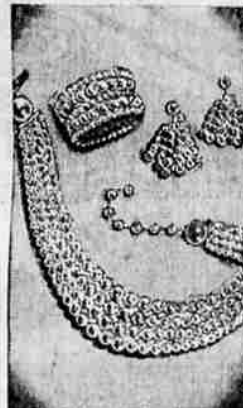


Special!

GIRLS' SLIPS Nylons, Cottons

1.00

A wide variety of bouffant types & straight styles in taffeted nylon and soft fine combed cottons, sizes 7-14.



Special!

GAY, WHITE Summer Jewelry

66¢ ea.

All kinds of clever designs in bracelets, earrings and necklaces... truly an outstanding value on distinctive summer jewelry.



Special!

GIRLS' BLOUSES, SLEEVELESS

88¢

All kinds of washable sleeveless cotton blouses in pert new patterns and solid colors... perfect with all her summer separates, sizes 7-14.



MEN'S RAYON-NYLON GABARDINE JACKETS

Casual jackets fashioned in a long wearing blend of rayon and nylon... treated for water repellency and wrinkle resistance, smart solid tones, sizes 36-46.

3⁵⁰



ANNIVERSARY SPECIAL! BOYS' CHAMBRAY SHIRTS

A worthwhile buy! For school now, summer fun later! Handsomely tailored in Sanforized* combed cotton. Sporty short sleeve model with rounded collar, 2 plain pockets. Pastels. *Weat'think more than 1%.

1⁰⁰

sizes 4-16



ANNIVERSARY SPECIAL! BOYS' RUGGED JEANS

Styled the way boys want them! Low on hips, tight seat, narrow legs! Made of Sturdy 10-ounce* Sanforized†, machine-washable denim. Bartacked at strain points, zipper fly.

1⁰⁰

sizes 4-12



SAVE! FINE CHAMBRAY PASTEL SPORT SHIRTS

An exceptional buy, men! Pink, mint green, other fashion leaders in combed chambray summer-styled sport shirts... yours for far less while this special anniversary purchase lasts!

1³³

sizes S, M, L



MEN'S RAYON-ACETATE GABARDINE SLACKS

A sturdy blend of rayon-acetate... fashioned in a smart looking, well draped, wrinkle resistant sport slacks... good assortment of neutral tones, sizes 29-40.

4⁰⁰

PENNEY'S BIGGEST BARGAIN EVENT OF THE YEAR!