

PENNEY 47th ANNIVERSARY

COME TAKE THE BARGAIN RIDE OF YOUR LIFE



VALUES BUILT FOR YOU!

TODAY! TODAY!! FOR YOU!!

Penney's Spotlights Mammoth Values in

CHENILLE BEDSPREADS

Popular Basket Motif
Double, Single Sizes



TODAY'S CASH AND CARRY VALUE!

It took our New York buyer not days, not weeks, but months to find these fluffy beauties for you. Just run your fingers over the neat rows of closely-stitched tufts, see the big center basket motif filled with gay, colored posies, then look at the tiny Penney price. Take your pick . . . solid colors, white or colored grounds, full bed sizes. Another typical Penney 47th Anniversary buy! Come get yours!

7.77

TODAY STARTS THE MONEY-SAVING EVENT YOU'VE WATCHED FOR!
THE ITEMS YOU NEED MOST AT PRICES YOU LIKE TO PAY!

STYLES, PRINTS, SIZES
ESPECIALLY FOR YOU!



1.77

COTTON HOUSEDRESSES

Penney's picked poplins and 80 sq. percales for these dresses . . . fabrics that can take dozens of tubbings, more wear than perhaps any other frock you own! **Your favorite style** . . . button-to-the-waist classics, coat styles, zipper fronts . . . all smartly trimmed. Choose from stripes, florals, checks. Sizes 12-20; 38-44. Just \$1.77!

CASH AND CARRY MEANS SAVINGS FOR YOU!

LOOK! WE'VE SLASHED
OUR OWN LOW PRICE!



4.98

24" x 44" size

COTTON RUGS

Penney's pares down prices on famous "Fashion Manor" bedroom rugs lower than ever! No corner cutting on quality, of course! **Newest decorator colors** from softest pastels to deep-toned jewel shades! The **loop and tuft design** gives twice the wear . . . **it's reversible**. Use anywhere!

27" round 2.98 27" x 54" 6.90

CASH AND CARRY MEANS SAVINGS FOR YOU!

ANNIVERSARY-PRICED!



\$1

RAYON SLIPS

Another 47th ANNIVERSARY highlight! **Soft, soft rayon jersey** slippers cut to fit everywhere without bunching, wrinkling. So easily washed, so dainty, so sturdily made. You'll wonder how Penney's can price them so low! Choice of white or pink in sizes 32 to 42.

CASH AND CARRY MEANS SAVINGS FOR YOU!

ANNIVERSARY-PRICED!
COSTLIER TRIMMINGS!



1.66

RAYON CREPE SLIPS

You've never seen such lavishly trimmed slippers at a price this low! They're **all bias cut** so you know they'll fit smoothly. One style has bands of lace at the bottom, other have ribbon-run or beruffled necklines. Beauties all . . . and all tagged at a sensible \$1.66 price. In pink or white. 32-42. At Penney's!

CASH AND CARRY MEANS SAVINGS FOR YOU!

TODAY! TODAY!! FOR YOU!!

Penney's Leads the Fashion Parade with

51-GAUGE NYLON HOSE

Newest Shades!
Full Fashioned!



TODAY'S CASH AND CARRY VALUE!

These are all absolutely perfect, full-fashioned nylons in a wide selection of Spring's best shades. Sleek, smart looks for you, too, because they're all 15 and 30 denier, 51 gauge. Here's real costume-complementing glamor at one, low piggy-bank price that can't dent your pocketbook. Another typical Penney 47th Anniversary value! Come stock up on your share.

88¢

TODAY IS EVERYBODY'S DAY AT PENNEY'S. MONEY-SAVING BUYS FOR THE ENTIRE FAMILY ON THINGS YOU WANT AND NEED!