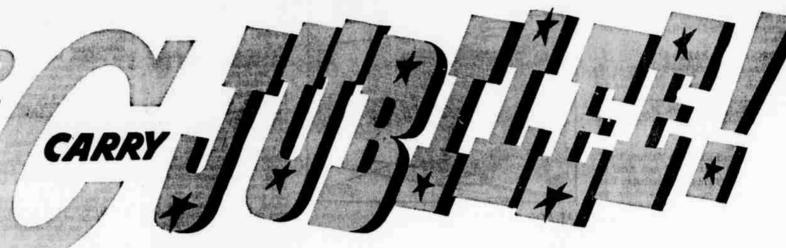
PENNEY'S STARTS TOMORROW!



For a Bank-full of SAVINGS!



CLEVER COTTON PERCALE DRESSES

80 sq. percales-the fabric you want for its wear like iron qualities. Ten Flattering Styles. "Look" 12 to 44!

AMAZING C&C FEATURES

Rayon Gabardine GAMBLER SHIRTS

Proof that you save plenty at C and C Penney's!
MAIN FLOOR

Men's

RAYON PAJAMAS

Where? Why, at Penney's Jubilee!

MAIN FLOOR

Smart

TRAVERSE DRAPES

Trim tailoring. smooth fabrics, low, low price! DOWNSTAIRS STORE

Women's and Children's

UMBRELLAS

It costs so little at Penney's to keep dry! MAIN FLOOR

1.98

Craftsman* Broadcloth Shirts...in Pastels!

WIDESPREAD OR **NU-CRAFT* COLLARS**

OUR C&C PRICE

Everywhere . . . the news in men's shirt fashions is pastels! Penney's C&C Jubilee brings you this special shirt buy in the colors you want at a price that's really rock-bottom! Your favorite collar styles, too . . . either widespread or no-starching Nu-crafts*. Here's your chance to get a drawerfull for much less than you'd expect to pay! You save because you shop with cash, carry it!.

BLUE TAN

HOME UNDER YOUR ARM

LACE **PANELS**

Durable Cotton

1

- Eggshell Color
- DOWNSTAIRS STORE

FEATURE WHITE SHEET

BLANKETS

- Warm Thick Nap Size 72"x99"

Long Wearing MEZZANINE FEATURE

- Don't Miss This

CHENILLE

SPREADS

- ^ Low 5.00
- Special Jubilee Price
- MEZZANINE

FEATURE

WOMEN'S **RAYON BRAS**

- Whites and Blues
- O Not All Sizes SECOND FLOOR

FEATURE

WOMEN'S **BLOUSES**

- Peter Pan Collars Sizes 32 to 38
- SECOND FLOOR

FEATURE JUVENILE

SWEATERS

Now! 1.66

- All-Wool Cardigans
- Fall Colors
- Sizes 4 to 8
- SECOND FLOOR

FEATURE

TODDLER'S ROBES

Look! 1.33

- Tufted Chenille
- White, Pastel Trim
- Sizes 1, 2 and 3

SECOND FLOOR

- Wide Hems • Size 42"x81"
 - DOWNSTAIRS STORE

Decorator Colors

RAYON

PANELS

FEATURE

YOU PAY CASH & CARRY ALL THE VALUE RIGHT HOME UNDER YOUR ARM!

PERMANENT FINISHED-**EXTRA DE LUXE FEATURES!**

OUR C&C PRICE

All these Penney de-luxe features at this wonderful low C&C price . . . it's a Jubilee buy that is a buy! Just see: deep. 9" ruffles stitched four times for more strength, then roll-hemmed like a bankie, so they won't fray. Every pair is pre-shirred at the rod hems -that means you get more fullness than usual ... better looks! Try to match this value anywhere!

COMES IN WHITE AND LOVELY PASTELS



AMAZING C&C FEATURES

All Wool GABARDINE SLACKS

Where else but Penney's at this price! MAIN FLOOR

Women's

All-Wool Knit Dresses Sheer luxury at a low, low Jubilee Price!

SECOND FLOOR Men's Mouton Collar

LEATHER JACKETS More proof that you save plenty at Penney's! 19.75

MAIN FLOOR

White

SWEAT SHIRTS Big, big value! Low, low Jubilee Price! 1.19

MAIN FLOOR

LOVABLE RAYON KNIT GOWNS

Choose from round, sweet-heart or plunging V-neck-line, each touched with lav-ish laces and net. Run-re-sistant! 32 to 40.

MAIN FLOOR