

ALWAYS FIRST QUALITY! NO SECONDS EVER—

FIRST QUALITY ALWAYS — Means Exactly That!!!

It means that at Penney's, every day in the year you will find nothing but the best in merchandise. No "seconds"! No "slightly imperfects"! No "factory rejects"! Nothing less than the best is good enough for Penney's. You, Mr. and Mrs. Customer, can depend on Penney's to provide you with the "best for less" ... every day of your lives.

STORE HOURS 9:30 a.m. to 5:30 p.m. - Friday Night Till 9 p.m.

ANNIVERSARY FEATURE SMART DENIM CASUALS



3⁰⁰

They're fully lined with rayon faille, have feather weight cushion-crepe soles and heels, snug elastic g-sets, Wheat, blue, 6-11.

DOWNSTAIRS STORE

ANNIVERSARY FEATURE COMFORT CASUAL



2⁵⁰

Comfort casual at a low Penney Anniversary price ... Sturdy leather with buckle attachment for good fit. White, red, for Summer saunters!

DOWNSTAIRS STORE

PENNEY'S

ALWAYS FIRST QUALITY!

51

FULL OF NEW IDEAS...
OLD FASHIONED VALUES!

TERRIFIC SAVINGS IN EVERY DEPARTMENT!

ANNIVERSARY

ANNIVERSARY FEATURE! BOYS' PRINTED PLISSE SHIRTS

Penney's celebrates in a way Mom can appreciate! Bright new designs that won't wash out in quick-drying, no ironing cotton plisse. Short sleeves.

\$1

Sizes 6-16

MAIN FLOOR

ANNIVERSARY FEATURE! BOYS' 8-OZ. DENIM JEANS

What a buy! Regular 8-oz. Sanforized® denim with orange stitching, rivet-reinforced construction. Heavy duty zipper and snap fastener front.

\$1

Sizes 4-12

MAIN FLOOR

THIS BIG EVENT
**STARTS
TOMORROW
MORNING**
AT 9:30 A.M.
160 N. Liberty
SALEM, OREGON

ANNIVERSARY FEATURE! NYLON PLISSE YARDAGE

Specially styled for Penney's with your fashion needs in mind! At a thrifty Penney price! Choose from many pretty colors.

\$1

Yd.

MEZZANINE

ANNIVERSARY FEATURE! GIRLS' RAYON KNIT GOWNS

Feminine and dainty and very grown up looking — with shirred nylon pet trim — lace inset — elastic at waist, neck and sleeves. Pink, maize, blue, white.

\$1

Sizes 2-14

SECOND FLOOR



Penney's Magic Orlon Priscillas ANNIVERSARY SPECIAL

744

96" x 81" 14.99
Magic decor ... magic to care for, too! Resists sun, mildew, fumes ... dries quickly ... keeps shape! No shrinking. 6" ruffles. White.

DOWNSTAIRS STORE



TODDLERS' POLO SHIRTS ANNIVERSARY SPECIAL

2 for \$1

Soft two-ply combed cotton in your choice of cute young patterns ... ribbed knit neck, button shoulder for easy dressing. Pastel colors. Sizes 1-4.

SECOND FLOOR

51st ANNIVERSARY FEATURE PAIRS ALL FIRST QUALITY 3000 NYLONS



60 Gauge

Dark Seam

FIRST QUALITY NYLONS

2 PAIRS FOR 1¹⁵

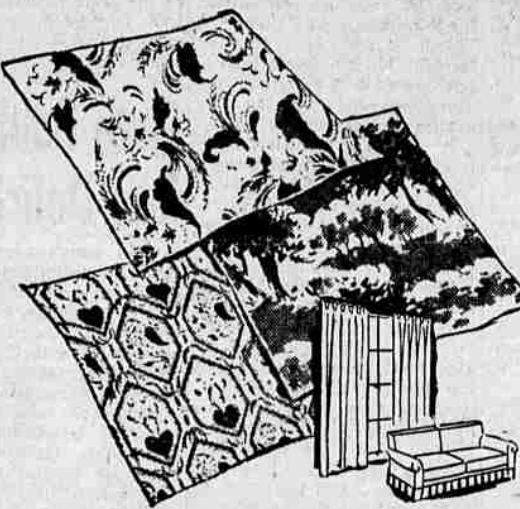
Penney's First Quality
60-gauge 15 denier

Superb value offered now as part of our Anniversary celebration! Filmy sheer, these full fashioned nylons are top quality to give you good fit, lots of long wear. In Bewitch, toasty taupe or Mystery, neutral beige. Buy now for Extra savings! 8 1/2-11.

MAIN FLOOR

And, Remember! These Nylons Are ALWAYS FIRST QUALITY!

SAVE! ON THIS ANNIVERSARY FEATURE ROUGH-TEX DRAPERY YARDAGE



2 YDS. FOR \$1

FULL 36" WIDTH!

Penney's has purchased striking floral prints in crisp, new spring shades just for this event. Be in early for this outstanding money-saving feature. Vat-dyed colors.

DOWNSTAIRS STORE

SAVE! ON THIS ANNIVERSARY FEATURE TOUGH COTTON KHAKI TWEILL SETS



COMPLETE \$4 Pants 2.25 Shirts 1.75

- SCIENTIFICALLY PROPORTIONED TO GIVE YOU EASY-FITTING COMFORT!
- SANFORIZED! CAN'T SHRINK OUT OF FIT!
- COLORS VAT-DYED TO RESIST FADING!
- SMOOTH-LINED DRESS TIE COLLARS!
- REINFORCED AT ALL POINTS OF STRAIN!
- EXTRA LONG TAILS STAY TUCKED IN!
- RUST-RESISTANT ZIPPER FLY FRONTS!
- LONG-WEARING SAILCLOTH PANTS POCKETS!

*Won't shrink more than 1%
MAIN FLOOR



BIG 22"x44" bath towels!
CANNON QUALITY!
PENNEY-PRICED!

ANNIVERSARY SPECIAL!

66¢

22x44" 16x26" face towel 36c
12x12" wash cloth 14c
FULL SET \$1.16

- Made for us alone!
 - Thick fluffy pile!
 - Close-woven underweave!
- IN 8-SUNLIT COLORS:
- Lime Light • Forest Green
 - Pink Lilac • Lightning Pink
 - Radiant Rose • White
 - Rocket Blue • Sun Gold

Penney's celebrates its 51st Anniversary with a bang-up terry bargain! Famous Cannons in luscious colors to harmonize with your bathroom decor, in quality that gives you sponge-like absorbency, long-lasting wear. Thick terry means moisture stays in the loops, keeps towel from getting soggy. Firm underweave means long life through tugging, wringing and scrubbing. Buy in ensembles.

MEZZANINE

ANNIVERSARY BUY



BE HERE
EARLY FOR
THIS FEATURE!

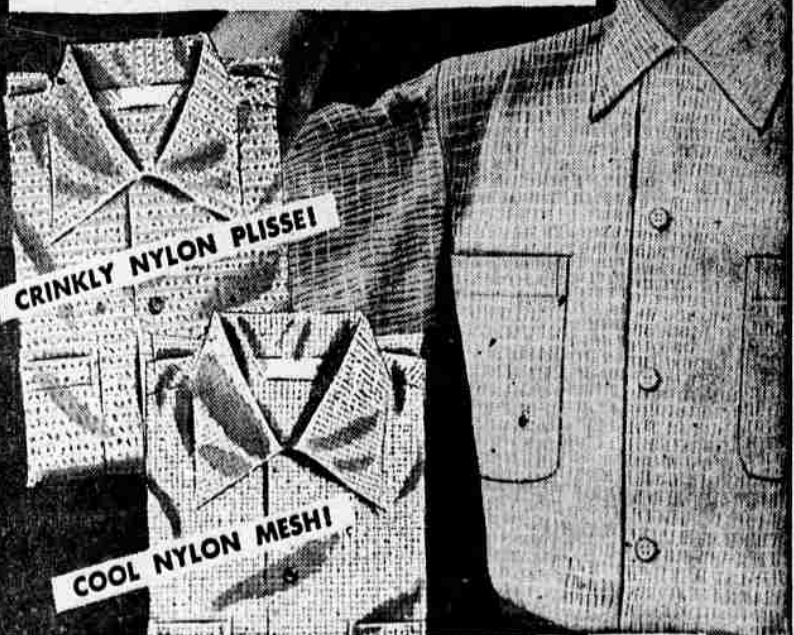
ALL WOOL COATS

\$23

Large selection of all-wool checks and suede flannels. Be the talk of the town in your new fashion-right coat from Penney's. All sizes and patterns to choose from.

SECOND FLOOR

Penney's puts an
Anniversary Price on
**MEN'S PURE
NYLON SHIRTS**



YOUR CHOICE 2 for \$5

Now ... right when you want 'em most ... at the beginning of the season ... Penney's has outstanding quality pure nylon sport shirts at a big saving! Easy to wash, fast drying, need no ironing! Buy all you need for summer ... now! S-M-L.

MAIN FLOOR

THURSDAY
APRIL 16th!



35-pc. "Encore" Set for 6!
with Serving Pieces!

PENNEY'S DINNERWARE SPECIAL!

\$9
COMPLETE

- IN GOLDENROD AND BROWN!
- IN GREY AND BURGUNDY!
- IN CHARTREUSE AND GREEN!
- IN MULTI-COLOR COMBINATION!

SUPER-BARGAIN ALL-MEAL SET INCLUDES SUGAR BOWL, CREAMER, VEGETABLE BOWL, LARGE PLATTER! It's one of our most phenomenal values in dinnerware! Unlimited in usefulness! "Encore" dishes are made in ample, adaptable size ... serve breakfast for 2 or Sunday dinner for 6 with equal smartness. And you get 4 expensive serving pieces besides! Handsomely molded in sleek coupe shape, wonderful for yourself, gifts!

13 OZ. Matching Tumblers, set of 8 \$1
Sparkling clear glass. Color bands to team with "Encore" dinnerware. Safe rounded rim.

- 6 EACH:
- cups
 - saucers
 - 6 1/2" bread and butter (double as pie plates)
 - 6" cereals (double as soups or fruits)
 - 9" plates
- 1 EACH:
- vegetable bowl
 - large platter
 - creamer
 - sugar bowl
 - sugar bowl cover

DOWNSTAIRS STORE