

**PENNEY'S**  
ALWAYS FIRST QUALITY!

**51<sup>st</sup>**


**TERRIFIC SAVINGS IN EVERY DEPARTMENT!**

**ANNIVERSARY**

FULL OF NEW IDEAS...  
OLD FASHIONED VALUES!

IN  
**Heppner**  
STARTS  
FRIDAY  
APRIL 17

**BIG 22" x 44" bath towels!**  
**CANNON QUALITY!**  
**PENNEY-PRICED!**



**66c**  
22 x 44"

16 x 26" face towel .36c  
12 x 12" wash cloth .14c

51st Anniversary bargains! Value from every angle! Generously large... super-absorbent... wear-wonders. Finger the fluffy terry, see the strong underweave. 8 luscious colors.

**WOMEN'S RAYON KNIT Petticoats**  
Lace Trimmed. An Anniversary Special



**2 for \$1**


**RAYON AND ACETATE BRIEFS**  
4 Prs. for \$1.00

Long on value, brief in price! Band leg briefs with elastic waist at a value-packed Penney Anniversary price! White, pink, blue; small, medium, large.

Girl's Lace Trim  
**TRICOT BRIEFS**  
4 for \$1.00

White, sizes 2 to 14.

**CRINKLE CREPE PAJAMAS!**  
\$1.88



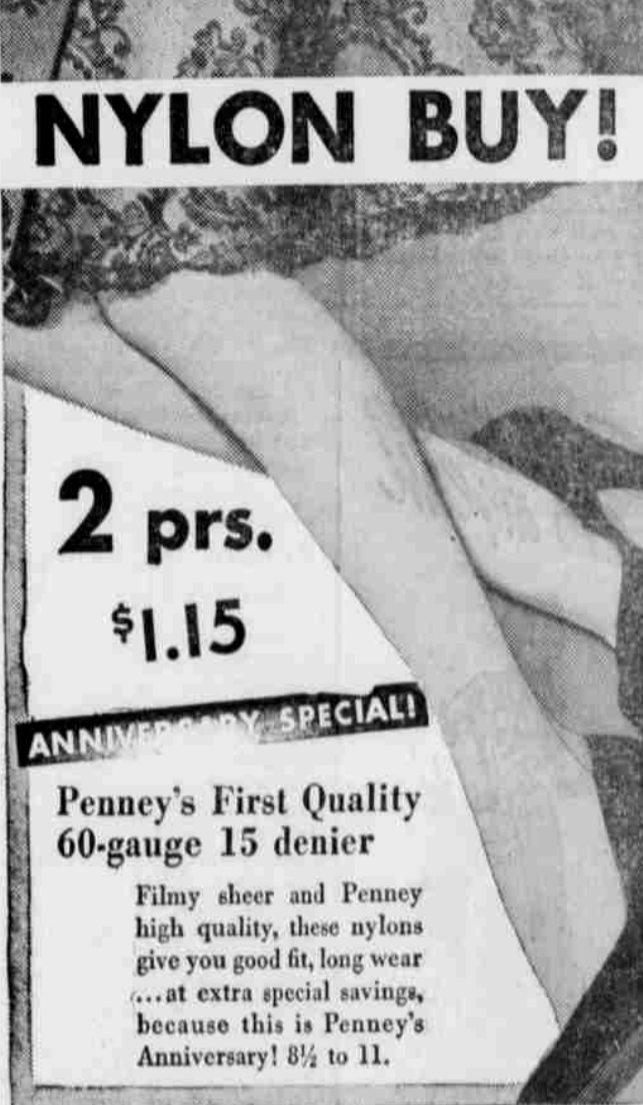
Solid saving! No-iron, cotton butcher boy pajamas with exciting neckline treatments. Pink, blue, maize, 32 to 38. Hurry in, stock up!

**NYLON TRICOT SLIP BEAUTIES!**  
ANNIVERSARY SPECIAL!  
\$2.77



40-denier nylon tricot knit slips frosted with rayon embroidered nylon sheer and nylon and acetate chantilly-like lace. Excellent at Penney's Anniversary price! Pink, white, sizes 32-40.

**NYLON BUY!**



**2 prs. \$1.15**  
ANNIVERSARY SPECIAL!

Penney's First Quality 60-gauge 15 denier

Filmy sheer and Penney high quality, these nylons give you good fit, long wear... at extra special savings, because this is Penney's Anniversary! 8 1/2 to 11.



**SMART DENIM MEN'S CASUALS \$3.00**

Comfortable denim oxfords, perfect for beach, casual wear or just plain relaxing! They're fully lined with rayon faille, have feather-weight cushion-crepe soles and heels, snug elastic gores. Wheat, blue, 6-12.

**BEDROOM ENSEMBLE**

Plisse Spreads ..... 5.00  
Smart prints on white, trimmed with frosty white ruffles. Wash like a hanky, need no ironing.

Matching Drapes ..... Pr. 5.00

Matching Pillow Shams ..... Ea. 1.98

**MEN'S CHAMBRAY Work Shirts \$1.00**

Sanforized for lasting fit, full cut for comfort and longer wear. Sizes 14 1/2 to 17. Anniversary priced.

Sponge Rubber-18" x 30"  
**FATIGUE MATS** ..... 1.00

**EXTRA VALUE! COTTON SHORT PAJAMAS!**  
\$1.00

Time to save! Here's a super Penney Anniversary buy in solid blue, pink or maize crinkle crepe midriff styles, at this tiny stock-up price. Small, medium, large.

**COTTON HALF SLIPS! SAVE!**  
\$1.00

Now at Penney's, super value in cotton half slips! Sanforized\*, these 4-gore finds have neat shadow panels. Stock-up during Anniversary! White, small medium, large. \*Maximum residual shrinkage 1%.

**ZIPPER FRONTS! BOYS' JEANS \$1.00**

Sizes 4-12

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



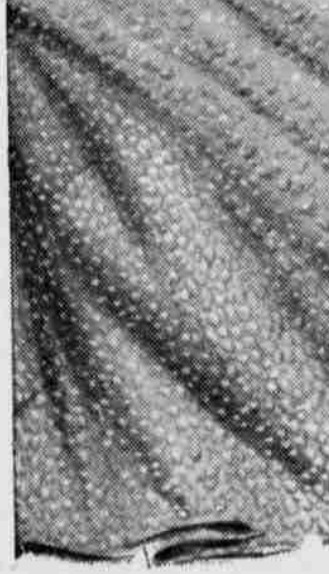
**COMFORT CASUAL! \$2.50**

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

**GIRLS' KNIT GOWNS** ..... 1.00  
Lace and nylon net trims. Pink, blue, maize and white, sizes 2 to 14. An Anniversary value.

**CHILDREN'S PLISSE CREPE SLEEPERS** ..... 88c  
Gripper fasteners, elastic drop seat. Sizes 2 to 6.

**WATERPROOF BABY PANTS** ..... 3 for 1.00  
Vinyl coated rayon, light and durable. Stays soft through many washings. White and colors.



**SHADOW CHECK NYLON PUCKER \$1.00 Yd.**

Specially styled for Penney's with your fashion needs in mind. At a thrifty Penney price! You'll find all the magic qualities of nylon, plus the slightly heavier puckers which are more opaque than usual! Choose from many pretty colors!



**Rugged Cotton Twill SHIRTS and PANTS**

ANNIVERSARY SPECIAL!

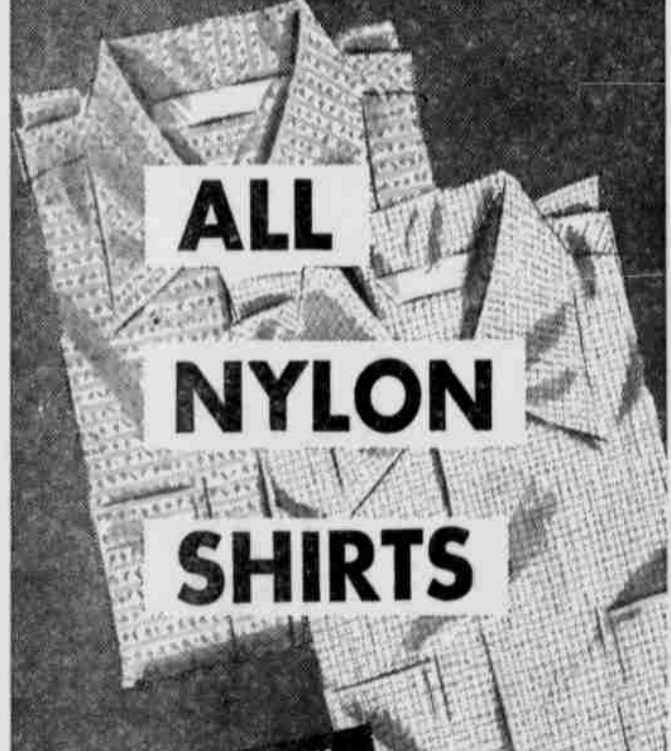
**BOTH only \$4**  
Tan or grey

COMPARE THESE POINTS FOR QUALITY!

- Sanforized\* for lasting fit!
- Vat-dyed to resist fading!
- Reinforced for great strength!
- Extra long tails stay tucked in!
- Rust-resistant zipper fly!

SHIRTS, 14-17 ..... 1.75  
PANTS, 29-42 ..... 2.25

\*Won't shrink more than 1%.



**ALL NYLON SHIRTS**

ANOTHER PENNEY ANNIVERSARY BUY!

Easy-to-wash, fast-drying, no-ironing nylon shirts at a pre-season thrifty Penney price! Two practical fabrics in your choice of smart colors. You'll want a drawerful now! Penney's Anniversary price saves you plenty! S-M-L.

**2 for \$5**



**THICK LOOP RUGS!**

• SUMMERTIME COLORS!  
• QUALITY FEATURES!

ANNIVERSARY SPECIAL

Brighten up for summer—cool off for summer—do it with our Firmatex cotton rugs! 2 ply yarn in white, blue, rose, red, gold.

**\$1.79**  
24" x 36"  
28" x 50" ..... 2.79  
36" x 60" ..... 4.79  
48" x 72" ..... 7.79