

# Celebrating PENNEY'S 30<sup>th</sup> ANNIVERSARY

These Astonishingly Low Birthday  
Prices put an end to hoarding in  
the Rogue River Valley!

April

Watch Our Windows for  
Surprises Beyond Your  
Thriftiest Dreams!

Come along to this Gala Feast of values! It climaxes thirty great years of Value giving. These Super-values are Penney's way of celebrating... Penney's way of Thanking the thrifty shoppers of this community for their loyal patronage of the past! They express our appreciation more eloquently, more sincerely than the most graceful words we could utter. Come early, come often...all through April! Every day you'll find new spectacular "Anniversary Specials" like these. Watch our windows! See the papers! You'll always regret missing a single feature value. Shop now and save as you go! April's the time! Penney's the place for the greatest savings you've ever known! COME TO-DAY!

**SUPER VALUES  
EACH WEEK**

*Here are the features  
for this week*

- Broadcloth Prints! Dress Prints 17<sup>c</sup>**  
Bundle assortments in a large variety of patterns. Fast colors!
- 7 1/2<sup>c</sup> 36 inch Fast Color Percales**  
New Spring patterns! This quality was never so low in price!
- Girls Rayon Bloomers 19<sup>c</sup>**  
Medium length or short, French type panties. Run-resisting; double gusset.
- 45<sup>c</sup> Full Fashioned! Pure Silk Hose!**  
Mercerized top, sole and toe! Silk plaited, French heel. Cradle foot!
- Shirt and Tie Sets \$1.**  
Fancy, pre-shrunk broadcloths. Fast colors! Harmonizing ties and hand-tailored; silk lined!
- 29<sup>c</sup> Ruffled Curtain Sets**  
5 piece plain marquisette. Cream or beige. Cornice valance, 4 inch ruffle!
- 25<sup>c</sup> Fast Color Broadcloth Shorts**  
New Spring patterns! Fit comfortably. Good quality material and make!
- 25<sup>c</sup> Swiss Ribbed Mercerized Shirts**  
Never before priced so low. The elastic knit provides perfect fit!

**Super Value**

Ruffled... 5 piece  
**CURTAIN SET**  
Cornice valance! 4-in. ruffles! Substantial quality marquisette and only—  
**29c Set**

**Super Value**

Fast Colors!  
**PERCALE**  
Charming new dress prints! 36 inches wide. Full standard quality. Make dresses, pajamas, house draperies for almost nothing! Get busy and sew!  
**7 1/2c Yard**

**Super Value**

**HATS**  
by  
*Anstette*  
• New Styles  
• Good Styles  
**\$3.98**

**Super Value**

Splendid Variety!  
**Sport OXFORDS**  
For Women and Misses!  
Quality silk! Plain colors or combinations!  
**2.98**

**Super Value**

Men!  
**AYWON SETS**  
Shaving cream! After-Lotion! 5 Moreedge blades! Hair comb!  
All at this very low price!  
**49c**

**Super Value**

Full-fashioned... Silk  
**HOSE**  
**45c pr.**  
Mercerized top, sole and toe silk plaited French heel! Cradle foot.

**Super Value**

**BROADCLOTHS and PRINTS**  
Many Designs! Fast Colors!  
**17c yard**

**Super Value**

Swiss Ribbed  
**Shirts**  
**25c**  
Astounding savings! Fine, mercerized finish! Perfect fitting!

**Super Value**

More Play Days in  
**J. C. P. Play Suits**  
**49c**  
Mothers! Look! The play suit you wanted... the price you want to pay. Improved dimensions; wide selection of patterns.

**Super Value**

Complete "Jacial"  
**Beauty Kit**  
• 80-sheet page Facial Tissues  
• Bottle Skin Lotion  
• Jar Cold Cream  
• Jar Vanishing Cream  
• Box Face Powder  
**All for 49c**

**Super Value**

Oh—they're cute!  
**GIRLS' RAYON Bloomers and Panties**  
Run-resist rayon! Medium length bloomers—French panties! Sizes 10-16!  
**19c each**