



PENNEY'S 48th ANNIVERSARY

TOMORROW AT 9:20 A. M. COMES BUT ONCE A YEAR... DON'T MISS THESE VALUES!

STOP

PENNEY'S ANNIVERSARY PRICES ARE ROCK BOTTOM



Washable Rayon Marquisette TAILORED PANELS

White 41 INCHES WIDE **83c** ea.

Arrow-straight side hems deep 3" bottom hems... super-sheer smooth rayon marquisette... so easy to wash and iron! Here's your chance to buy curtains for the entire house at far less than you'd expect to pay! Fits standard window. PENNEY'S CURTAIN DEPT.

SHOP



BATH TOWELS **53c** 20 x 40

MATCHED TOWEL SETS Face Towel Wash Cloth

Thick thirsty loops... close even underweave... wide tape selvages! See the colors... clear bright, full of life! Here's everything you want in a towel, and Penney's prices are really rock-bottom! Stock up today... and save! Face Towel 37c Face Cloth 2/29c PENNEY'S STREET FLOOR

SAVE

New Idea Edged with Fringe on Three Sides



WAVE-LINE CHENILLE BEDSPREADS

3.99

Big value! Velvety-thick chenille tufting... in closely-stitched rows... wider, longer for greater fullness on every side! Notice the colors—white, pastels, the new intense shades! Better come early! PENNEY'S STREET FLOOR

STOP SHOP SAVE ANNIVERSARY FEATURE!

Now... Save on Hand Washable **HEIDENBERG* RAYON SHEERS**

PRINTS BRIGHTER, CLEARER THAN YOU'VE EVER KNOWN BEFORE!

88c yd.

PENNEY'S ANNIVERSARY PRICE IS LOW!

Dots, splashy florals, tiny bud prints, color-drenched patterns outlined with touches of black... a whale of a selection! You'll wonder how Penney's price can be so downright low! See them today! *Reg. U. S. Pat. Off.

ADVANCE No. 5484 35c

STOP SHOP SAVE IT'S PENNEY'S 48th ANNIVERSARY!

SAVE ON LACE NET PANELS

AMAZING VALUE AT THIS SPECIAL PENNEY PRICE!

83c each

When have you seen lace curtains priced so low! These are famous Heidenberg laces—made to last and last! Different-looking stripe pattern suits most every room in the house! Eggshell. 54" wide. Fits standard window.

STOP! SHOP! SAVE!

You Save Plenty on Rayon Knit GOWNS

1.17

New styles—sizes 34 to 40. Pink, blue, maize or white. Top quality, fine-knit fabrics. Stock up now at low Anniversary prices. PENNEY'S STREET FLOOR

SPECIAL PURCHASE Boys Ribbed Knit Polo Shirts **47c**

Tomorrow, 9:20 a. m.—White and powder blue ribbed knit T-shirts. Need no ironing. Size small, medium, large. Stock up for summer months. BOYS' DEPT., PENNEY'S STREET FLOOR

BOYS' 8-OZ. DENIM Waist Overalls **1.17**

Boys need lots of overalls—Leave it to Penney's to peg the price way low on this sturdy 8-oz. denim. Sanforized, orange stitching, copper rivets. Sizes 6-10. Hurry tomorrow. Save! BOYS' DEPT., PENNEY'S STREET FLOOR

LUGGAGE SPECIAL! ALL METAL CASES **277**

Large size 24" baked enamel, metal suitcases in black color. Get ready for vacation months ahead. Anniversary only. PENNEY'S STREET FLOOR

8-GARMENT STORAGE BAG **1.00**

Be smart—buy several! Enough to protect your family's entire winter wardrobe! Heavyweight vinyl plastic, smooth-working zipper. Clear and colors. PENNEY'S STREET FLOOR

STOP SHOP SAVE Red Tag Special

WASHABLE! PRINTED DRAPERY FABRIC

ANOTHER VALUE-PACKED ANNIVERSARY FEATURE! **77c** yd. 36" wide

The quality is superb... closely woven, nubby textured! Exciting patterns! Your chance to make new slipcovers, draperies... and save!

STOP! SHOP! SAVE! WOMEN'S COTTON Crinkle Crepe Housecoats **2.88**

Wrap-around styles! Zipper styles! New Spring florals! Sizes 12 to 44! PENNEY'S SECOND FLOOR

STARTS **FRIDAY!**

Infants Receiving Blankets **33c**

Soft-textured! Very absorbent! Fine quality! They'll take plenty of wear. Striped borders—sturdy! 26"x34"—White, pink and blue. INFANTS' DEPT., SECOND FLOOR

Infants Plastic Panties **25c** ea.

Durable, clear plastic training pants with sturdy elastic! Stock up at this money-saving Anniversary price tomorrow, 9:20 a. m. INFANTS' DEPT., SECOND FLOOR

Infants Cotton Knit Training Pants **1.00**

Combed cotton training pants with elastic around waist. Reinforced crotch. Buy 'em by the dozen at this low price. Sizes 1 to 3. White. 5 FOR 1.00 INFANTS' DEPT., SECOND FLOOR

Misses White Cotton Anklets **17c** pr.

White cotton anklets with durable heel and toe. Real value at this low Penney price. Sizes 6½ to 10½. PENNEY'S STREET FLOOR

Women's Rayon Knit Half Slips **77c**

Fine run-resistant tricot knit rayon to wear for comfort! Study elastic waist. The hem is trimmed with 4 inches of lace. White and pastels. Sizes small, medium and large. PENNEY'S STREET FLOOR

Women's Tricot Knit Panties **39c**

Special purchase of 360 pr. rayon tricot knit panties in white and pastel colors. Priced at Anniversary low. Sizes small, medium, large. PENNEY'S STREET FLOOR

MEDFORD MERCHANTS RED



PENNEY'S 48th ANNIVERSARY

ALWAYS FIRST QUALITY ONLY—NO SECONDS, NO IRREGULARS—SHOP WITH CONFIDENCE!

STARTS

3-6x Cotton Pique Sun Dresses **88c** ea.

Colorful patterns! Wonderfully washable! Needs no ironing! Worn with or without shoulder straps. Sizes 7-14—\$1.33. GIRLS' DEPARTMENT—SECOND

Women's Rayon Knit SLIP **1.00**

Once again Rayon Knit Slips. Every purchase a full out. See these tomorrow—they're terrific. White, Tea Rose—32 to 40. PENNEY'S—STREET FLOOR

Special! Service Weight Nylons **50c** pr.

Ideal for every day wear at an amazing low price. Seamed back with a full fashioned look. Sizes 8½ to 10. Popular colors. PENNEY'S—STREET FLOOR

Men's Blue BIB OVERALLS **1.79**

Regular 7½ oz. weight denim sanforized vat dyed—high back, bar tacked at points of strain. Hammer loop, wide pocket. Size 32 to 42. PENNEY'S—STREET FLOOR

Men's Bandana Handkerchiefs **1.00**

Large size, red or blue bandana handkerchiefs. Fast color—an anniversary value. Take advantage of this special savings tomorrow. 8 FOR 1.00 PENNEY'S—STREET FLOOR

MEN'S 2-Button Shoulder Union Suits **1.00**

Combed cotton 2-button shoulder Union Suit with short legs. Now is the time to change to spring clothing. Save at this low special price. Sizes 36 to 46. 2 FOR 1.00 PENNEY'S—STREET FLOOR

STOP SHOP SAVE RED TAG SPECIAL

See the colors! Real fine fabric! Compare Penney's low price for men's BROADCLOTH PAJAMAS **2.25**

Sanforized for true fit! Blue, maize, grey, or rose! Notch collar! Button fronts! Drawstring pants! Contrasting trim! Sizes A, B, C, D (Max. Shrinkage 1%)

STOP! SHOP! SAVE! MEN'S WASHABLE COTTON POLO SHIRT **1.22**

Stock up for summer at this low price of washable Jacquard Knit Polo Shirts with snug fitting neck. Save ironing. Sizes S, M, L. * MAROON, ROYAL and GREEN COMBINATIONS Penney's—Street Floor

ANNIVERSARY VALUE!

SPECIAL SAVINGS ON MATCHED UNIFORM SETS In Heavy Duty ARMY TWILL SHIRTS **1.75**

SANFORIZED PANTS **2.25**

THEY'RE SANFORIZED POPULAR TAN COLOR

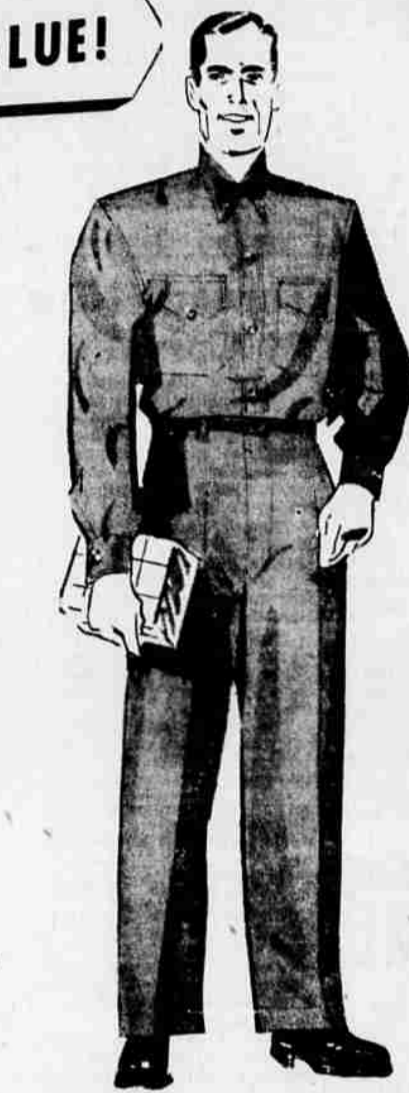
THE SHIRTS: Full cut for comfort! Washable! Long-wearing! Two handy flap pockets! Sizes 14 to 17!

THE PANTS: Heavy-weight drill pockets! Button fronts! Cuff bottoms! Easy to wash and iron! Cut over a full pattern for comfort! Sizes 29 to 42! 1 Max. Shrinkage 1%

JACKET to Match **3.77** PENNEY'S STREET FLOOR

Washable, Sanforized Men's Poplin Jackets **3.57**

Water repellent—wind resistant—sanforized, vat dyed, poplin pockets, pull zipper with elastic bottom. Just the thing for these cool spring evenings. Colors: Tan, Grey, Green. Sizes: Small, medium, large. PENNEY'S—STREET FLOOR



TOPFLIGHT QUALITY — MEN'S WHITE SHIRTS **1.98**

Snowy white topflight shirts. Sanforized Nutcraft collars—pearl buttons. Outstanding values. Sizes 14 to 17. Sleeves 22-33-34. Shop our men's department tomorrow. PENNEY'S—STREET FLOOR

MEN'S COMBED YARN KNITTED BRIEFS **2 for 1.00**

Long-wearing Briefs, full cut for comfort. Easy to launder. Come in and stock up today. Sizes 32 to 42. PENNEY'S—STREET FLOOR

Elastic Top—Rayon and Cotton SLACK SOCKS **5 for 1.00**

Special purchase, over 1,000 pair better Rayon Cotton Slack Socks with elastic top, reinforced heel and toe—assorted patterns. Sizes 10 to 12. PENNEY'S—STREET FLOOR

MEN'S SWISS RIBBED ATHLETIC UNDER SHIRTS **3 for 1.00**

Snowy white Swiss ribbed carded yarn Athletic Shirts. Full cut for true fit. Sizes 36 to 42. Stock up. PENNEY'S—STREET FLOOR

STOP SHOP SAVE ANNIVERSARY FEATURE!

Blue! Tan! Green! Gray!

MEN'S RIBBED RAYON SPORT SHIRTS **2.44**

Real shirt value at only...

Check the expensive-looking details! Feel the fine cool fabric! It's hand washable! See the two-button adjustable cuffs! Small, medium and large sizes!

STOP! SHOP! SAVE! Not Seconds! Not Irregulars! First Quality! NYLONS **88c** pr.

54 & 51 GAUGE 15 DENIER

Newest Spring shades, sheer, flattering. Made for longer wear. Buy three pairs—triple the wear. Box of 3—\$2.64. PENNEY'S—STREET FLOOR

STOP

Leave the housework... Break that date... Hurry in... they'll go fast at this low, low price!

WAFFLE PIQUE DRESSES

ONLY Sizes 12 to 20 **2.44**

PRINTS & PASTELS STREET DRESSES SUN BACK For Anniversary Only



SHOP

SMART YOUNG FLATS

TAGGED AT THIS SPECIAL LOW

4-9-AA, B 4-9 A, C

Newly strapped flats! Comfortable, platform Sandals. Soft, flexible! Limited quantities only! Hurry in for yours! SAVE! PENNEY'S—STREET FLOOR

2.44

SAVE

Bias Cut With Fitted Midriff

OUR BEST SELLING RAYON CREPE SLIP

SIZES 32 to 40

They'd be BUYS even at a higher price... but this is Anniversary... Bias cut with fitted mid-riff. Embroidered top and hem ruffle—Multifilament rayon crepe. 32-40. PENNEY'S STREET FLOOR

2.44