

PENNEY'S

ALWAYS FIRST QUALITY!

buy now! save plenty!

SHOP PENNEY'S 53rd ANNIVERSARY... OUR BIGGEST BARGAIN EVENT OF THE YEAR!

Many Other Items
Specially Purchased
for This Event
Hurry Down!
Extra Salespeople
to Serve You.

Sorry,
No Phone or
C.O.D. Orders



SPECIAL! COOL CRINKLE COTTON MIDRIFF PJ'S

Timely buy during Penney's Anniversary! Sleep cool all summer in these breezy 2-piece of crinkle cotton that needs no ironing. Pretty neckline trims. Solids, prints. 32-38.

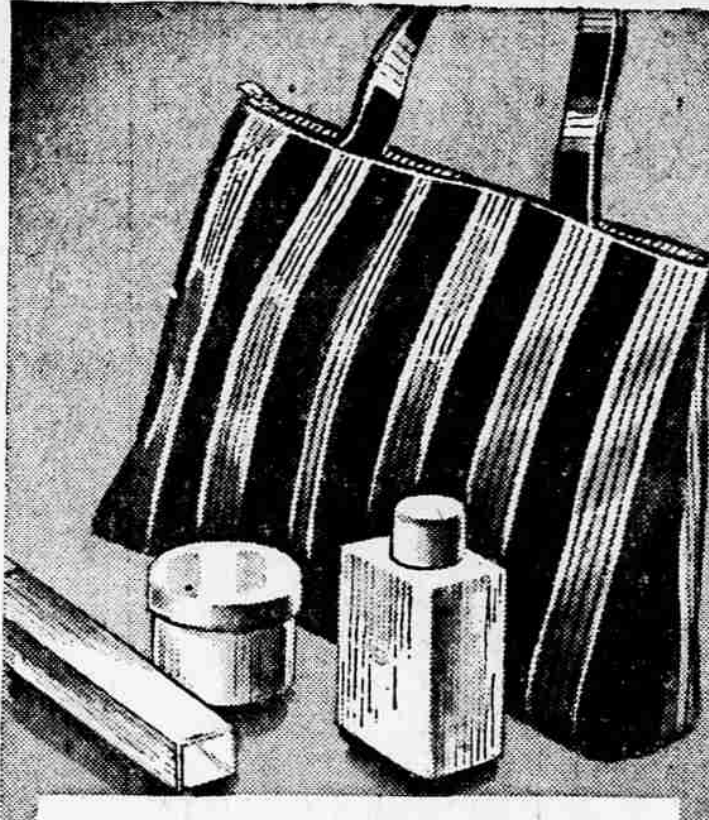
\$1.00



4-GORE HALF SLIPS— SANFORIZED* COTTON

Special purchase for Penney's 53rd Anniversary! 80-square cotton in the 4-gore style, with front shadow panels for opaqueness. Deep hemline trims. White; sizes S, M, L. *Maximum shrinkage 1%.

\$1.00



EXCEPTIONAL VALUE! HANDY TRAVEL KIT!

Bundle your little accessories into this big value travel kit. Rich acetate rayon taffeta or satin, lined in plastic for easy cleaning. With tooth brush holder, cream jar, handy bottle.

\$1.66



OUR
LOWEST
PRICES
EVER!

FINE SUN-RESISTANT NYLON PRISCILLAS, 98-INCH CRISS-CROSS WIDTH!

Exciting Anniversary feature! Fine fabric . . . wonderful fullness . . . rich, deep 6-inch headed ruffles! What more could you ask for at this fantastic low price!

\$3.00
pair
81 inches
long



JUVENILE GIRLS PLISSE* PAJAMAS

88¢

Girls' one-pc. pajamas in cool, no-iron cotton plisse. Elastic back, gripper fastener front. Blue, pink, maize, mint. Sizes 2-6.



RAYON COVERED PLASTIC PANTIES

3 Pr. 1.00

Special! Waterproof baby pants of plastic-backed acetate. Covered elastic at waist and leg openings. White, pastels; sizes 0, 1, 1½. Stock up!



VALUE FOLDING SHOPPING STROLLER

8.88

Lightweight shopping stroller! Collapsible! Blue twill with detachable plaid hood and shopping bag. Anniversary buy!



BOYS' SPECIAL JACKET BUY

2.44

Boys' machine washable light weight jackets of rayon-nylon sheen that sheds rain and wrinkles. Navy, charcoal, others. Anniversary buy!



SPECIAL VALUE MEN'S OXFORD

4.00

Foam crepe sole casuals for men! Special buy! Soft leather uppers in stylish 2-eyelet tie, moccasin toes. Outstanding comfort! Sanitized. Sizes 6½-10½.



MEN'S SHORT SLEEVE SPORTS SHIRT

1.33

Look, men! Combed chambray sport shirts in 7 top pastels, including pink and mint green! Special, while they last! Sizes S, M, L, XL.

Use Our Easy Layaway Plan

HEAVIEST DENIM MADE!



ANNIVERSARY SUPER SPECIAL! BOYS' JEANS—WESTERN STYLE

If you ever bought a pair of heavyweight jeans—you know what a buy this is! These are the low cut, tight seat, narrow leg jeans boys insist on! Ruggedly constructed of Sanforized*, 13½ ounce* denim! With bar-tacking at all strain points, zipper fly, 5 pockets.

\$1.44

*Won't shrink more than 1%!
*18½ oz. per square yd.; formerly 11 oz. of 22"x36" fabric.

sizes 6-16



GAILY BEADED - GLOVE LEATHER MOCCASINS!

April Anniversary value—Penney's brightly colored moccasins of softest glove-tanned leather. Buoyant cushion crepe soles for walking pleasure. Gore front, hand beading. 3½-9B.

\$2.00



IRONING
BOARD
COVERS
\$2.00

ANNIVERSARY OFFER! METAL IRONING TABLE

Perforated top ironing table of no-sag, no-warp lightweight steel makes ironing faster, easier because top permits steam to escape. Automatic safety lock secures table against collapse.

\$5.00



VERYSPECIAL

WOMEN'S
BETTER
EMBOSSED
COTTON
CASUAL
DRESSES
\$4.00

Brand new, sparkling printed cottons. Just in time to revamp your wardrobe, these specially priced Penney cottons! Flouncing, bouffant skirts, sleeveless tops, all done in bold, vivid prints on white grounds, or in ombre glamour stripes. At this tiny price, you are sure to want at least two! Juniors, Misses' Sizes.

MEN'S SANFORIZED BLUE CHAMBRAY WORK SHIRTS

Anniversary
Special!
14½ - 17

88¢

PERFECT QUALITY NYLON HOSE — 60 GAUGE 15 DENIER

Anniversary
Special!

2 Pr. \$1.00

Men's Rayon and Nylon BLEND DRESS SLACKS 4 POPULAR COLORS!

Anniversary
Special!

\$3.44
29-38