

PENNEY'S

ALWAYS FIRST QUALITY!

LAST 2 DAYS!

shop Penney's

53rd FRIDAY and SATURDAY anniversary

FINAL 2 DAYS OF THIS YEAR'S BIGGEST BARGAIN EVENT

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

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



Anniversary Special! Nylon Tricot Slips

Two favorite styles at this amazing price... just unpacked for Penney's Anniversary! Choose the show-off slip with lacy camisole top, or the pleated classic. White, pink, 32-44.

1.88

Stretchable Nylon Briefs For Ladies

SPECIAL! Stretchable nylon briefs for women—expand for perfect fit, hug without binding. Effective wash after wash. Sizes Regular, Large.

77¢ pair

Gay Rope Necklaces With Matching Earrings

2 for \$1.00
Plus Tax

Ladies Cotton Plisse Short Pajamas

Special! Crinkle cotton pajamas—midriff style—in solid pastels, gay prints! Short, cool, carefree—they need no ironing. Embroidered nylon or eyelet trims. 32-38.

1.00



4-GORE HALF SLIPS—SANFORIZED® COTTONS

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

New Low Price! Gaymode Stretch Nylons

3 sizes fit all legs
2 Popular Shades

\$1.35

Ladies Cotton Plisse Shadow Panel Slips

A Real Penney Value 32-42

1.98

Gaymode Nylon Hose 51 Gauge 15 Denier

A Real Value

69¢



Sensational Anniversary Special!

All Wool Surface
SHORT COATS

- Fleeces
- Kami Kurls

6.88

A very special purchase of spring short coats in the latest styles and colors. Soft fleecy fine wool blended with imported cashmere, and the back strengthened with the finest cotton staple give this fabric beauty and lasting durability. Sizes 10 to 18. Hurry down for the buy of your life!

All New Spring Styles and Colors

NOW! PENNEY'S 53rd ANNIVERSARY!

New Low Price! Ladies' Nylon Stretch Anklets	49¢
Ladies' Cotton Broadcloth Brassiers, 22 - 40	98¢
Women's Fancy Nylon Trim Panties—Lots of colors	59¢
Ladies' Cotton Plisse Gowns, Gay Prints. Sizes 32-40	1.98
Women's Plastic Billfolds Latest Styling	88¢ plus tax
Cotton Plisse Short Pajamas, with Lace Trimmed Panties	2.98
Screen Prints Pure Silk Headsquares	25¢



SUPER-BUY! MEN'S GABARDINE SLACKS

Save on handsome rayon-acetate sheen gabardine dress slacks in extra other wanted shades. Durably treated to repel wrinkles, rain and non-oily stains. Pre-cuffed, 30-34 lengths.

3.44



Men's Dan River Washable Sportshirts

Dan River Wrinkl - Shed® combed cotton chambray sport shirts. Towncraft® styled with long sleeves, fine detail. White, colors. S, M, L.


1.44 SAVE NOW!



Men's Anniversary Pajama Buy

Sanforized® broadcloth in stripes and fancies, full-cut over Penney patterns. Bought specially for this event.

2.44 SAVE NOW!



Short Sleeve Chambray Sportshirts

An exceptional buy, men! Pink, mint green, other fashion leaders in combed chambray summer-styled sport shirts... yours for far less while this special Anniversary purchase lasts!

1.33 SAVE NOW!

Penney's Biggest Bargain Event of the Year

Men's Pure Irish Linen Hankies, Gift Boxed	4 for 1.00
Men's 100% Nylon Argyle Slack Socks—10-13	98¢
Men's 100% Nylon Knit Briefs—White—30-40	1.49
Men's Cotton Plisse Pajamas, Pullover or middy style—A-D	2.49
Boys' Cotton Plisse Short Sleeve Sport Shirts - 4-8	1.00
Boys' Knit Durene Briefs, Elastic waist band—4-16	59¢
Boys' Nylon Stretch Socks, Plain or Patterned—S-M-L	59¢



SPECIAL! LARGE SIZE, PLUMP FOAM RUBBER PILLOWS!

Here are buys you don't find every day! Allergy-free foam latex in solid mold won't bunch, mat. 17 by 25-inch size means plenty of room for comfort. Pre-shrunk muslin zip-off covers zip.

3.00 Each



SPECIAL PURCHASE! REAL SAVINGS!

2.50 SAVE NOW! **3.98**

New Greek block design in popular high-end-low loop rug at a rock-bottom Penney price! Hand washable in radiant decorator colors. 22" x 44" size!

One time price! Brass-touched black serva-table with heat and stain resistant removable tray top! 14" tray, 33" overall height!

Nation-Wide Muslin Sheets, New Low Price

81x108, 1.33 thread count.

\$1.77

Baby Chenille Decorator Colors Bedspreads

Full or Twin Size

\$4.98

Rubber Fatigue Mats... Ideal for Working Comfort

16"x21" Size

\$1.00



Our Lowest Prices Ever! Nylon Curtains!

Graceful pricillas cut generously full... with 6" deep ruffles, richly shirred and headed. Sun-resistant quality. 98" wide; 72, 81 or 90" long. Special Anniversary buy!

3.00

Everlon Rayon Panels need no starching, no stretching and ironing is optional. 4" bottom hems, hemmed, headed tops. 40 by 81 inches long.

1.00 each SAVE NOW! **1.50**

Special! Gift pillowcases, Schiffler-embroidered made of fine muslin with hemstitched hems in color or white. 42 by 36 inches. Boxed.



Girls' Sanforized Denim Jeans Extra Special

Special value! Girls' Jeans at just \$1! Cut to Penney's specifications, made in Sanforized® cotton denim. 3 roomy patch pockets. Sizes 1-14.

1.00 SAVE NOW!



Ladies' Sailcloth Short Slacks Extra Special

A terrific special buy on popular sailcloth short slacks. Vat dyed and Sanforized. They are machine washable. Lots of popular colors in sizes 10-20.

3.00 SAVE NOW!



Ladies' Sailcloth Short Special

Popular Sanforized twill shorts with zipper fastener. Vat dyed and Sanforized. Several choice colors. Sizes 10-20.

1.66 SAVE NOW!



Ladies Cushion Crepe Sole Flats, Anniversary Special

That soft flexible sole. Colors, white, red, black. Sizes 4½-9. Widths AA-B.

2.77

Heavyweight Bleached Flour Squares

32"x36" Size

25¢

Boys' Chambray Short Sleeve Sport Shirts

Sanforized 6 - 16

\$1.00

Toddler Boys' Poplin Jackets, Sanforized

Sizes 1, 4 5 Colors

\$1.44



Heaviest Denim Made

ANNIVERSARY SPECIAL BOYS' WESTERN JEANS

Styled the ways boys want them! Low on hips, tight seat, narrow legs! Made of Sturdy 13¾ ounce* Sanforized® machine-washable denim. Bartacked at strain points, zipper fly.

1.44 Sizes 6-16
\$1.88 Men's Sizes, 29-34



SENSATIONAL REPEAT SPECIAL PURCHASE OF A PREVIOUS SELL-OUT!

Men's 100% Wool Sportcoats 15.00

- All New Patterns
- Fine Quality Tailoring
- Reg., Longs
- 36-44

A terrific selection of new spring patterns in tweeds and overblends. Colors are brown, blue and grey combinations. You will have to see these to appreciate the tremendous quality at this low price. The last shipment was a complete sellout so hurry!

You Must See These... They're Terrific

ANNIVERSARY SPECIAL! Girls' Sanforized Cotton Blouses

Sleeveless Styles Solid Colors Sizes 7 - 14

88¢

ANNIVERSARY SPECIAL! Women's Hand Laced Suedeine Moccasins

Six bright new colors Sizes 4½ - 9

88¢ Pair

ANNIVERSARY SPECIAL! Factory Closeout of Women's Better Cotton Blouses

in patterns and plains. Boy Tite Collars. Save Now.

1.88

ANNIVERSARY SPECIAL! Women's Rayon and Acetate Gabardine Slacks

4 Popular Colors, Sizes 10 - 18

4.00

ANNIVERSARY SPECIAL! Big New Shipment of Casual Cotton Dresses

Misses' and half sizes

3.98

ANNIVERSARY SPECIAL! Toddlers' Rumba Suits

Cottons, Plisse, Denims. Sizes 1 - 4

98¢