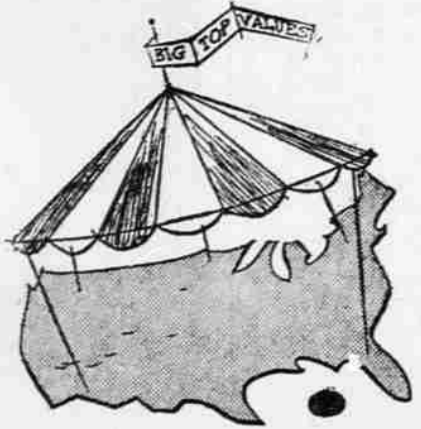


MEDFORD  
**PENNEY'S**  
ALWAYS FIRST QUALITY!

**STARTS TOMORROW!**

The Most Eagerly Awaited  
Event of the Year! A store  
full of Extra Special Values  
for you. As Penney's cele-  
brates its—

**54<sup>th</sup> anniversary**



SPECIAL "54th"  
ANNIVERSARY  
PURCHASE

150 WOMEN'S BETTER  
SUMMER DRESSES

- Everglaze Cottons
- Pongee Prints
- Embossed Cottons

**3.00**  
MISSSES  
and  
HALF  
SIZES

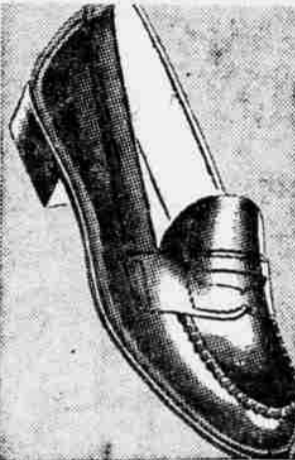
A dazzling array of beautiful summer  
dresses that were designed just for  
you. Come in and see our gorgeous  
selection. Just arrived in time for our  
54th Anniversary.

Others, From 3.98 - 12.75



Anniversary Special  
NYLON DUSTER ROBES  
**5.00**

Such a wide-awake value! Pen-  
ney's sheer nylon duster with  
its own nylon lining—fast dry-  
ing and iron-free. Nifty gift  
for mom with its tiny puff  
sleeves, petal collar, sprightly  
floral print. Budget priced for  
you, of course. In morning  
fresh pink and blue.  
SIZES 10 TO 18



A "54th" Anniversary  
Special Purchase  
LADIES BETTER  
CASUAL SHOES  
**2.88**

Our Shoe Department's "54"  
Anniversary Special just for  
you. A complete range of sizes  
from 4 1/2-9, AA and B widths,  
both in black and brown. Come  
in early and be sure.



Look! Penney's Sheer-Sorcery  
NO-IRON NYLON SLIPS  
**1.88**

Precious little, indeed, for Pen-  
ney's silken smooth camisole slips.  
Soft nylon tricot ripples into lace  
... Ideally feminine—yet so prac-  
tical. Twinkles through suds, drisps-  
dry, ready-to-wear. White only.  
SIZES 32 TO 44



twice-terrific buy!

ANNIVERSARY SPECIAL!

**2**  
PAIRS  
OF  
PENNEY  
SHEER  
NYLONS

**2** PAIR **\$1**  
60 gauge, 15 denier

Imagine! Two pairs of Penney's glamour sheer nylons for less than you usually  
pay for one! Where else but Penney's, buying for over 1660 stores could you  
find such an exciting buy . . . just when you want it too . . . in time for  
Our "54th" Anniversary! They're smooth-fitting, full fashioned and of course,  
first quality . . . Penney's laboratory testing assures you of that! Slimming  
dark seams. Newest costume-keyed shades. 8 1/2 to 11.



Anniversary Special  
80 SQUARE PERCALE  
**4 YDS. 1.00**

Save now on 80-square percale  
during Penney's sensational  
special purchase! Scores of  
sparkling prints and solid col-  
ors. All regular bolts, all  
spring-new prints!

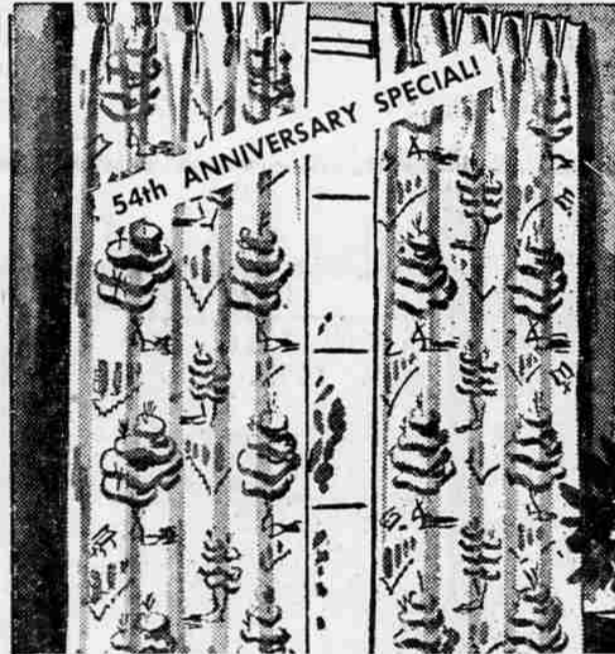


Anniversary Special  
ROOM SIZE!  
CLOSELY TUFTED!  
TERRIFIC AT PENNEY'S PRICE!

Penney's Anniversary collection,  
LOW LOOP COTTON RUGS  
**25.00**

More, more of those popular  
Penney best sellers . . . room size  
cotton rugs in clear decorator  
colors! You can sweep, vacuum,  
shampoo them, they look lovely  
for years! Fine quality cotton  
... non-skid backs.  
Sandlewood Slate gray Hunter green  
Lawn green Honey beige Cocoa

SPECIAL!  
**25.00**  
9 BY 12 FOOT



Anniversary Special!  
New Low Price! Bark-Cloth  
GOLD-PRINTED DRAW DRAPE  
**6.66**

You may have seen them before—  
but never at Penney's low price!  
Of extra heavy bark cloth, hand-  
somely printed—then touched  
with gold. 10 pinch pleats per  
pair, meticulous tailoring through-  
out. Sun-resistant.  
pair  
48 inches wide  
floor length



A "54th" Anniversary  
Special  
MEN'S BETTER SLUB-  
WEAVE RAYON SHORT  
SLEEVE SPORT SHIRTS  
**1.33**

Anniversary buy of men's rayon  
print sport shirts. Cool, crisp  
slub weave in sharp-as-a-tack  
fashion patterns and colors.  
Fully washable. Small, medium,  
large.



A Special "54th"  
Anniversary Purchase  
GIRLS SKIRT and  
BLOUSE COORDINATES  
**3.00**

An exceptional special purchase  
of coordinates that you would  
usually pay as much for if you  
bought them separately. All  
fast color washable cottons.  
Sizes 7-14.

ANNIVERSARY SPECIAL !!  
Hefty Cannon Bath Towels



Stock-up at Penney's-low prices!  
Deep-Soaking Cannons

The Carefree Colors—Pink whis-  
per, Golden topaz, Turquoise, to  
name a few . . . designed to team  
in harmony, aid bath decor inter-  
est. The quality—deep thickly  
looped terry that is generously cut,  
lastingly luxurious.  
22-44 in. bath  
size . . . \$1.00  
Wash Cloths, 8 for \$1  
Face Towels, 4 for \$1



ANNIVERSARY SPECIAL!  
Dress Slack Scoop  
Special Finish 'Gab'

Men! Save now on Penney's Ann-  
iversary price! Save later on clean-  
ing and pressing bills. This rayon-  
acetate sheen gabardine has built-  
in resistance to wrinkles, rain and  
water-borne stains. Dress-tailored.  
**3.44**  
sizes 30 to 38



Anniversary Special  
MEN'S BETTER RAYON  
GABARDINE  
SPORT SHIRTS  
**2.00**

Just arrived for our 54th Ann-  
iversary. A special purchase en-  
ables us to bring to you these  
much better gabardine sport  
shirts at this low, low price.  
Many beautiful colors to choose  
from. Sizes S-M-L.



Anniversary Special  
MEN'S BETTER  
Broadcloth PAJAMAS  
**2.44**

Get men's fine broadcloth  
Pajamas for less. Full cut  
over regular Penney's pat-  
terns. Button or slipover style  
in stripes and smart new prints.  
Sanforized.  
SIZES A, B, C  
ANNIVERSARY SPECIAL



"Big Top" Sensation  
Western Super Denims!  
**1.44**

Compare anywhere mom! Where  
else but Penney's will you find  
13 3/4-ounce denim jeans for boys  
at such savings! . . . plus slim  
Western styling, rugged bar tack-  
ing and heavy duty zipper. Sanfor-  
ized, machine wash.  
sizes 6 to 16  
Men's 13-oz. Slim Western Jeans. Sizes 29-34. . . 1.66



A "54th" Anniversary  
special Purchase  
BETTER BOYS STRIPED  
POLO SHIRTS  
**2/1.00**

Striped polo shirts for boys . . .  
now anniversary priced! Fine  
combed cotton with crew neck,  
short sleeves. Famous full cut-  
for-action Penney fit. Sizes 4  
to 12.

LIGHTWEIGHT!  
TRAVEL HARDY!  
HANDSOMELY STYLED



Men's Companion  
Luggage in Ginger,  
8.88—12.88

SAVE AT PENNEY'S! WOMEN'S  
MATCHED SETS OF DUPONT FABRILITE®!

Tall, roomier! Lightweight!  
Sturdy . . . vinyl cover resists  
scuffs, scratches, stains!  
Wipe clean . . . stay new looking!  
Solid brass locks! Easy-grip  
steel core handle!  
One-piece bent veneer frame!  
Almond green or shadow blue!  
ANNIVERSARY SPECIAL!  
21-inch weekend case  
**8.88** Plus 10%  
federal  
tax  
26-inch Pullman  
12.88  
14-inch Train  
Case . . . 8.88

ANNIVERSARY SPECIAL!  
MEN'S COMBED  
COTTON "T" SHIRTS  
Nylon Reinforced Neck  
Sizes 38-46 **50c**

ANNIVERSARY SPECIAL!  
BETTER QUALITY  
GAUZE DIAPERS  
20"x40"  
Doz. **2.00**

ANNIVERSARY SPECIAL!  
MEN'S MUCH BETTER  
CHAMBRAY WORK SHIRTS  
Sizes 14 1/2-17 **88c**

ANNIVERSARY SPECIAL!  
FOR THE BABY!  
FITTED CRIB SHEETS  
6-Yr. Crib  
Size **2/1.00**

ANNIVERSARY SPECIAL!  
TERRIFIC ASSORTMENT  
of simulated pink and  
white pearls, earrings, neck-  
laces, bracelets.  
**50c** plus tax