

MEDFORD PENNEY'S

ALWAYS FIRST QUALITY!



CONTINUES, With Values Galore!!

BARGAINS! BARGAINS! BARGAINS!



"54" ANNIVERSARY SPECIAL!!!

Penney's Whirl-wide Half-slips SHADOWPROOF COTTON

Surprise! Penney's anniversary gift to your budget! Smooth-fitting, four-pore half-slips—sheer, cool, and shadow-proof. Long-lasting 80 square cotton swops to a drift of eyelid embroidery. And, it's sanforized.

1.00
Sizes Small, Medium, Large.



PENNEY'S IMPROVED BUTCHER WEAVE SHIRTS

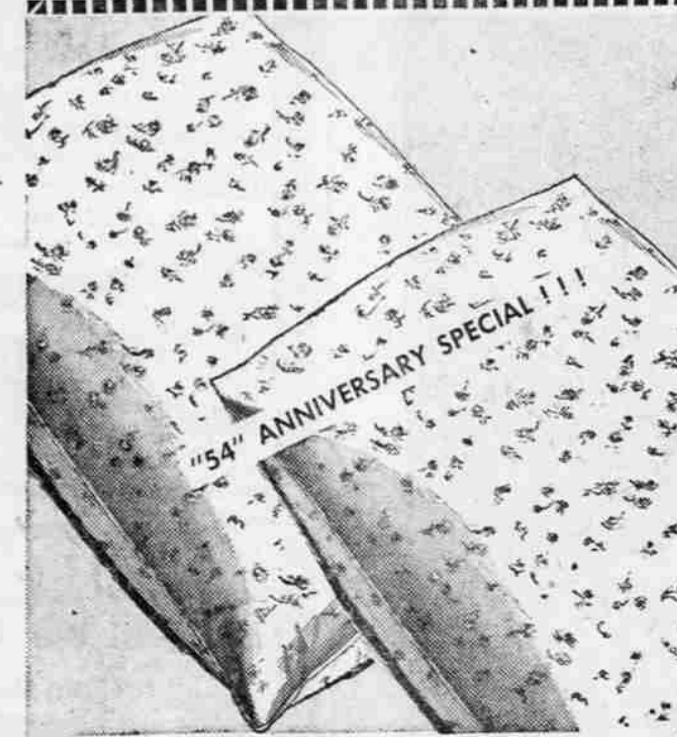
Butcher weave rayon classic styled with convertible collar which has an elastic loop and button closure. Pretty simulated ball buttons are removable. Hand washable fabric comes in a beautiful selection of solid colors and smart stripes.

1.98
sizes 32 to 40

Look! Spring's opening wedge! SWISS BRAID SANDAL

Penney's first sign of Spring (and Summer) at our year-round value price! It's your dressy casual of fine Swiss braid... gone cool, comfortable, smart as you could wish. Sanitized. In white and beige.

2.98
sizes 6-9 AA 5-8 1/2 B



"54" ANNIVERSARY SPECIAL!!!

Fantastic low price for two DACRON FILLED PILLOWS

Compare! These Penney pillows are larger, more fully packed than any we know of at anywhere near the price! Dacron fiberfill makes them lightweight, resilient, odorless, allergy-free! Rose print cover.

2 for 6.00
18 by 25 inches Cord-edged



Ladies! Here is Penney's Own Cotton Plisse Slip Priced to Fit your Budget

1.98

Penney's budget-priced plisse slip is nicely embroidered at V-shaped bodice and flounce, shadow paneled for opaqueness. Needs no ironing! White, sizes 32 to 44. Other slips to 3.98.



SAVE! Baby Doll Gowns with Panties. Dainty No-Iron Plisse. A Penney Special!

1.44

Such a low, budget-priced for Penney's baby-doll gowns—the prettiest dreamers this side of Nod. Posie printed or solids in no-iron plisse that washes in a wink, dries in a blink. Small, medium, large.



Exclusive Adonnas, Dainty as a Wisp of the Rainbow... So Sleek, So Lustrous to Wear!

59c

Briefs! Penney's own Adonnas... of soft cotton and lustrous rayon—proportioned according to your hip measurements. Machine washable in lukewarm water. In white, pale pink, pale blue, maize, mint green, and orchid.



Penney's Own Sheer Stretchable Gaymodes! In All Your Favorite Colors

98c Pair

Compare Penney's sheer stretchable Gaymode nylons anywhere... for misty sheerness... for clingy glamour fit... for low price! You'll discover they're the most beautiful buys around... the most flattering hose you've ever worn. Dark and plain seams. New shades. Sizes, Midge, Norm, Long.



ANNIVERSARY SPECIAL!

Tweed Fatigue Mats

With Heavy Rubber Backing Size

1.00

ANNIVERSARY SPECIAL!

MEN'S Argyle Slack Sock

Many Good Colors

Sizes 10 1/2-12

3 Pr. \$1.00



ANNIVERSARY SPECIAL!

Beautiful Gingham Checks and Chambray Stripes at Penney Savings

2 Yds. 1.00

Timely savings at Penney's on summer's favorite fabrics—gingham checks and chambray stripes! All regular bolts... every wanted color! Select yours today!



PENNEY'S TODDLER STURDY TWILL PLAYTOYS

77c

Priced right! Timed perfect! Penney's sturdy twill playtoys—Cozy cover-ups for changeable March days. Double button suspenders adjust for another year's growth. Sanforized for lasting fit! Sizes 1 1/2, 2, 3, 4.



ANNIVERSARY SPECIAL! NYLON DUSTER ROBES

5.00

Such a wide-awake value! Penney's sheer nylon duster with its own nylon lining—last drying 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**



ANNIVERSARY SPECIAL!

A Terrific Value! SILICONE COVER AND FOAM RUBBER PAD

1.88 Set

Compare! Terrific at Penney's low price! Scotch-resistant silicone cover and foam rubber pad! Long-lasting! Buoyant for easy ironing. Standard ironing board size.



ANNIVERSARY SPECIAL!

BOYS' MUCH BETTER GINGHAM PLAID SHIRTS

1.00

Penney's colorful Dan River plaid sport shirts for boys of durable woven gingham! Long sleeves, 2 pockets, rounded collar, Wrinkl-Shed finish. Sizes 4-16.



ANNIVERSARY SPECIAL!!

MEN'S LIGHTWEIGHT RAYON SHEEN GABARDINE JACKETS

3.33

Men's lightweight sheen jackets at top Penney savings! Nylon reinforced rayon repels water, wrinkles... machine washes. Sizes 38-44.

Drastically Reduced

Large Group of Women's Better All Wool **SHORT COATS**

Sizes 8-18 **\$9**

- Solid or Teardrop Pattern Wools
- Wool Cashmere Hopsacking!

Come in and See Our Other Reduced Coats In Two Groups of 14.00 and 16.00

All of the above coats were much, much higher priced

• All Wool Checks, Shetlands and Homespun Hopsacking

Penney's brings the tops in new short coat fashion to you when the season is just starting... and brings it to you at a spectacular low price! Short and perfect for Easter and Summer... done in fine fabrics, all richly lined, all in the most wanted colors of the new season. You'll find classic silhouettes plus the newest slimmer down lines in this exciting collection. Get ready. Get set for Spring... GO to Penney's today Where Your Best in Coat Fashion Doesn't Cost a Fortune!

SPECIAL Purchase

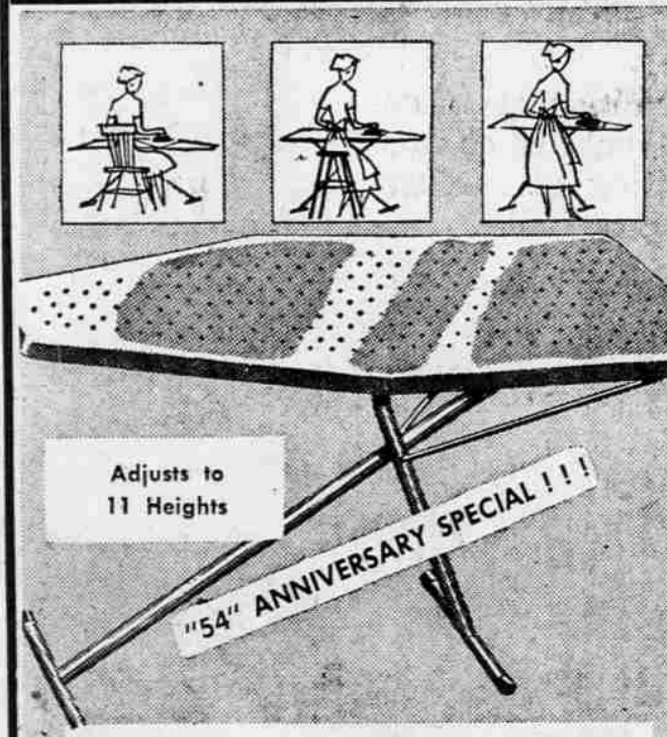
Ladies Better Butcher Weave **RAYON SUITS**

With Contrasting Knit Sport Top Blouses

6.66

Misses' Sizes 10-18
Junior Sizes 7-15

Here is your opportunity to buy that new Spring Suit you've always wanted, at Penney's Low, Low Price. These smart, boxy jacket styles come in beautiful Spring colors of beige, pink, turquoise and navy... Washable "Top Banana" Butcher rayon.



Adjusts to 11 Heights

Penney's adjustable table MAKES IRONING EASIER!

Sit or stand... Penney's table adjusts from 25 to 36 inches high. Sturdy, double top is ventilated, allows steam to escape for faster work. Firm, rubber tipped tubular legs. Colorful baked enamel finish.

6.66



"54" ANNIVERSARY SPECIAL!!!

LOWEST PRICE EVER! DOUBLE KNEE JEANS

Stock up now at this one-time-only Penney price! Boys' saddle cut Western jeans with welded double knees for extra wear and less mending, mom! Ruggedly reinforced 10-ounce Sanforized denim. Machine washable.

1.22
Sizes 4-12



Men, Stock Up Now! Matched Army Twills in Grey

Don't miss this one-time special buy! Penney's own year round weight twills are proportioned for an action free fit... fully cut for comfort. Sanforized, vat dyed. Tops for on the job and off.

- 8 1/2-ounce Twill Pants **2.25** Sizes 30 to 40
- 6-ounce Twill Shirts **1.75** Sizes 14 1/2 to 17

Other twill pants from 2.98-3.98