

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

**54** **DOLLAR DAYS** PACKED WITH VALUES  
anniversary

**Fabulous Friday!**  
**Sensational Saturday!**



**"54 Anniversary Special!"**

Penney's Sugar-White Broadcloth Cotton Slips Specially Purchased to Give You Bountiful Savings

**1.00**

Penney's come-a-running price on eyelet embroidered slips. Three sheaths slim styles — dainty as an armful of daisies! Exquisitely detailed in long-wearing 68 by 72 cotton. Sizes 32-44.



**"54" ANNIVERSARY SPECIAL!**

Ladies' Better Rayon Tricot Briefs

**4/1.00**

Penney's does it again! Beautiful rayon tricot panties, at this low, low anniversary price. Elastic leg and reinforced at points of strain. White only. Sizes S,M,L.



**"54" ANNIVERSARY SPECIAL!**

Penney's Beautiful Rayon Knit Gowns

**1.00**

Lovely, lustrous rayon — knit gowns, your pride to wear, ours to sell at this tiny price. Flattering neckline trimmings. Elasticized waists. Pink, mint, maize and blue. Sizes medium, large and extra large.



**"54" ANNIVERSARY SPECIAL!**

Especially for You! Anniversary Purchase of Ladies' Better Nylon Slips

**1.88**

Beautiful nylon tricot with popular 4-gore styling, lots of lacy trim. Hold their shape after sudsing. White only. Sizes 34-42.



**"54" ANNIVERSARY SPECIAL!**

Women's Uplift Bra of Fine Cotton Broadcloth

**2/1.00**

Penney's Anniversary Budget-priced cotton broadcloth brasieres. Under-bust is stitched for support, center elastic insert. White only. Sizes 32-38, A,B, and C cup.



**"54" Anniversary Special!**

More, More Imported Blouses . . .

**1.00**  
32-38

More! More! More! Yes, more of those terrific cotton blouses imported from Japan and priced so low at Penney's! Fine cottons, detailed with the care usually found in more expensive blouses . . . white, pastels, high fashion shades . . . sleeveless, washable.



**"54" Anniversary Special!**

A Smart Penney Bedtime Story! PLISSE SHORTY SHORTS

JUST **1.00**

What a value-wise bedtime story, Mom! They're shorty gowns with matching panties . . . in wonderful no-iron cotton plisse. Pick a print or a solid . . . everyone a sensational Penney value! Sizes 6 to 16.



**"54" ANNIVERSARY SPECIAL!**

The Piece Goods Scoop of the Season

**3/1.00**

Terrific Savings on plisse prints during Penney's sensational special purchase! Yards and yards of smart, new patterns in every wanted summer color!



**"54" ANNIVERSARY SPECIAL!**

Penney's New Two-Way Training Pants

**4/1.00**

Penney's new two-way stretch training pants fit baby better, more comfortably! Combed cotton with double thick body, triple crotch. Sizes 1, 1½, 2, 3.



**"54" ANNIVERSARY SPECIAL!**

BOYS' STRIPED BETTER 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.



**"54" ANNIVERSARY SPECIAL!**

New Imported Blouses For Girls! Fine Cottons At Penney's Low Price

**88¢**

Out of this world styles . . . all different to capture the fancy of every girl . . . all in extra fine cottons to give her summer fashion with a minimum of care. White, vivid colors. Sizes 7-14.



**"54" Anniversary Special!**

Summer Skirt Special

Swirls of Vivid Cotton Prints . . . Many Styles, Low, Low Penney Price!

**2.00**  
Sizes 22-30

Your entire Summer skirt wardrobe costs very little when you shop at Penney's. Here, billows of cotton, splashed with bold, imaginative prints, done in 3 distinctive styles to please every taste. Such a lot of fashion at such a little price proves casual fashion doesn't cost a fortune at Penney's.

**Suntime Fashions At a Low, Low Price**




**"54 Anniversary Special!"**




**"54 Anniversary Special!"**

An amazing collection, Mom, at an amazingly little Penney price! Every sun-loving fashion under the sun is here in this Penney collection! Choose from chambrays, plisses, crinkle cottons, nylons, cotton poplins, denims. Hurry in. Choose their entire sun-season wardrobes at this sunny little price!

**1.00** each

- Fashion Britches
- Shorts • Playsuits
- Blouse and Short Sets
- Midriff and Short Sets
- An Array of Color and Fabrics



**"54" ANNIVERSARY SPECIAL!**

Pure Irish Linen Handkerchiefs for Men

**5/1.00**

Men's pure Irish linen handkerchiefs at a one-time Penney price! Full 17 by 17 inches square with fashionable machine rolled hem.



**"54" ANNIVERSARY SPECIAL!**

Men's Stretch-Fit Work Socks

**3 PR. 1.00**

Stretch-fit work socks of cotton and elasticized nylon! The best yet for comfort, fit and wear . . . specially bought for Penney's Anniversary! Small, medium, large.



**"54" ANNIVERSARY SPECIAL!**

MEN'S BETTER CASUALS

**3.66 PR.**

Men, here's your chance to get a fine pair of casuals at Penney's low, low price. Good quality construction throughout and easy-on-the-eyes and pocketbook. Black and brown. Sizes 6-11, D width only.



**"54" ANNIVERSARY SPECIAL!**

Men's Better Rayon and Cotton Short Sleeve Sport Shirts

**1.33**

Anniversary buy of men's fine cotton and rayon print, short sleeve sport shirts. Cool and crisp in sharp-as-a-tack fashion patterns and colors. Fully washable. Sizes small, medium, and large.




**"54" Anniversary Special!**

DRESS SLACK SCOOP SPECIAL FINISH 'GAB'

Men! Save now on Penney's Anniversary price! Save later on cleaning and pressing bills. This ravon-acetate sheen gabardine has built-in resistance to wrinkle, rain and water-borne stains. Dress-tailored.

**3.44**

In Blue, Grey and Brown Sizes 30 to 38



**"54" Anniversary Special!**

Penney Anniversary Special CHENILLE BEDSPREADS

**2/5.00**

Beautiful decorator colors of light blue, yellow, white, pink, mint, green, rose and red. Full and twin sizes.

**The RUG BUY OF THE YEAR!**

Fine quality viscose scatter rugs with skidproof backing in your favorite colors of white, blue, rose, red, lawn green, gold, grey and sable brown. Size 27x44. **2/6.00**



**"54" Anniversary Special!**

FIBERGLAS PANELS Use alone! Team with drapes! Generous 5-inch bottom hems, hemmed and headed tops. White. **1.66** each 41 inches wide, 81 inches long.

**COMPARE PENNEY'S PRICE FOR FIBERGLAS!**

New Wonder Curtains You Wash, Rehang in 7 Minutes and Never Iron!

- dirt shedding
- rot and mildew resistant
- keeps shape thru washing
- proved strong against crushing

**5.00** pair

Penney's price is terrific for these new improved Fiberglas curtains, especially with the quality tailoring you get! Deep 6-inch rolled edged ruffles, hemmed and headed tops! White. **96-in. criss cross width** **81 inches long**