

# PENNEY'S

ALWAYS FIRST QUALITY!

## 55<sup>th</sup> ANNIVERSARY

HUNDREDS OF OTHER UNADVERTISED BARGAINS!

### TOMORROW 9:30 ON THE BUTTON!

Penney's opens with the most dramatic storewide selection of merchandise of the whole year! Everything brand new . . . new as tomorrow! Specially selected merchandise . . . selected for quality . . . selected for styling . . . priced to celebrate our over half-a-century-policy of looking ahead with values . . .

# ANNIVERSARY



**ANNIVERSARY SPECIAL!**

SHOP EVERY DEPARTMENT FOR **Anniversary BARGAINS!**

BLACK BROWN

**the active side of fashion . . . Smart SPORTY CASUALS**

Here's a smooth leather moccasin type for easy on action, with a wonderful new lightweight durable synthetic soles and miles of wearability. Sanitized for hygienic freshness. Sizes 4-9. AA-B-C

**2<sup>88</sup>**

**AND WHO'D EVER GUESS THE TINY PRICE!**

**ANNIVERSARY SPECIAL!**



**Tall TAPERED LUGGAGE** plastic covering washes, defies wear. It's styling . . . distinctive! It's construction . . . a mark of quality! Sparkling solid brass hardware. Shimmering Celanese acetate lining.

**11<sup>00</sup>**

26-inch pullman \$15.00\* 21-inch weekend GOLD-THREAD WHITE 14-inch train case \*plus federal tax



**Gold Tinsel Stripes! NEW CANNON TOWELS!**

First and only at Penney's! Bold colors are separated from white by a fine golden line . . . as gentle to the skin as it is dazzling to the eye. Deep-looped, wash and wear for years!

**88<sup>c</sup>**

big 24 by 46 inch bath size face towel 2 for 88c wash cloth 4 for 88c



**SPECIAL!**



**ANNIVERSARY SPECIAL!**

WASH 'N' WEAR

**MEN'S PATCH POCKET FADED DENIM SLACKS**

Terrific anniversary special on men's ever popular Denim Casuals. Husky 10-oz. denim in patch pocket model. Zip front, pleats. Sizes 30-36, in blue, wheat, green.

**2<sup>44</sup>**

**ANNIVERSARY SPECIAL!**



**SPECIAL PENNEY BUY BUTTON DOWN SHIRTS**

Penney's new University style shirts . . . thrift priced for extraordinary savings! Patterns galore stripes, checks, all sharply tailored of machine washable cotton broadcloth. Sanforized!

**2**

sizes S-M-L

**ANNIVERSARY SPECIAL!**



**NEW SPRING PATTERNS IN BOYS' SPORT COATS!**

Colorful boucle plaids in fine wool, blended with silk . . . with other selected man-made fibers for lustrous fashion effects. Penney quality tailored.

**9<sup>88</sup>**

sizes 10 to 20

### ANNIVERSARY PRICED! SHORT COATS

All Wool Nubby Tweeds! All Wool Fleeces!

Specially purchased for Penney's anniversary celebration! A brand new collection of smart lightweight short coats with the designer look . . . without the designer price! Rich spring fabrics! High style details! Lowered stitched yokes, pleated backs. Colorful spring mixtures, fashion neutrals. Lined in lustrous rayon faille. 8 to 18.

**10<sup>00</sup>**



**MEN'S COTTON ARGYLE HOSE**

**2 Pr. 88<sup>c</sup> ANNIVERSARY SPECIAL!**

Delight in the airy yd. of these refreshing sheers loomed to live and travel with half the care! Burlington Mills' hand-washable nylon needs only touch-up ironing.

**66<sup>c</sup> Yd. ANNIVERSARY SPECIAL!**



**WOMEN'S COTTON PLISSE SLIPS**

**1.50 ANNIVERSARY SPECIAL!**

Easy to wash, no iron slips of cotton plisse or magic crepe. Full shadow panels. White only in sizes 34-42.

**77<sup>c</sup> ANNIVERSARY SPECIAL!**

Sizes 1 to 3



**GIRL'S RUGGED DENIM JEANS**

**1.00 ANNIVERSARY SPECIAL!**

They saddle the bikes, climb the trees and take all the wear your gals can give. Fully cut. Reinforced! Machine washable! Sizes 7-14.

**1.00 ANNIVERSARY SPECIAL!**

**ANNIVERSARY SPECIAL!**

### "Frost Tweed" RUGS



**SAVE! 6 BY 9 FOOT RUGS OF VISCOSE-RAYON, JUTE BACKED**

A new fashion look in carpets! Blends of lights and darks give you rugs with a novel tweed effect! Tread on them a million times, watch them throw off crushing, shrug off soil! They're wonder-wearing viscose-rayon with acetate that machine wash commercially come back color-bright every time. Jute-backed for added strength. Sandalwood, lawn green, honey beige, grey.

**21<sup>97</sup>**

24 x 36 size . . . . . 2.98  
27 x 48 size . . . . . 4.98

Penney's most popular socks for men! Long-wear . . . soft, absorbent combed cotton argyles, nylon-reinforced in heels and toes. Hand-picked patterns.

They wash and wear and sleep and sleep! Our little plisse p.s. more comfortable because the gentle cotton absorbs moisture! No iron!

The season's most popular styling in shirts for boys . . . the 3-button collar, now at special Penney savings! Sanforized! cotton broadcloth in an outstanding selection of stripes and near checks. Sizes 6-16. \*Won't shrink more than 1%.