

PENNEY'S

ALWAYS FIRST QUALITY!

Friday—
Saturday—
Hurry—

LAST 2 DAYS

This is it! The price crashing climax to the biggest bargain event in Penney's history! Don't miss it!

56th ANNIVERSARY

Yardage
Specials!
500 Yards
MIRACLE
FABRICS

2 for \$1

Blends of nylon, dacron, rayon, cotton, orlon and acrilan. Many are drip dry fabrics, quick drying with no ironing.

1-10 yd. lengths
COTTON PRINTS

3 yds. \$1

Mill ends of perfect quality, much higher priced fabrics! Many patterns and colors... right for house dresses, children's wear.

SAVE



Better
Glamour
Gaymodes®!

NOW!
Double Loop
Knit Sheers!

STRETCHABLE NYLONS

For sheer beauty and wear you've never dreamed of before try these new stretchable double loop nylons. Misty sheerness and cling to the leg fit now, 2 threads where there used to be one. Now at a big savings during Penney's great 56th Anniversary. Colors gala and confetti. Normal-Long.

68¢
pr

Hosiery—Penney's Street Floor



BUTCHER RAYON DRESSES

Wear these butcher rayons all day anywhere. They're wrinkle-resistant shrink-controlled and machine washable. They're made to Penney specifications so you get deep hems, generous cut, attention to details. Misses and half sizes.

DRESSES—MEZZANINE FLOOR

2 for \$5



WOMEN'S SHORT SLACKS

SO smart! And she can have a whole wardrobe of these sleek slacks at Penney's wonderful Anniversary price! Dozens of sunny colors in the prettiest patterns on poplins, dan sheens, and sailcloths. Sizes 10-18.

MEZZANINE FLOOR

2 for \$5



RAYON KNIT GOWNS

Pretty gowns of porous knit rayon—just perfect for these warm nights. Barearmed or with tiny puffs of sleeves, elasticized at the waist. Pink, mint, maize, blue, in sizes medium, large, extra large.

PENNEY'S STREET FLOOR

\$1 ea



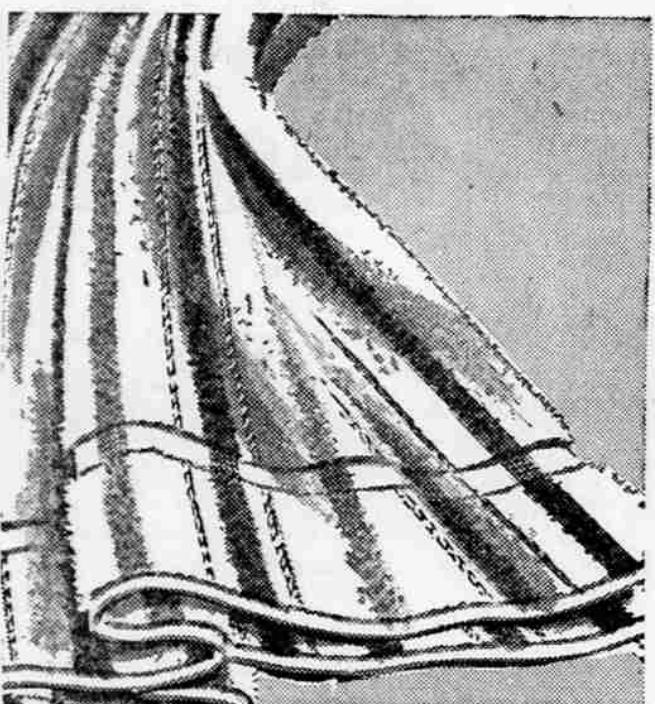
50 YARD BOUFFANTS

Full and flouncy Whirling, swirling nylon net bouffant. 3 tiers of light fluffy nylon net, fifty yards of it in the skirt! The slip has a smooth nylon tricot torso for comfort. If you like full petticoats you'll like these. At a fantastic low price.

PENNEY'S STREET FLOOR

3.98

Small, Medium Large



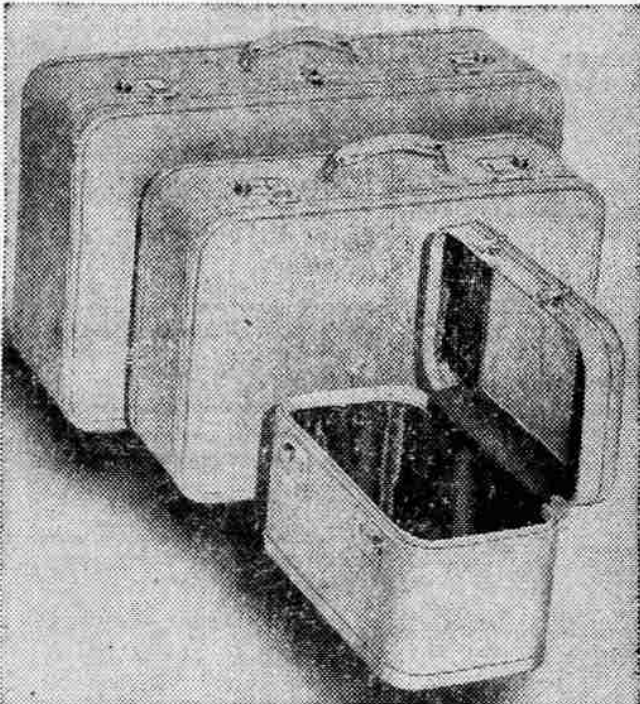
HUGE BATH TOWELS

For fashion, for money you can't beat Penney's fine quality Canons. Multi-striped in carefree colors, accented with 6 glittering gold mylar stripes. Strong selvages. Deep looped.

Face Towels 15 by 25 in. 3 for \$1
Wash Cloths 12 by 12 in. 6 for \$1

2 for \$1

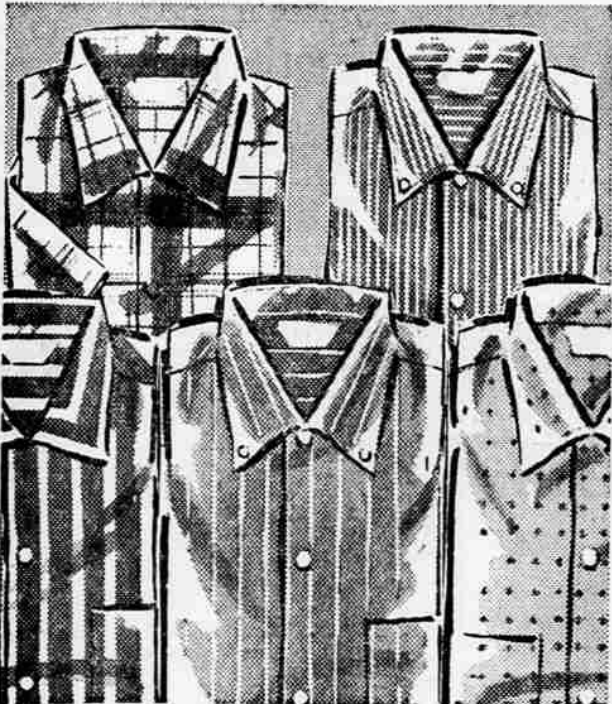
22x44 inch size



3-PIECE LUGGAGE SET

Value packed—quality vinyl plastic covers. No valise, even Papa's biggest ever went so far to carry so much as this attractive 3-piece set. 21-inch week end case, 26-inch pullman, traincase. Wood frame, Celanese rayon lining. Now All 3 pieces for only

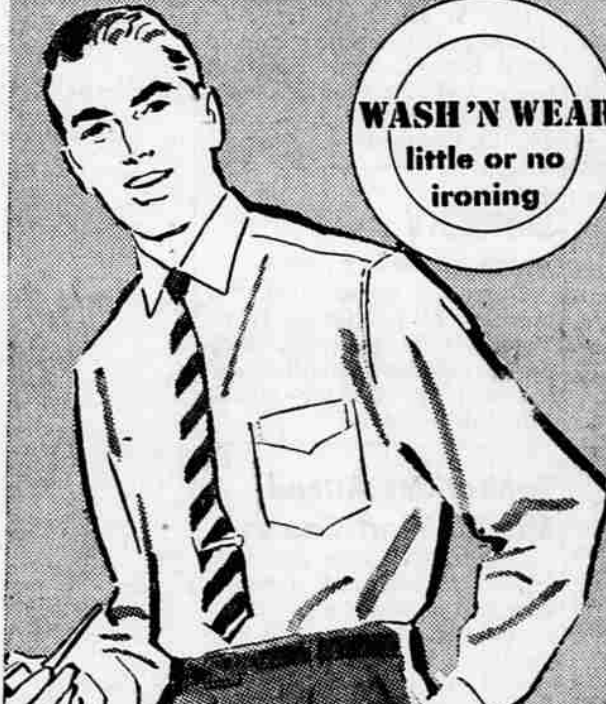
\$20



MEN'S SPORT SHIRTS

Prime selection! Men's wanted sport shirts. What style! What comfort! What savings! University button-downs! Metallic stripes! Drip-dry Dan River plaids! Neat prints! New mitted collar models! All Penney cut! All fully washable! Small, medium, large.

2 for \$3



WASH 'N WEAR
little or no
ironing

WASH 'N WEAR SHIRTS

Lowest price yet is this new low price Handsome Towncraft® dress whites in a fabulous new fabric that jiffy washes, jiffy dries, needs only a one-two touch up!

PENNEY'S STREET FLOOR

2.98

Neck 14 to 17
Sleeves 32 to 35



TROPICAL WEAVE SLACKS

Terrific value! Dacron and woolen worsted summer Wash 'N' Wear dress slacks. Save on one of the coolest, most practical blends ever developed! 55% dacron fights off wrinkles, 45% worsted insures luxurious texture. 7 wanted shades. Sizes 28 to 42.

6.99



CHILD'S ASSORTED TOYS

Toys! Toys! Toys! Over 22 different styles to appeal to both boys and girls. Friction and non-friction models. So many to choose from! At a price that's so very special!

TOYS—STREET FLOOR

2 for \$1

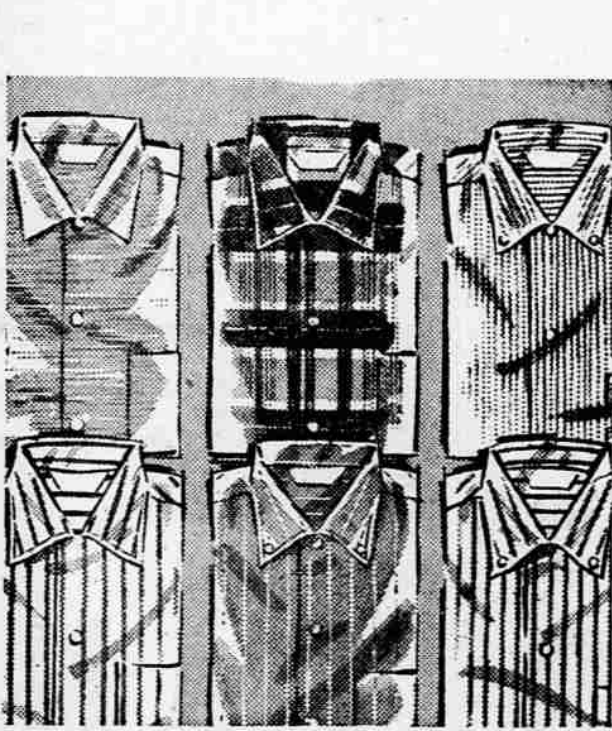


BOYS' DOUBLE KNEE JEANS

Imagine! Washable 10-ounce vat-dyed denim for even greater strength! Double knees, too! Yes, Penney's Ranchcraft® jeans wear like iron!

BOYS' WEAR—STREET FLOOR

1.44



BOYS' SPORT SHIRTS

Very Special! Boys' wash 'n' wear cotton short-sleeve sport shirts! Completely washable, colorfast, just a touch of ironing... if any! University styled in sharp new colors. Sizes 4 to 18. You can't beat 'em!

BOYS' WEAR—STREET FLOOR

1.22



MEN'S FLANNELETTE PJS!

Made to sell for more than twice this price! Year around weight cozy cotton flannel in solid tones are smartly set off by piping on collar, cuffs, pockets. Sanforized, machine wash. Won't shrink more than 1%.

2 for \$3



MEN'S WORK SHIRTS

Blue Chambrays at our lowest price ever! Here's Penney's regular 4.4-ounce chambray... full cut over Penney's own proportioned patterns, expertly tailored with every quality feature. Sanforized®, too. Sizes 14 to 17.

\$1

Anniversary Priced! BIRDSEYE WOVEN DIAPERS

Soft, softest diapers. Big 27x27 inch size! Quality double weave for more absorbency and longer wear. Pinked edges won't unravel! Toddler time buy!

Infants' Wear—Mezzanine Floor

6 for 88¢

WOMEN'S NYLON MESH SANDAL FLATS

Amazing buy in women's new summer shoes! Rugged nylon (designed to look like straw) clings to your heels in airy comfort! Wear-taking synthetic soles! Brannock device assures perfect fit!

2.98

Sizes 4 to 9, AA to B

EXCEPTIONAL PURCHASE! WOMEN'S POPULAR SLEEVELESS BLOUSES

This specially purchased selection includes the newest neckline blouses, in most wanted shirt colors. Unusual to find at anywhere near this Penney price! Machine washable cotton. Sizes 32 to 38.

MEZZANINE FLOOR

\$1

GIRLS' MACHINE WASHABLE PLISSE BABY DOLL PAJAMAS

Even at twice the price you couldn't find better non-iron cotton plisse or roomier comfort! Penney's scoops the neck, adds ruffles 'n' ric-rac. Pastel prints.

Girls' Wear—Mezzanine Floor

1.22

Sizes 4 to 16

MEN'S HUSKY 13½-OZ. DENIM JEANS

Big savings on Penney's authentic Western jeans... cut slim 'n' trim in the strongest cotton denim made! Fully Sanforized® ruggedly bartacked. Work Clothing.

PENNEY'S STREET FLOOR

\$2