



MOVING DAY—Among the "displaced persons" in a "Skid Row" demolition project in San Francisco was C. R. Bowman, 59. With his scant personal belongings in tow, Bowman reluctantly vacates a rooming house on Howard st. as a crane, background, levels old hotels and buildings in the block to make way for more modern structures south of Market st. (UPI Telephoto)



PAINTING UNVEILED—Salvador Dalí points to his new giant painting of Columbus discovering America at its unveiling. Shunning the traditional concept of Columbus, Dalí has represented the discoverer as a touse-haired youth in sheet-like draperies stepping from a steamy sea peopled by nude youths. (UPI Telephoto)



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29 North Ivy Street — Robert F. Kyle, Manager

PENNEY'S ALWAYS FIRST QUALITY! **JANUARY** **BARGAIN DAYS** **STARTS TOMORROW**

SEE! SAVE! BARGAINS GALORE ALL OVER THE STORE! FOR YOU! FOR YOUR FAMILY! FOR YOUR HOME!



Save! Men's Wool Flannel Suits

Not a closeout, but a super Penney buy! Fancy weaves and neat solids... tailored to Penney specifications. All natural shoulder models with plated front pants. Reg., short and long.

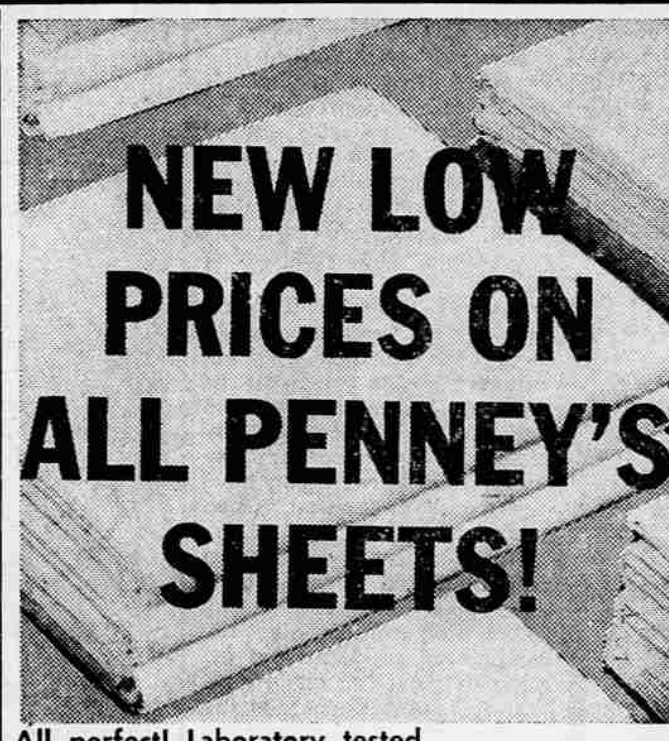
25.



Sport Shirt Special! Boys' Cotton Flannel

Shop 'n' compare... just try to find a price and quality combination like this! Attractive prints in assorted colors and patterns! They're Sanforized®, too! Boys' sizes 4-16.

1.00



NEW LOW PRICES ON ALL PENNEY'S SHEETS!

All perfect! Laboratory tested NATION-WIDE® MUSLINS

Nation-Wide muslins are famous for long wear! Compare: strong staple cotton, firm balanced weave! Smooth finish, sturdy selvages. Years of value.

Flat 63x108	1.48
Flat 81x99	1.58
Flat 81x108	1.78
Cases 41x36	78c
Twin Fitted Bottom	1.58
Full Fitted Bottom	1.78

Size 72x108

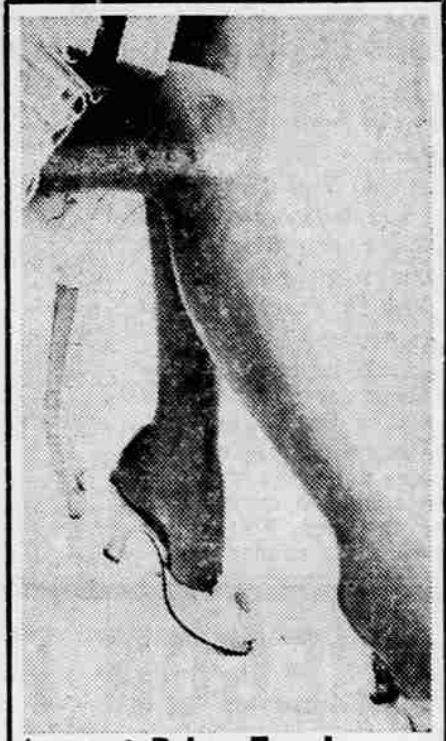
1.58



SPECIAL! Drip-Dry Dacron Uniform

Wear a uniform? Then you want these white pucker Dacrons! Hand wash, drip-dry, ready in no time. Hurry!... at this low price they'll whiz out.

4.44



Lowest Price Ever! SHEER NYLONS

Imagine Penney's first quality dark seam sheer nylons at only 36c a pair. 2 beautiful colors, sizes 8½ to 11 in short, medium and long lengths. Very sheer 60 gauge 15 denier. You can afford several.

36c



MEN'S WORSTED FLANNEL SLACKS

Slacks with the casual drape you want! Yes, they're tailored with a plated front and continuous waistband. The colors? Shades of charcoal, brown.

7.00



SAVE ON OUR SPORT COATS!

Pay just \$15 at Penney's for boucles, checks, plaids, stripes... the weaves and colors you want. See 3-button styles! Sewn to our specifications. Regulars, shorts, & longs.

15.00



BOYS DOUBLE KNEE 10-OUNCE JEANS!

10 ounces and reinforced at all points of strain! Those double knees are welded, too... no stitches! Sanforized®. Ready for rough 'n' tumble action! Sizes 4-10.

13.33



SPECIAL! BOYS ORLON PILE LINED

Buy now for next winter at this low, low price. Choose from Bedford cord or poplin shell with fleecy orlon pile lining that machine washes. Beige, antelope, charcoal. 4-16.

6.88



SAVE! GIRLS' SPRING COTTONS!

Famous name cottons in styles you'll see only at Penney's! Tailored shirt dresses to sissy types. Solids, checks, stripes, prints, plaid gingham! 3-6x.

2.25



Drastically Reduced! GIRLS JACKETS

Girls' extra quality Bedford cord jackets with washable orlon pile lining. Wide selection of colors. Size 7-14. Girls nylons reduced to 7.88. Girls' poplin shells reduced to 4.88.

8.88



SPECIAL PURCHASE! WO'S TWILL JEANS

Heavy weight sanforized twill in red or turquoise! Full cut, reinforced at points of strain. Sanforized, vat dyed colors. Low, low price—Choose yours today. Sizes 10-20.

15.00



BUYS! EASY-CARE DAY COTTONS

Have one for every day of the work-a-week at this low price! All with drip-dry, machine washable talents only a fussy budget would iron.

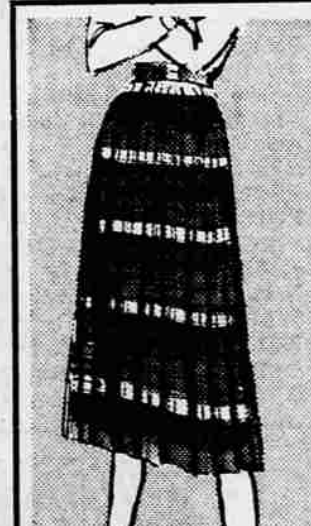
1.88



LOW LOW PRICE! Dacron-Nylon-Cotton

Style of Dacron®, nylon and cotton batiste, that just hand washes, needs little ironing. Shadw panel front, lush lace trim.

2.00



STAY PLEATED IN EASY-CARE PLAIDS!

Terrific buy! Lush wool and Orlon® skirts, permanently pleated in pretty pastels, wide variety of plaids, Regulars too!

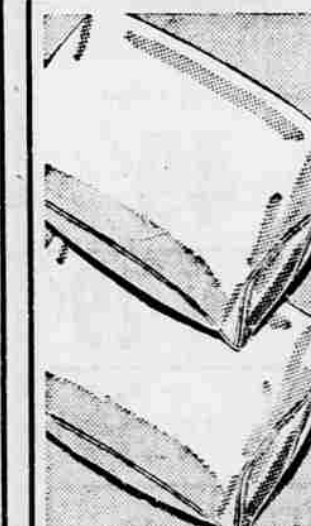
5.00



SPECIAL! THRIFTY TERRY TOWELS

You'd look far to match this good thirsty weight at these prices! All first quality—Complete color range in each size!

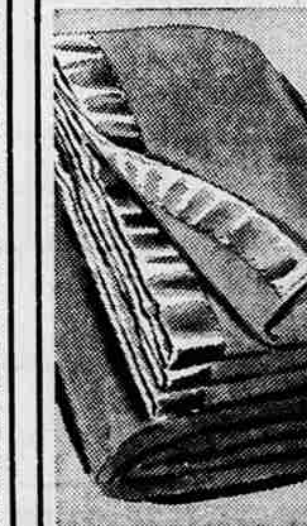
2/1.00



LOW LOW PRICE! DACRON PILLOWS

White muslin zip-off cover. Filled with 100% dacron by DuPont, mildew resistant, baby soft filling, non-allergenic, resilient. Finished size 18x24. 16-oz. weight.

3.00



SPECIAL BUY! Rayon-Orlon Blend

Extra size 72x90, nylon binding for extra long wear. Beautiful colors, green, turquoise, blue, pink, beige, yellow. Machine washable. Stock up now and save!

3.99



SAVE ON SHEER PANEL CURTAINS!

What a price, and no skimping here! Full 3-inch bottom hem, trim tailoring, wrinkle resistant Dacron® Polyester that washes, dries fast! Ivory 42x81 inches.

1.00

30 MORE REASONS WHY YOU SHOULD SHOP PENNEY'S!

SAVINGS FOR WOMEN

- RAYON TRICOT KNIT PANTIES—Sizes S-M-L... 4 for 1.00
- WOOL KNIT GLOVES—Sizes S-M-L... 88c
- TRIPLE ROLL CUFF ANKLETS—Sizes 8½-11... 5 for 1.00
- RAYON KNIT LONG GOWNS—Sizes S-M-L-XL... 1.00
- ASSORTED BETTER HANDBAGS—All Colors... 1.88

SAVINGS FOR MEN

- WHITE COTTON KNIT T-SHIRTS—Sizes 36-46... 2 for 1.00
- WHITE COTTON KNIT BRIEFS—Sizes 30-38... 2 for 1.00
- BROADCLOTH BOXER SHORTS... 2 for 1.00
- NYLON STRETCH SOCKS — Sizes S-M-L... 2 for 1.00
- TERRIFIC ASSORTMENT! EXTRA QUALITY TIES, 2 for 1.00

SAVINGS FOR BOYS

- COTTON KNIT T-SHIRTS—Sizes 4-16... 3 for 1.00
- COTTON KNIT BRIEFS—Sizes 4-16... 3 for 1.00
- GINGHAM L. S. SPORT SHIRTS—Sizes 4-18... 1.44
- NYLON STRETCH HOSE—Sizes 7 to 10½... 4 pr. 1.00
- SHORT SLEEVE SPORT SHIRTS—Sizes 4-12... 88c

SAVINGS FOR GIRLS

- ORLON WOOL REVERSIBLE SKIRTS—Sizes 7-14... 2.88
- RAYON TRICOT PANTIES—Sizes 4-14... 5 for 1.00
- GIRLS TWILL JEANS—Red, Turquoise. Sizes 4-14... 1.00
- GIRLS CUFF TOP ANKLETS—White. Sizes 6-9... 5 for 1.00
- GIRLS SPORT TOPS—Stripes, plains. Sizes 4-14, 2 for 1.00

SAVINGS FOR INFANTS

- CRAWLER CORD PLAYTOGS—Sizes ½-2... 88c
- TODDLER ORDUROY PLAYTOG—Sizes 2-4... 88c
- INFANT, TODDLER KNIT SLEEPER—Sizes 1-4... 1.29
- TRAINING PANTS, Triple Crotch—Sizes 1½-3... 4 for 1.00
- POLO SHIRTS—Stripes, Patterns. Sizes 2-4... 2 for 88c

SAVINGS FOR THE HOME

- SILICONE IRONING PAD AND COVER... 1.66
- UNLINED PRINTED DRAPES—Size 48x84... 5.77
- DACRON PRISCILLAS—Size 76x81... 2 for 5.00
- BETTER QUALITY COTTON YARDAGE... 2 yds. 1.00
- DACRON COMFORTERS—Floral Print. Size 72x84... 8.88