

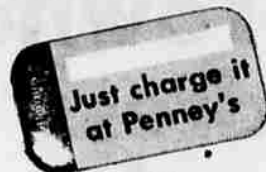
PENNEY'S

ALWAYS FIRST QUALITY

LOOK . . . SAVE!

STARTS TOMORROW . . . A celebration that spans all America . . . with the best . . . biggest . . . most tremendous collection of buys in 61 years! Tops 3 generations of nationally famous values!

Penney's Great 61st Anniversary



Charge
It Now!
Cash in
on These
Savings!



Anniversary Buy for the year!

**3000 PAIRS—EVERY PAIR PERFECT
SEAMLESS NYLONS**

MADE BY TOP HOSIERY
MILLS—SAVE NOW!

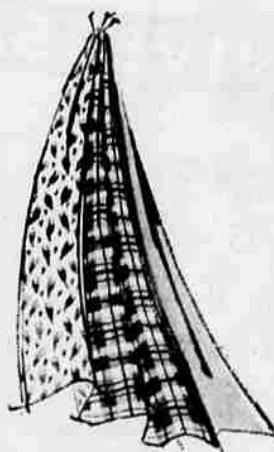
Celebrate Penney's anniversary with a great big stock of stockings. This extraordinary price won't be repeated soon! First quality 15 denier dress sheer. Plain knit in two attractive shades, suntan and pebble. 8 1/2 to 11.

2 Pair 88¢



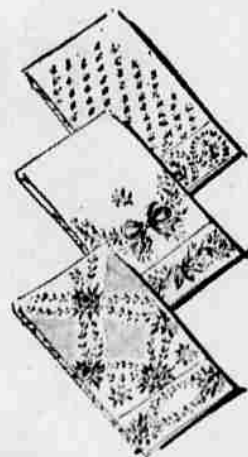
**JUNIOR BOYS'
RUGGED
BOXER-STYLE
COTTON DENIM
JEANS!**

2 for \$1



**BIG SEWING
SAVINGS!
FINE COTTON
DRESS
FABRICS!**

4 yds. \$1



**LOOK! PILLOW
DRESS-UP!
NATION-WIDE®
COTTON
PRINT CASES!**

2 for \$1



**LITTLE-TOTS
KNIT COTTON POLOS**

2 for \$1

Snap-shoulder cotton polos, machine wash at medium set! So easy on 'n off. 1 to 4.

GREAT 61st ANNIVERSARY! FANTASTIC BUYS!