

PENNEY'S
ALWAYS FIRST QUALITY!

STORE HOURS MON. - FRI. 9:30 - 5:30
SATURDAY ONLY 9:00 - 5:30

EMPLOYEES' DAYS

ELEVATOR SERVICE
TO ALL FLOORS

EXTRA SPECIAL GOLDEN JUBILEE SAVINGS!

SHOP EVERY DEPARTMENT FOR TREMENDOUS VALUES! HUNDREDS OF WANTED ITEMS AT FABULOUS "ONE TIME ONLY" PRICES!!



Big, Thick Cannon Terry Towel Buys!

- ★ **COLORS** simply sparkle in your bathroom!
- ★ **QUALITY** feels rich, thick and fluffy!
- ★ **SPECIAL PRICE** . . . you save, NOW!

67¢

22" x 44" BATH SIZE
16" x 26" Face Towels . 39c
Matching Wash Cloths . 15c

Just for Penney's Golden Jubilee celebration—exciting bargains in big, beautiful, famous Cannon towels! It's your grand opportunity to stock up and save money—buy for gift-giving, too—so hurry in, shop at Penney's, now!

WATCH OUR WINDOWS FOR MORE EMPLOYEES DAYS VALUES!

Mrs. Gladys Horton, acting floor woman from our Balcony says: "This is one towel buy you won't want to miss! Just take a look at the wonderful colors . . . the superb texture, and you'll want to buy several sets!"



Boys' Printed PLISSE SHIRTS
only \$1.00

Crinkly cotton plisse shirts that wash in a wink, never need ironing. Short sleeves. Bright patterns. 2 to 18.



TODDLER'S SUNSUITS
2 FOR 1.00

Imagine! You get two cool, colorful, easy to wash cotton plisse play suits for only one dollar! Wonderful for the toddler sets . . . they'll make smart gifts too! Sizes 8 months to 18 months.



Men's White Handkerchiefs
4 FOR \$1

Plain white handkerchiefs of good quality linen. Buy a dozen full now at Penney's a thrifty price!

Mrs. Lillian Taylor says: "You'll like to hurry for this one—they're really terrific!"



Husky CANVAS SHOES
FOR MEN!
BOYS! LITTLE BOYS!
ALL SIZES
1.66

Husky black duck shoes, perfect for all active sports, and at a price that's sensational! Lined with sturdy drill. Hurry in to Penney's and save!



TODDLER'S SUNSUITS
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Imagine! You get two cool, colorful, easy to wash cotton plisse play suits for only one dollar! Wonderful for the toddler sets . . . they'll make smart gifts too! Sizes 8 months to 18 months.



Men's White Handkerchiefs
4 FOR \$1

Plain white handkerchiefs of good quality linen. Buy a dozen full now at Penney's a thrifty price!

JUST RECEIVED
100% DOWN PILLOWS
10.75

It's been a long time since these were available. Pull them! 100% duck down filled for real luxury sleeping! They're really smart buys at this low Penney price! Washable ticking. 20x26 size.

GOLD PRINT! BARK CLOTH DRAPES
6.90 PAIR

Ready-made to fit average size windows. Unlined. Pull them! 52x84 size. Rich decorator color background with attractive bark print scroll design in gold! Vat-dyed colors. Limited quantities!

SPECIAL! WOS. RAYON HALF SLIP
1.00

Lavishly trimmed with lace and ribbon. Elastic waist loop. Closure at M. L. Whole only.

Mrs. Gena Johnson, acting floor woman from our Second Floor says: "These are the smart blouses you've never seen at such a low price! You'll want to hurry in right away and be sure to use our new elevator!"



SPECIAL just for Employees Days!
COTTON BLOUSES
\$1.00 ONLY

... crisp cool washables in white embossed cotton . . . deep-toned broadcloth! Permanent finish white embossed cotton! Vat-dyed broadcloth with white touches! Brief little blouses with nice detailing! Extra-special at this price . . . but hurry!

SPECIAL! WOS. RAYON SHORT GOWNS
2.44

SPECIAL VALUE! WOS. DENIM SLACKIE BAGS
98¢ Plus tax

SPECIAL WOS. COTTON SKIRTS
1.98

SECOND FLOOR

WE'VE GIVEN MR. ELLIOT A SALES BOOK AND PUT HIM TO WORK!
HE WAS OUR BOSS!

WE'VE TAKEN OVER THE STORE WITH THESE TWO AS LEADERS!

Edward W. Burke, Acting Manager: "We've lined up the hottest collection of values we could find and we're passing these savings on to you . . . shop Penney's now and really save!"

WE'LL SAVE YOU PLENTY OF \$!

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Mrs. Thelma Hunk says: "If you want a uniform that's cool, and smart looking, you won't want to pass this up!"



EMPLOYEES' SPECIAL! Nylon Uniforms
5.00

VALIE! Every stitch is nylon, for easy upkeep. Big wear! Seton belt, removable buttons, three pockets. White. 10-20.

Mrs. Cora Darby says: "There's nothing like elastic nylon for figure control . . . and they're priced to fit your budget!"



EMPLOYEES' DAYS SPECIAL! NYLON LACE GIRDLES
2.44

Cool, slim, and feather-light! With just enough elastic to keep you in wonderful form. Panty or girdle style. S-M-L.

Special Value! KNITTED DISH CLOTHS
10 FOR 1.00

Thick, sturdy, and hard to wear out . . . that spells extra value for you! They're double knitted fabric in solid white . . . long 17"x17" size. Stock up now and save!



WOS. COTTON HALF SLIPS
98¢

Pluffy eyelid trimmed hem with elastic waist. There's blue cut. Perfect for wear with your sunback dresses. Buy several at this low Penney price! Sizes S, M, L. In white only.

SPECIAL WOS. RAYON SLIPS
1.00

Multilament rayon crepe with allpurpose trim! Has cut. Sizes 22-42. Smart color!



WOS. COTTON HALF SLIPS
98¢

Pluffy eyelid trimmed hem with elastic waist. There's blue cut. Perfect for wear with your sunback dresses. Buy several at this low Penney price! Sizes S, M, L. In white only.

CLEARANCE! KIDDIES COTTON GLOVES
77¢

They're perfect for summer dress-up time! Washable cotton fabric, styled just like mom's with lots of detailing! Buy them now at this terrific reduced price! Limited quantities . . . so HURRY!

CLOSE-OUT! INFANT'S COATS
ONE GROUP 3.00

Clever young styles for spring and summer! We must make room for fall lines, so you save! Broken rayon all originally priced much higher, but they must go to make room for new stocks . . . SAVE!

WOS. SHORTS AND HALTER SET
1.98

JUBILEE PRICED!

100 WOMEN'S DRESSES REDUCED!
ONE GROUP 4.00 ONE GROUP 3.00

They're perfect in every way . . . Nothing the matter with them except their date of arrival! Smart summer styles in rayon, cotton, neoprene, and many other wanted fabrics. Misses' and half sizes . . . broken styles and colors!

the ROMAN SANDAL
1.98



Black with Benedictine, red or russet with cream, green with russet, blue with burnished gold, black with gold . . . expensive looking color combinations for our pin-money sandals! Imitation suede or imitation leather, with coin shaped trim in contrasting imitation leather! In sizes 4 to 6, AA to B.

Mrs. Bland Roller says: "You'll not want to miss this . . . they're expensive looking, beautifully styled . . . and price to sell!"



100% NYLON TRICOT KNIT GOWNS
4.00

Lace, net, or braid trim . . . and every last stitch is nylon! We picked this gown for you in pink, raspberry, maize, seafoam or aqua . . . exquisite styles. Sizes 22 to 40.

Mrs. Bertha Hole says: "I've never marked in a bigger value than this one . . . you'd better hurry in today!"



COMFORTABLE! SOFT Foam Latex PILLOWS
EMPLOYEES' DAYS SPECIAL!
2.00

You'll enjoy new sleeping comfort when you sink your head into cool, clean foam latex. Zipper cover in white, blue, pink.

PRICED TO CLEAR 13 WOS. LONG COATS
9.00

Rayon gabardines and checks. Broken sizes and colors. These were all originally priced much higher, but they must go to make room for new stocks . . . SAVE!

FINAL CLEARANCE! 30 WOS. RAYON SUITS
9.00

Just a few to sell at this low price! All must go immediately! If your size is here, you'll save plenty! Sizes 10, 12, 14, 16, 18, 20. Butcher weaves, gabardines, tweedies.

Mrs. Mary Asseln, acting floor woman from our Downstairs store says: "This is the drapery value of the year! You can't afford to pass it up!"



Solid Colors DRAW DRAPES
5.90 Pr.

JUBILEE SPECIAL!
These drapes softly, look so dramatic at your windows! Come choose from vibrant decorator colors . . . buy a pair for every window at Penney's low price!

ONE GROUP WOS. HATS
1.88

SECOND FLOOR

CLEARANCE! MEN'S FIRST QUALITY 100% VIRGIN WOOL SUITS



34.75

Mrs. Carrie Louther, acting floor woman on our main floor says: "As usual, the Main Floor has the best buy of all! You men will want to take advantage of this terrific Clearance price!"

They're Penney's own top quality, hand-tailored suits! Handsomely styled to taper where you taper . . . cut full and roomy, without unightly "bagging"! Come in today, try one in your favorite size and color . . . you'll never get a better buy on any suit! Sizes 36 to 48 in shorts, regulars, and longs. Gabardines, Sheikens, desert tones . . . double breasted style!

MAIN FLOOR