

PENNEY'S
ALWAYS FIRST QUALITY!

TORRANCE
21840 HAWTHORNE AVE.
DEL AMO CENTER

**NOW
GOING ON!
PENNEY'S**

**Childcraft® shoes
with Pentred® soles
regularly 5⁹⁹**

**GO ON SALE FOR A LIMITED TIME
AT AN ANNIVERSARY SPECIAL**

4⁸⁸



Count on Penney's 60 years experience . . . 60 years of buying leathers and findings from the key markets in America . . . 60 years of evolving, improving, testing shoe lasts for growing feet . . . 60 years of looking into new developments, of keeping in step with style . . . to be first with the revolutionary sole—Penney's Built, tested, sold to millions in these almost indestructible Childcraft shoes.

at Penney's only!

**NEW LIGHTWEIGHT PENTRED SOLES
ARE GUARANTEED TO OUTLAST
THE UPPERS, OR A NEW PAIR FREE**

**SCUFF-RESISTANT UPPERS RESIST SCRATCHES,
REPEL WATER, DEFY WEAR**

**NEW FLEXIBLE
TOE KEEPS ITS
SHAPE FOR THE
LIFE OF THE SHOE . . .**

**LETS YOU CHECK WHEN
IT'S TIME FOR A BIGGER SIZE**

**AND THEY'RE SANITIZED®
FOR CLEANER, BETTER WEAR!**



COUNT ON PENNEY'S
60 years of growing with America . . . of following our customers' from rugged mining towns to every state from Maine to California. Wherever America grew there grew Penney's . . . in small residential towns, in Downtown Shopping Areas, in sparkling suburban centers, until today, no matter where you live, what route you travel . . . the farther you get from one Penney store, the nearer you get to another . . . your landmark for big values, personal service.

**SPECIAL PURCHASE
SEAMLESS FASHION SHEERS**

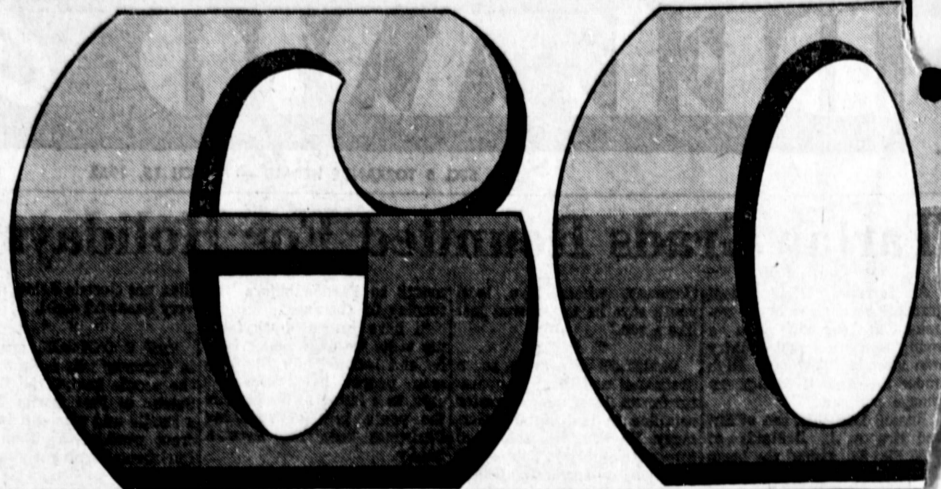
Get sheerness plus wear at this low price. Lovely shades of suntan, pebble. Sizes 8½ to 11.

2 Pairs \$1

**WOMEN'S CLOSE-OUT
BULKY KNIT SWEATERS**

Spectrum of colors in pull-overs, cardigans, channel sweaters. Warm comfort! One low price!

2⁴⁴



**ANNIVERSARY SAVINGS
SPRING SHORT COATS**

Styles Similar
to Illustration

\$8

Smart toppers in laminated knits, textured weaves, ideal length for spring. You can find the color to complete your new ensemble. Be here early. Sizes 10 to 18.



**EASY-CARE HOUSE DRESSES
NEW COTTON GAY PRINTS**

Misses and
Half Sizes

2 For \$3

Easy-care cotton house dresses in fashionable prints to start your spring house cleaning. Select several at this sensational low price of Penny's large assortment. Shop 'n Save!



COTTON BATISTE SLEEPWEAR

Gown Sizes 32 to 40
Baby Dolls S-M-L

\$2

Choose Waltz gown or baby-doll styling in dainty flower petal colors. Nylon, lace and applique trims. Machine washable.



**VARIETY! RICH
COTTON PRINTS**

47⁹⁹

Combed cotton sateen, surrah sateen, cord, broadcloth, dobbyes, more! Smart new colors.



**YEAR-ROUND
AT ANNIVERSARY**

1⁵³

You'll recognize the firm balanced weave of a weak spots!



**EASY-CARE
ARNEL® 'N COTTON
BLOUSES**

1⁶⁶

Sizes
32 to 38

Machine washable blend of Arnel® triacetate and cotton in white and colors to team with your sportswear.



Toddlers' zip-front play-suit sports elasticized waist. Assorted solids and prints.

\$1
sizes 2-4

Popular bloomers suit styling shoulder ties, waist, elasticized and neck openings. Solids, prints.

ANNIVERSARY SAVINGS!

OPEN MON., WED., THURS., FRI., 10:00 A.M. TO 9:00 P.M.; TUES.,