

How many years have you shopped at Penney's?

By ROBERTA NASH

At a P.T.A. meeting, my daughter's sixth grade teacher told me she has shopped at Penney's for almost fifty years. "I started as a young girl shopping with my mother," she said.

Right now, we're celebrating our 68th anniversary. How many of those 68 years have you been a Penney customer? Can you match my daughter's teacher?

I wonder who has the record. Write me in care of the manager of your Penney store.

41st anniversary

41 years serving Santa Cruz! Come on in and celebrate with us. We have great special values, plus coffee and cake.



SANTA CRUZ
Penneys
ALWAYS FIRST QUALITY

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Great value!
WOMEN'S
PANTYHOSE

88^c

Seamless stretch at an incredibly tiny price. Fine quality nylon with reinforced heel and toe.

Waltz length
FLANNEL GOWN

\$2⁸⁸

Special buy!
WOMEN'S SANDALS

\$1⁸⁸ a pair

Imported, assorted colors.

Marquisette
SHEER PANELS

only **99^c**



For your vacation

**CARRY-ON
SUIT BAGS**

In Black or Brown

\$11⁸⁸

Fashion Manor

NOVELTY CURTAINS

\$1⁴⁴

Sizes 60" x 30" - 36". Price includes valances. Prints and solids.

For the fisherman!

SPIN CAST

or

SPINNING ROD

99^c

Try our Auto Center!

**"EL TIGRE"
BELT TIRES**

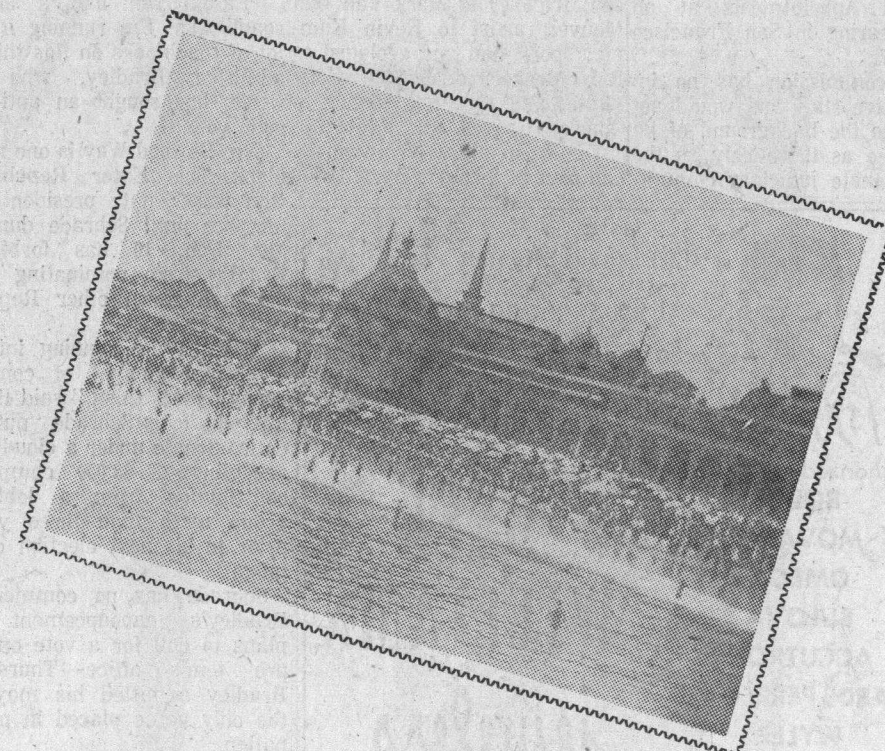
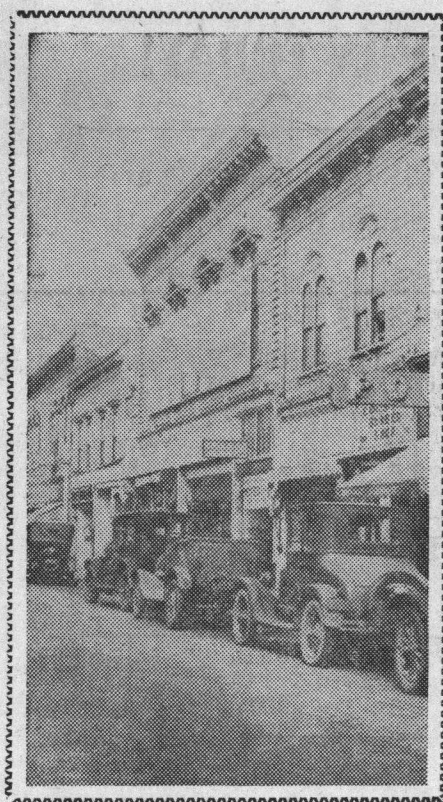
\$15⁸⁸

6.95 x 14 plus fed. tax

White walls with 30 month guarantee.



ADMISSION DAY PARADE



Pictures Courtesy Of:
U.C.S.C. Library Special Collections

**AUTO CENTER OPEN EVERY DAY 'TIL 5:30
MON. 'N FRI. 'TIL 9 P.M.**

**Phone
426-2424**

SANTA CRUZ
Penneys
 ALWAYS FIRST QUALITY



STORE IN 1947



68th

68 years! We're right in there getting you the quality merchandise you want at the lowest possible price.

anniversary



**WE CATER TO THE
 MATURE WOMEN
 THE YEAR AROUND!**

**BONDED
 ORLON SKIRTS**

\$5⁰⁰

**BONDED
 ORLON PANTS**

\$6⁰⁰

**Towncraft
 MEN'S DRESS**

2^F \$5⁰⁰

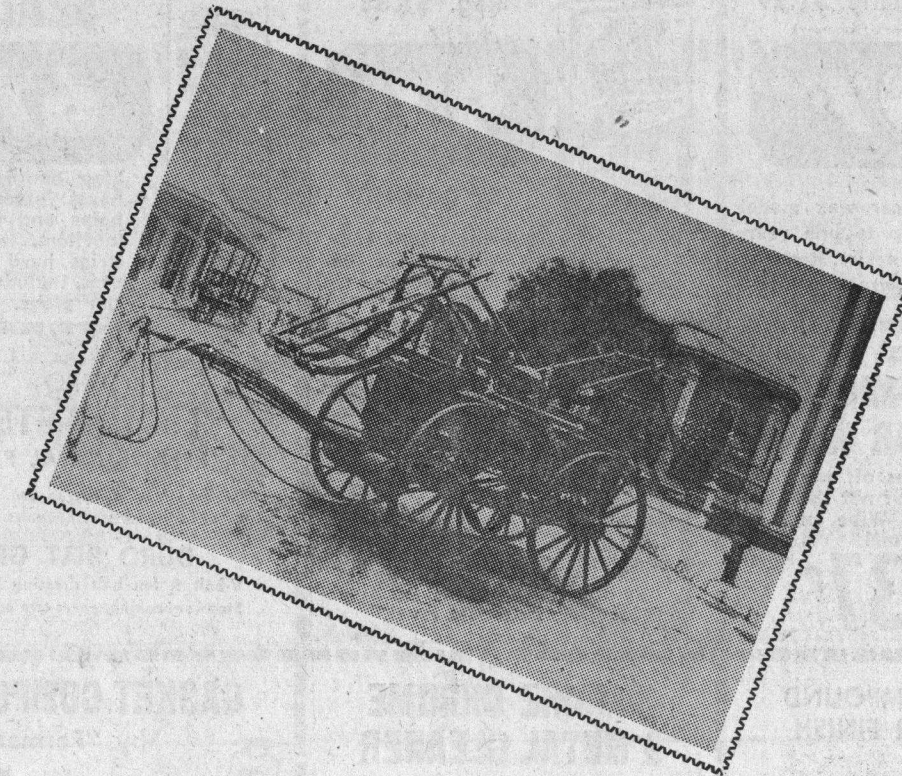
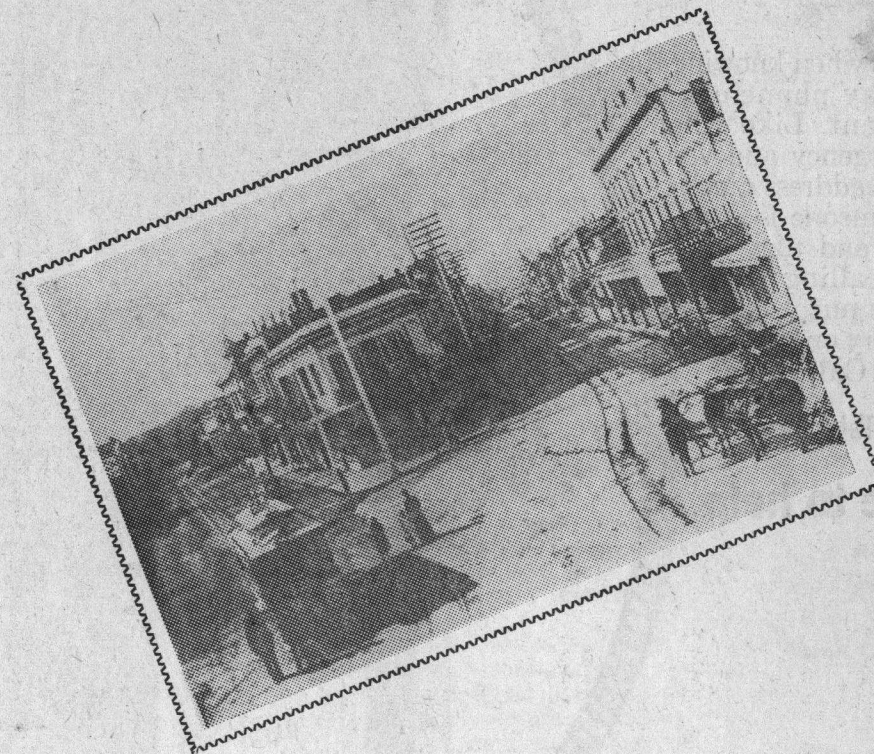
Long sleeve, white or
 fine washable, Penn-

**Closeout!
 MEN'S DOUBLE BREASTED
 SPORT COAT**

\$18⁸⁸



FIRST SHERIFFS OF SANTA CRUZ COUNTY



With elastic waist band. Sizes 32 to 38 waist, in navy, olive, black and brown.

TAILORED BLOUSES

\$4⁰⁰

Prints and solids featuring roll sleeves and convertible collars. Sizes 40 to 46.

**Great Selection of
HALF SIZE DRESSES**

\$9⁸⁸

From 14½ to 22½. Solids and prints in a variety of fabrics.

Plaids and stripes in brown and green.

**For the U
UPTIGHT S**

\$2⁹⁹

One size stretch fit. Solid colors.

**Firehou
MEN'S JE**

\$2⁸⁸

Penn-prest - Slim o

LIKE IT ... CHARGE IT

**MAIN STORE OPEN EVERY DAY 'TIL 9 P.M.
SATURDAYS 'TIL 5:30**