

PENNEYS

J. C. PENNEY CO., INC.

Now! To Serve You Still Better!

MOTHER'S DAY Is May 11th

Personal!
Practical!
and Oh! So

Glamorous!



Something to wear is a gift that is
Mother's alone... a lasting gift for
her to enjoy each time she wears it.
At Penney's, gifts with a big thrill
cost little.

WOMAN'S DRESS of sheer rayon
jersey with floral print, easy
graceful lines. 7.90



WOMAN'S HAT with flattering
large brim in straw with daisies.
Black and colors. 2.98
HANDBAG of durable plastic
patent. Pouch style with top
handle. Nicely fitted. 2.98
PRINTED SQUARE SCARF in fine
rayon sheer with dainty narrow
rolled hem. 1.98
NYLON STOCKINGS. Clear, sheer
full-fashioned hose, in new
summer colors. 1.39

Baby Week's BUY-LOWS



INFANTS' DRESSES in fine
batiste with touches of em-
broidery. 1.98

INFANTS' SLIPS & GER-
TRUDES in slip-on styles.
Fine batiste. 98c

INFANTS' COTTON KNIT
GOWNS. So easy to wash.
No ironing! 98c

INFANTS' COTTON KNIT
WRAPPERS. Tie front, easy
to put on. Comfy! 79c

INFANTS' FLANNELETTE
WRAPPERS. Tie in front. A
little extra warmth. 79c

TODDLERS' WASH DRESSES
in dainty styles. Some with
smocking. 1.29-1.98

TODDLERS' WASH SUITS in
two-piece styles, contrast-
ing colors. 1.29-1.98

TODDLERS' SUN DRESSES
sweetened with ruffles and
dainty trimmings. 1.19

TODDLERS' SMARTALLS*
protect tiny knees. Crepe
or denim. 1 to 3. 1.49

INFANTS' CRIB BLANKETS
with nursery designs. India
cotton. 2.98

INFANTS' RECEIVING
BLANKETS in all-cotton,
whipstitched edges. 59c

INFANTS' FACE CLOTHS,
soft and absorbent. Terry
cloth. 2 for 29c

INFANTS' BATH TOWELS,
in absorbent Terry cloth.
24" x 36" size. 98c

INFANTS' WASH CREEPERS,
in one-piece styles. Poplin,
chambray, percale. 1.19

INFANTS' KNIT SACQUES
in all-wool, fine knit. But-
ton front styles. 1.98

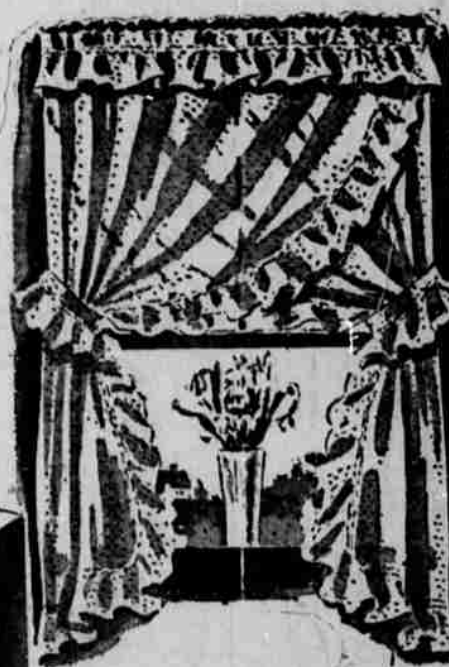
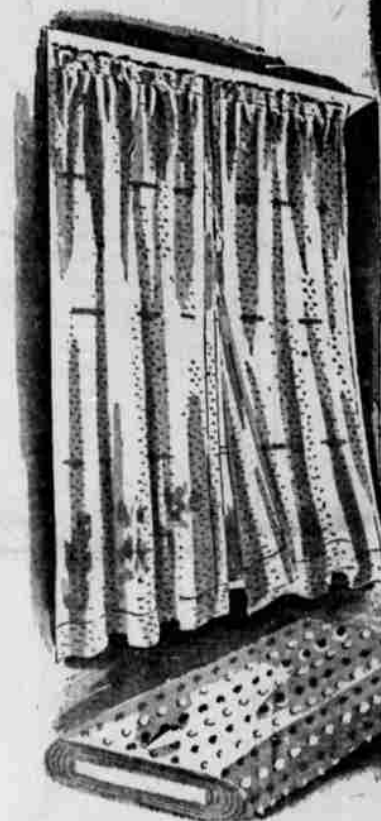
INFANTS' BOOTIE SETS.
Sweater bonnet, and boot-
ies in all-wool knit. 2.98

INFANTS' VESTS AND PAN-
TIES in cotton. The vests,
sleeveless. 33c & 39c

PENNEYS

LOVELY Curtains, Cretonnes

All Sensational Values



PRISCILLA CURTAINS of fine quality
marquisette. 2.98
TAILORED CURTAINS nicely
hemmed and headed. 2.49

RAYON TAILORED PAIRS in soft,
lustrous marquisette. 3.49

PAY OFF IN DAY-AFTER-DAY PERFORMANCE!

PAY DAY* OVERALLS

- Husky, Tight-Weave Denim
- Perfect Fit (Graduated Patterns)
- Bartacked at Strain Points
- Sanforized-Shrunk!

Famous PAY DAYS—the
toughest overalls we know—
and the most comfortable!
Sturdy as ever—with gradu-
ated patterns to give you
ALL-OVER fit! Laundry-
proof buckles—Union made.
2.89



WORK PANTS. Heavy,
durable covert. Full-cut.
Sanforized. 2.59
*Reg. U. S. Pat. Off.
†Shrinkage will not exceed 1%



WORK SHIRTS. Sanfor-
ized chambray or covert
—double-sewn! 1.59



WORK SHOES. Sturdy
leather, riveted steel
shank. Lined. 5.00

