

PENNEY'S
ALWAYS FIRST QUALITY!

Friday! Saturday! Save yourself plenty!
The women of Penney's take over!

WOMEN'S DAYS
STUPENDOUS SAVINGS IN EVERY DEPARTMENT!
DON'T MISS OUT... GET HERE EARLY! SAVE!



HIGH TWIST!

GAYMODE NYLONS

Always first quality... every stitch, seam, thread. Only Penney's has them! Sheer luxury nylons famous for their wonderful fit, lovely texture, and flattery. 51 gauge 15 denier. New shades. 8 1/2 to 10 1/2. **67c**



RUGGED!

SANFORIZED!

BOYS' STURDY DENIM BLUE JEANS
Built to take plenty of rough wear, many launderings! Priced Penney-low! These are husky full cut 8 oz. blue denims with button fly, copper plated rivets, orange stitching. Yoke back for better fit. Plenty of pocket room. Sizes 6-12. **1.19**

**RAYON
CREPE
BLOUSES**



ONLY

\$1



Downright amazing at this price! Handsome washable rayon acetate crepe, finished with detail you'd hardly believe possible... contrasting or matching embroidery, lace trims and inserts, little extras like a separate pin or clip. White, yellow, blue, pink, gray, beige, chartreuse... 32-38.

6 COLORS

White, Yellow, Green, Turquoise, Lilac, Red

Manager Juanita Doty Says:

We girls at Penney's are going to prove that we can run the store better than the men. Come in tomorrow and Saturday and save on these Leap-Year Values!

**It's Leap Year
at PENNEY'S!**

The girls asked for one day to run the store and got two days. They planned the advertising, arranged the displays and bought a lot of merchandise to sell at a special price for this occasion. Now is your chance to save. Come in tomorrow, you'll be surprised!



Asst. Manager Gudrun Erickson Says:

It's women's day at our store. The day we girls have been waiting for. You see, we decided it would be fun to show the men how a store should be run. So everybody come to Penney's. Let's have a lot of fun. For just this once we have the men on the run!

FASHION'S NEWEST FAVORITE!

**Gold Glitter
on Cotton!**
79c YD.

Sanforized,† washable new fabric
in metallic gold color prints!

The most exciting fabric idea in years. Oh, the wonderful things you can whip up for Spring and Summer. But come see these magnificent fabrics now. You'll buy yards and yards!

†Maximum shrinkage 1%

GILDED COTTONS

...brand new
at this low price!

279



Metallic gold-colored prints sparkling against crisp cottons... sometimes the only print, sometimes just a glint across a colorful pattern. Misses', junior sizes.



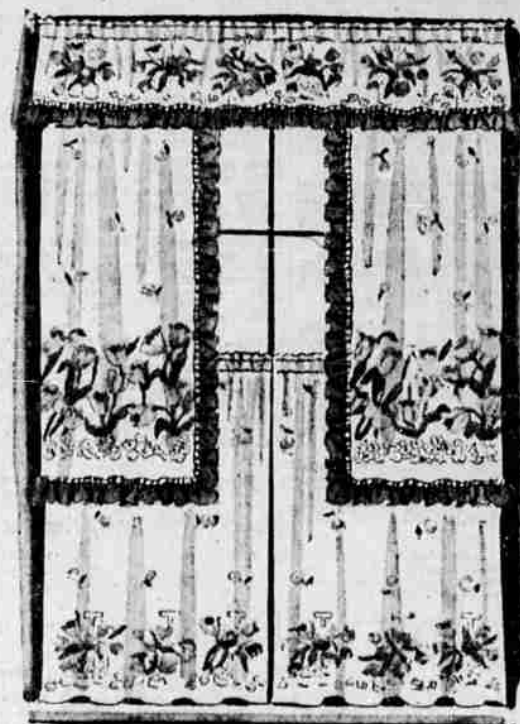
THIS is the
shoe that makes
flats THE fashion!

**...IN LEATHER
AND ONLY**

Pick a bright shade, a dark shade, a soft, soft pastel. Possibilities: unlimited! Wear them everywhere you go! They're young! They're fun! They're smart! Little-bit-of-strap, almost-no-heel... and such a low, low price.

298

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PRINTED VINYL PLASTIC
COTTAGE SETS

Choose from two delightful patterns! These are heavy gauge plastic curtains that can take lots of hard wear. A whisk of a damp cloth, and they're clean! Set **79c**

REDUCED TO CLEAR!

**MEN'S PAJAMAS
and NIGHTSHIRTS! 1.00**
Pajamas — Sanforized cotton flannel in two sizes, medium and medium large.
Night Shirts — Sanforized cotton flannel in two sizes, medium and medium large.

Rubber Boots Reduced! \$2
White, Red, or Brown Children's or Women's sizes, popular ankle strap model.

SPECIAL PURCHASE!

MEN'S TIES 77c
Rayon Jacquards, satins and foulards. All wool lined. You'll want several at this low price!

**COTTON LOOP
RUG**
(18"x30")

Terrific value! Imagine getting a 2 ply cotton rug for so little! These have non-skid backs! Choose from many, many decorator colors. Buy one for every room! **\$1**



**Rayon Gabardine
Short Coats
\$4.98**