

PENNEY'S
ALWAYS FIRST QUALITY

**SATURDAY
TOMORROW IS**

LADIES' DAY

THE GALS TAKE OVER... SEE HOW YOU SAVE!



SPECIAL BUY!
RAYON PANTIES
4 for \$1.00

Elastic leg style fits smoothly, comfortably. Fine acetate tricot is easy to wash, will wear and wear. Come in, take advantage of this exceptional value! Brief style only in white. Sizes S, M, L.

LADIES' DAY FEATURE!



VERY SPECIAL!
COTTON DRESSES
FOR TODDLERS

Sizes 1-3 **\$1.00**

Fresh cottons bloom at Penney's for the "tot-and-toddle" set! You'll find embossed cottons, textured, broadcloths, in solids or delightful prints. Stock up now at this special price!

LADIES' DAY FEATURE!



SPECIAL PURCHASE!

**HAND WASHABLE
BEMBERGS**

Misses
Half-Sizes **\$3.98**

**SEE YOURSELF IN HAND
WASHABLE PRINTS!**

Newsy fashion note—rich rayon prints that are hand-washable! Dressed up with glitter, scarfs or flowers, and dressy for the nicest occasion, they're done in a brilliant flare of many exciting prints. Come in, take advantage of this exceptional value!

LADIES' DAY FEATURE!



WHAT A BUY!
**NYLON TRICOT
4-GORE SLIPS**

Only **\$2.66**

Just imagine! Wonderful 40 denier nylon tricot at this ridiculously low Penney price! Smooth-fitting, lavishly trimmed and they dry wrinkle free in minutes! White only, in sizes 34 to 38.

LADIES' DAY FEATURE!

FIRST QUALITY NYLONS

**60-gauge 15-denier
Full Fashioned**

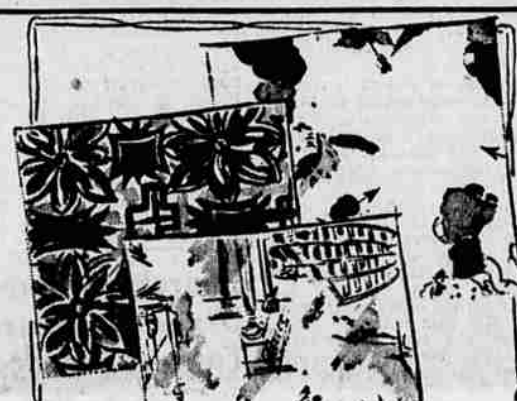
LADIES' DAY SPECIAL!

2 pr. \$1.35

FOR SHEER GLAMOUR, EXTRA LONG WEAR

Priced so low you'll want to stock up on them. Sheer, long-wearing nylons in a flattering shade that will go so well with new spring dresses and suits. Find them in sizes 9 to 10½ at Penney's—now!

LADIES' DAY FEATURE!

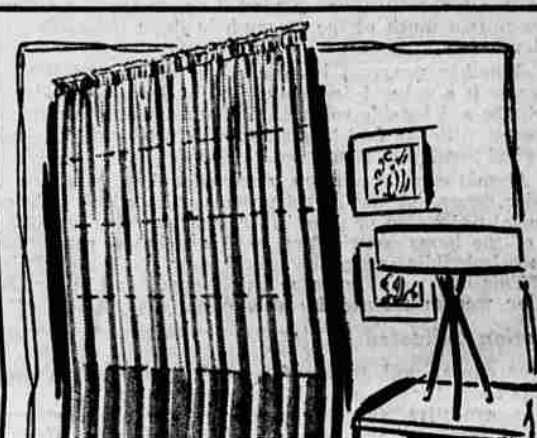


**SEW FOR SPRING
80-SQUARE PERCALE**

36" Wide **29c** yd.

Sew for spring and save with Penney's 80 square percales. Many patterns and colors to choose from. Wash-fast prints that stay fresh longer. You'll love these bright clear prints.

LADIES' DAY FEATURE



VERY SPECIAL BUY!
ALL NYLON PANELS

Soft pastels to harmonize beautifully with your draperies or to span windows for the lovely sheer look. Penney's panels are famous for beauty and long life.

\$1.77

Size 41 x 81

LADIES' DAY FEATURE!



LOOK! NO IRONING!
100% NYLON PLISSE

Look! 100% Nylon Plisse for only \$2. Cool, crinkly fabric gives you breezy, lightweight comfort. Styled with short sleeves, 1 plain pocket and spread collar, they are washable and need no ironing. White and lovely pastel colors.

2.00

Sizes S, M, L.

LADIES' DAY FEATURE!



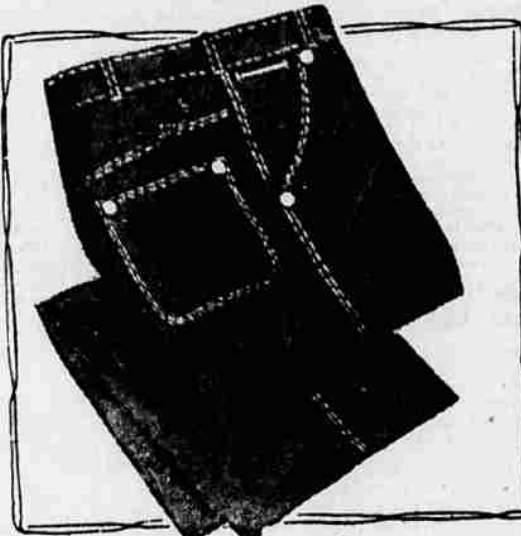
**FULL CUT
CHAMBRAY
WORK SHIRTS**

\$1.00

Sizes 15-17

Full cut, Sanforized work shirts featuring lined dress type collar, long tail, strongly stitched main seams and continuous non-rip sleeve facings. They're standard weight blue chambray designed for better fit and comfort.

LADIES' DAY FEATURE!



TIMELY VALUE!
BOYS' 8-oz. JEANS

What a buy! Look at the features you get for only \$1.

- 8 ounce blue denim
- Heavy duty zipper fly
- 2 front patch pockets
- 2 rear pockets
- Copper plated rivets
- Bartacked at all strain points

1.00

SIZES 4-12

LADIES' DAY FEATURE!



TERRIFIC VALUE!
BOYS' POLO SHIRTS

\$1.00

Sizes 6-16

Big selection of styles and colors in boys' better polos. Manufacturers closeout of stripes — solid colors and prints. Loose knit, terry cloth and flat knit. Collar and collarless styles. Hurry for these!

LADIES' DAY FEATURE!



REPEAT SELLOUT!

**100% NYLON
SHORT COATS**

White
and
Pastels
(Slightly Soiled)

\$18.00

WASHABLE, they date on soapsuds — they need no ironing — keep daisy fresh! They're priced wonderfully low, now, at Penney's. Come in, see yourself in these soft, fleecy coats that are so easy to care for.

LADIES' DAY FEATURE!

**COME IN—JOIN THE FUN—SAVE
FOR YOURSELF AND THE FAMILY**