

STARTS TODAY! Come Early for Your Share of These Unbeatable Values!

PENNEY'S

39th

ANNIVERSARY

savings for You!



TOWN-CLAD* SUITS 19.75

Spring's Finest Fabrics—They're Dunbury Worsteds!

Condition yourself for a successful spring season at Penney's! Colorful shades of teal blue, blue-green, brown and gray... Distinctive stripes and plaids... perfectly draped single and double breasted models—the whole story of smart spring fashion handsomely illustrated in this fine group! Stop in to see them!



Men! For Spring Smartness!

LIGHTWEIGHT HATS 1.98

Richly detailed in the height of spring style—yet look how little you pay! Genuine fur felt, too! Shown are the raw edge Phantom and the Strato with handsomely folded scarf brand. Economy priced, too!

BEAUTIFUL CREPE TWISTED SILK HOSIERY

Anniversary Thrift Special!

- Full Fashioned!
- All Pure Silk!
- New Spring Shades!

55¢

A value sensation! Perfect quality, 3-thread sheers! Crystal clear and snag resistant! Silk reinforced French heels and soles for extra wear! Don't miss this saving! 8 1/2 to 10 1/2.

*Reg. U. S. Pat. Off.

†Fabric shrinkage will not exceed 1%.

Girls' Slack Suits 98c

Savings For You! Charming styles at this low price! In- and -outer shirt. Sizes 8 to 16.

Misses' and Children's ANKLETS 2 pr. 15c

Anniversary Feature! Sturdy weight, combed cotton with straight-up elastic tops! Favorite colors and patterns.

Men's and Boys' Canvas SHOES 47¢

Seasonal Savings! Tough brown canvas with brown trim and rubber toe guards! Rubber soles, heels.

Thickly Tufted CHENILLE SPREADS 4.98

For Bedroom Charm! Beautifully designed in spring's prettiest colors and designs! Easy to wash!

RICH CHENILLE SPREADS 2.98

Unusual patterns in closely tufted chenille on sturdy sheeting!

Cotton JACQUARD SPREADS 2.98

Firmly woven in a simple all-over design. Lovely bedroom colors!

Rayon Pebble Crepe Slips 47c

Big value! Very well made. Trimmings or tailored. 22-44.

Smart Chambray Dresses 1.00

Practical! Pretty! Colorful stripes, favorite styles.

Seersucker House Coats 1.66

Wrap-arounds and zip-pers. Gay prints. Full skirts.

Womens' Rayon Panties 9c

Medium and brief styles in sturdy knit rayon. Save!

Special! Children's Sleepers 37c

Nursery prints on crinkle crepe. Full cut. Short sleeves.

Thirsty Terry Bath Towels 15c

Handsome checks, plaids, or with colored borders.

Jumbo Priscilla Curtains 79c

Each pair 82" wide! Dainty ruffles! Pin dot marquisette.

Marquisette Panel Curtains 59c

Colorful new panels, wavy-in borders and figures.

Chenille Bath Mat Sets 98c

Don't miss these! Thickly tufted two-tone designs.

Infants' Creepers 25c

Blue chambray, trimmed in red. Sizes 1, 2, 3. Easy to wash. Neat looking.

Women's Handkerchiefs 10c

Anniversary scoop! Spring prints or sheer cotton. 3 for

Thirty-nine years of fair business dealing... that is the history of the Penney Company. From a little store in Kemmerer, Wyoming, in 1902, to a great stalwart oak of almost 1600 stores today, spreading its friendly branches to every corner of the country! Its friendly business at its best... built solidly on the American business at its best... and, with every simple virtue of the Golden Rule... and, with every step of growth, striving to serve still better its vast army of customer-friends—right here in your community!

Specially Priced for This Event! Thick 'N Thin Plain Color and PRINTED RAYONS 33¢

Extremely smart for sportswear! Newest prints and colors at this low price! Hand washable 39" wide!

Splendor-Spun Rayon PRINTS & PLAINS 33¢

Rare bargains! Sporty floral and novelty designs. Hand washable 39" wide!

Printed Rayon BEMBERG SHEERS 44¢

An Anniversary Value! Lots of fresh, cool designs! Washable!

Anniversary Value! CRIB BLANKETS 29c

Soft Cotton! 36" x 40"!

You never have too many of these handy blankets! Sturdy, washed ends that won't fray.

Now! Bleached CHEESECLOTH 3¢

Better Stock Up Today! A bargain at this extra low Anniversary price!

Save on These Men's Values!

Super Service at Low Cost!

Matched Shirt & Pants Sets 1.63

Sanitized! Vat dyed—they won't fade! Neat Texan jeans shirts and drill pants, full cut for comfort!

Stock Up at Anniversary Savings! SHIRTS, SHORTS, BRIEFS 14¢

Broodcloth shorts with "Gripper" Combed cotton shirts and briefs! 2 for 25c

SIZES FOR BOYS AT ONLY

Anniversary Special! Men's ALL-PURPOSE SHIRTS 33¢

White combed cotton with fast color contrasting trim. Crew neck!

BOYS' SIZES IN ABSORBENT COTTON

Men's "Gripper" Pajamas 1.00

"Gripper" fasteners won't come off! Fast color broadcloth! Roomy!

MEN'S HANDKERCHIEFS 3 for 25¢

All white or with colored borders.

Penimaid Food Mixers 7.90

With fruit juice extractors. Three speeds.

Guest TOWELS 10¢

Hand Embroidered! TERRY WASH CLOTHS—3 for 10c

Here's Proof That Your Dollar Goes Farther at Penney's

Hand Printed TABLE CLOTH 59c

In Gay Cheery Colors For your kitchen, dinette or tea table. 52-inch size.

JACQUARD SPREAD In An Heirloom Design! \$1

Quaintly designed, strongly model! Pretty colors! 80" x 105".

BIG BLANKET VALUE Bright Indian Designs! \$1

Sturdy cotton. Clear, soil-resistant colors. Size 70" x 80".

Lovely CRIB SPREAD Cuddling For Baby! \$1

Nursery designs worked in fluffy pink or blue chenille.

Lace Table Cloth Creamy White! \$1

Pretty, yet so practical! And easy to wash!

Easy-to-Use Carpet SWEEPER 2.98

Anniversary Feature! Automatic adjustable brush! Convenient, removable dust pans! Quiet rubber bumpers and rubber wheels!

Duncan Phyfe Design! Bookshelf Table 3.88

Extraordinary value for—

Quality inlay top! Satiny finish with antiqued patina! 25" high. Thrift priced!

Leatherette Topped KITCHEN STOOLS 1.00

Amazingly Low Priced!

Quiet rubber caps on vinyl padded seats! Chrome plated foot rails! Betty Nuts!

GENUINE PLATE GLASS MIRRORS

Fancy Gold Frames 18x26 2.88

PENNEY'S

J. C. PENNEY COMPANY, Incorporated