

PENNEY'S SUPER DOLLAR DAYS

Tomorrow! Hurry! Hurry!
Shop Penney's --- Shop and Save With Confidence

EVERY DOLLAR YOU SPEND BUYS SUPER VALUE! LOOK AT THESE !!!!!

DOLLAR DAY FEATURE!



\$1

A REAL SPECIAL FOR THIS EVENT!

SAVE! 51 GAUGE NYLONS

Can you believe it? Only \$1.00 for sheer 51 gauge or 30 denier nylons! That's Penney's for you! And they're absolutely perfect—there's not a flaw in the batch! Come in while they're still here—and buy enough to last all Spring! Shades are Pebble and Caramel. 8½-10½. Hurry! A real Dollar Day buy!

DOLLAR DAY FEATURE!



\$2

MEN—DON'T MISS THIS VALUE!

FINE QUALITY SHIRTS

Look—woven-pattern shirts, made from superb combed fabrics. Every one a fine quality shirt. Sanforized*, of course. Non-wilt Nu-craft* collars. You have to see these shirts to believe what wonderful values they are. Come in, but hurry. They'll go fast at this low price!

DOLLAR DAY FEATURE!



\$2

A WONDERFUL LOW PRICE!

SMART SPRING HANDBAGS

Here's a real bargain! Long wearing, easy-to-clean plastic patent and calf handbags fashioned in the newest Spring styles... pouch and underarm... only \$2 plus tax. Designed and made to cost lots more. Possible because of a special buy. In black, Gypsy brown, sailing red, pepper green.

DOLLAR DAY FEATURE!



\$1

A BIG MONEY SAVER—LOOK!

WOMEN'S RAYON KNIT SLIPS

Penney's Dollar Day event means savings for you! Take this slip, for instance! It's made of nationally famous SPUN-LO, the fabric that loves soap and water and wears and wears! Tailored... four gore cut... one inch hem... long length... full cut... adjustable straps. It's a real value! Pink, white. 32-44.

A DOLLAR DAY VALUE!



BOYS' UNDERWEAR **\$1**

Fine quality swiss ribbed athletic shirts. Comfortable briefs with all around elastic waist. Save now!

*Shrinkage will not exceed 1%.

A DOLLAR DAY VALUE!



PENNEY COTTONS **\$2**

Special 80 sq. percale and poplin frocks... priced low for this event! In many, new styles, prints. 12-52.

A DOLLAR DAY VALUE!



MEN'S PAJAMAS **\$2**

Yes, SANFORIZED* cotton pajamas at this low price! Colorful stripes. Coat style. Drawstring pants.

A DOLLAR DAY VALUE!



INFANTS' BLANKETS **\$1**

Cotton receiving blankets. 30" x 40". Soft, absorbent and durable. White, pink, blue. Striped borders.

A DOLLAR DAY VALUE!



Cotton Lace CLOTHS **\$3**

Sturdy cotton woven into lovely lace cloths that wear long and wash easily! 72" x 90" and 60" x 80" sizes.

A DOLLAR DAY VALUE!

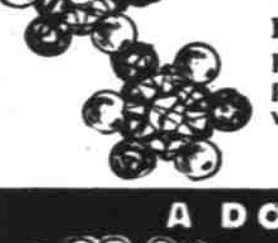


MEN'S UNDERWEAR **\$1**

Sanforized* broadcloth shorts. Knitted briefs. Full cut T-shirts. Combed swiss ribbed athletic shirts.

*Shrinkage will not exceed 1%.

A DOLLAR DAY VALUE!



SAVE! EARRINGS **\$1**

Fiery imported stones—all prong set! And you get 2 pair for only \$1.00! In a big variety of colors and styles.

PLUS TAX

A DOLLAR DAY VALUE!



CRIB SPREADS **\$2**

Snowy white tufted chenille crib spreads. Cute nursery designs in pink and blue. Sturdy. No ironing.

DOLLAR DAY FEATURE!



\$5

YOU SAVE ON THESE FLUFFY CHENILLE SPREADS

A DOLLAR DAY VALUE!



RAYON PANTIES **\$1**

Circular knit panties for women. Elastic waist. Medium length and briefs. Pink, white and blue. S, M, L.

A DOLLAR DAY VALUE!



WORK GLOVES **\$1**

A big value in men's grain leather palm work gloves. Sturdy striped canvas back. Fully lined. Medium, large.

DOLLAR DAY FEATURE!



\$1

HOMEMAKERS SAVE AT PENNEY'S! BRAIDED RUGS

A DOLLAR DAY VALUE!



TERRY TOWELS **\$1**

Sturdy, absorbent terry bath towels in lovely two-toned plaids. 20" x 40" size. Buy now... you save!

A DOLLAR DAY VALUE!

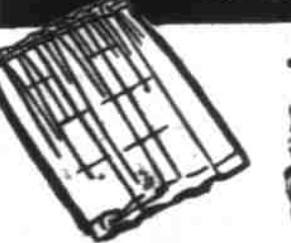


MEN'S SOCKS **\$1**

Rayon sock socks at a hard-to-believe low price! Elastic tops, reinforced soles, heels.

4 pr. for

A DOLLAR DAY VALUE!



TAILORED PANELS **\$2**

Fine rayon marquisette with Perma-ray finish to assure long wear. 44" x 81" overall. Hemmed. Eggshell.

each

A DOLLAR DAY VALUE!



WOMEN'S GOWNS **\$2**

Rayon knit tricot in four lovely net and lace trim styles. Pink, blue, white, maize. M, L, and Extra L.

A DOLLAR DAY VALUE!



COTTON JIMMIES **\$1**

Sanforized* cotton twill. Bartacks at all points of strain. Double bib. Smooth seams. Navy, brown, blue.

A DOLLAR DAY VALUE!



GIRLS' PANTIES **\$1**

Imagine—4 pairs of run-resistant rayon panties! Elastic waist. Snug fitting cuff. White, tearose. 2-14.

4 for