

# STARTS TODAY STOP PENNEY'S SHOP SAVE 48<sup>th</sup> ANNIVERSARY

For many months we have planned these tremendous savings to offer you in one gigantic event.  
(Penney's 48th Anniversary)  
... Check these values-savings you will marvel at. Not odds and ends, but complete groups of fresh, wanted merchandise... and at such savings that every thrifty shopper will want to be here... at Penney's... this morning at 9.30.

**GIRLS' COTTON PRINT DRESSES**  
**1.00**  
Crisp, cotton prints in a Spring selection of new styles... sizes 7 to 14. SAVE!  
PENNEY'S SECOND FLOOR

FOR 48 YEARS PENNEY'S HAS SERVED AMERICA'S MERCANTILE NEEDS... WITH QUALITY AND THRIFT... SHARE THESE CELEBRATION VALUES

**STOP! SHOP! SAVE!**

FIRST IN STYLE, QUALITY, AND VALUE... THAT'S PENNEY'S MONEY-SAVING MAGIC!

**ANNIVERSARY FEATURE! WOMEN'S COATS**  
300... "No Coats Withheld!"

- All-Wool Coverts
- All-Wool Gabardines
- All-Wool Checks

At Just TWO Low Prices.  
All Coats Re-Grouped, Re-Priced... Terrific Values!

**2 for 1.00** **\$15** **\$25**

Sturdy cottons! Full-cut! Long-wearing! 34 to 46. A buy you shouldn't miss

- All Coats fully lined... Boxy and Fitted Styles... All sizes in
- Spring Shades

**PENNEY'S MAIN FLOOR** **PENNEY'S SECOND FLOOR**

**STOP! SHOP! SAVE!**

HERE IS YOUR OPPORTUNITY TO SHARE IN THE RESULTS OF 48 YEARS OF PUBLIC SERVICE!

**ANNIVERSARY SPECIAL VALUE! WOMEN'S DRESSES**

Four Price Ranges  
And... Just **FOUR** Groups  
**\$3.00** AND **\$5.00**

- QUALITY COTTONS AND RAYONS
- EXCITING PRINTS AND CRISP PLAINS
- CAREFULLY STYLED... A FIND!

**PENNEY'S DOWNSTAIRS STORE**

**\$7.00** AND **\$9.00**

- Prices Slashed! Rayon Crepes,
- Failles, Taffetas, Gabardines in
- Prints or Plains. Most Sizes

**PENNEY'S SECOND FLOOR**

**STOP! SHOP! SAVE!**

**CHENILLE SPREADS**  
**3.44**

Big value! Velvety-thick chenille tufting... in closely stitched rows... wider, longer for extra fullness on every side! Notice the colors—white, pastels, the new intense shades! Better come early!

**PENNEY'S MEZZANINE**

**STOP! SHOP! SAVE!**

**BEMBERG RAYON SHEERS**  
**77** Yard

Clear, bright colors! A wide, wide array of designs... florals, dots, stripes—most everything! Today!

**PENNEY'S MEZZANINE**

**Women's SUITS** **STOP**

- Two groups. Reduced! All
- Sizes... Spring shades. Wool, rayon

**13.00** **18.00**

**PENNEY'S SECOND FLOOR**

**Boys' Sweat SHIRTS** **SHOP**

- Finely Combed Cotton. Red Only
- Small, Medium, Large

**77c**

**PENNEY'S MAIN FLOOR**

**Rayon Print BLOUSES** **SAVE**

- Fresh, Spring Collection of
- Gay Prints, Grand Selection

**1.00**

**PENNEY'S SECOND FLOOR**

**Men's Briefs** **AT PENNEY'S**

- Always a Fast Seller. These
- White Cotton Briefs won't last

**2 for \$1**

**PENNEY'S MAIN FLOOR**

**STOP! SHOP! SAVE!**

**RAYON KNIT GOWNS**  
**1.44**

Pastel colors! New Styling! Sizes 34-40! Big Savings!  
**PENNEY'S MAIN FLOOR**

**STOP! SHOP! SAVE!**

**WAFFLE PIQUE DRESSES**  
**2.33**

Street styles! New Spring prints! Floral, stripes, dots! Sizes 12 to 44!  
**PENNEY'S DOWNSTAIRS STORE**

**STOP! SHOP! SAVE!**

**GARMENT BAG**  
**1.00**

Be smart—buy several! Enough to protect your family's entire winter wardrobe! Heavyweight vinyl plastic, smooth-working 30" zipper. Clear and colors.

**PENNEY'S DOWNSTAIRS STORE**

**STOP! SHOP! SAVE!**

**FOR ANNIVERSARY ONLY!**

**SECONDS... BUT FIRST QUALITY NYLONS**  
GAUGE 15 DENIER  
**84c** PAIR

New Spring shades! Made to longer wear! Flatter your weight! Stylish fit!

**PENNEY'S MAIN FLOOR**

**STOP! SHOP! SAVE!**

**Boy's Cotton SPORT SHIRTS**  
**1.00**

Good, full-bodied cotton. Sanforized for safe tubbing. In the bright colors boys whoop about. Sizes 6-18. Thrifty buy at this C & C price!

**PENNEY'S MAIN FLOOR**

**STOP! SHOP! SAVE!**

**BOYS' POLO SHIRTS**  
**1.00**

Colorful cotton knits! So many grand patterns! Practical! Sturdy! Thrifty! S, M, L.

**PENNEY'S MAIN FLOOR**

**STOP! SHOP! SAVE!**

**MEN'S DRESS SHIRTS**  
**1.77**

Whites! Fancy patterns! Colors! Fine 136x8 broadcloth! Nucraft® collars! Barret cuffs! 14-17.

**PENNEY'S MAIN FLOOR**

SOME OF THESE SAVINGS ARE FEATURES OF PENNEY'S BIG AFTER-EASTER CLEARANCE — NOW IN PROGRESS