

PENNEY'S
ALWAYS FIRST QUALITY!

Honesty was always "Cherry-tree-chopper" George's policy and it's Penney's policy too . . . Here's 17 of the best buys (we hope) Penney's, George and Martha could bring to Eugene this weekend!

First in **VALUE!** First in **VARIETY!** Dozens of Spring "Firsts" go on sale tomorrow!



SALE

WASHINGTON'S BIRTHDAY SPECIALS!

"George dear... I think this is about the best buy in the colonies!"

VALUE!

**SUCH HOSIERY SAVINGS!
FULL FASHIONED NYLONS**

First quality 60-gauge, 15-denier dress sheers in a choice of self-color or dramatic dark seams. Gala (medium beige) and confetti (light beige). 8 1/2 to 11.

3:1⁰⁸

main floor

WHAT A VALUE!
but I think the skirt's short . . . George

SPECIAL! CREASE RESISTANT GINGHAMS, CHAMBRAYS, MORE

A huge variety of wonderful wash-in wear little care fabric in color splashed woven gingham plaids and check . . . silken-like fine chambrays! prints and solids!

1^c an inch
36c a yard

downstairs

"Martha! here's what I've been looking for!"
... George



"I confess, George, they're all fakes, even the signatures, but they're such excellent copies at excellent prices I couldn't resist!"

... Martha

BRUSH STROKE REPRODUCTIONS OF FAMOUS PAINTINGS

THEY'RE EVEN MOUNTED, READY FOR FRAMING

\$1 12"x16"
14"x17"

\$2 16"x20", 12"x30"
18"x24", 24"x30"



HUNDREDS TO CHOOSE FROM!!!

Landscapes, seascapes, portraits, still lifes . . . choose now from over 50 studies in Penney's famous galleries . . . every masterpiece reproduced in true colors with a verplexed surface to give the appearance of the artist's own brush strokes!

fourth floor • housewares

• RAW OAK FRAMES, 8 SIZES **\$2**

"George, this is tremendous buy! I can't loom the fabric and make them at these low Penney prices." . . . Martha

SPECIAL! MEN'S SILVER-GREY MATCHED WORK SETS! SAVE!

What a value! . . . these handsome silver-grey matched sets are fashioned of fine Sanforized cottons, feature reinforced stitching! Machine washable! pants 30-42, shirts 14 1/2-17.

2⁵⁰ pants
\$2 shirts

downstairs

"GEORGE, HERE'S THE SPRING COAT I'D LOVE TO OWN!"

You'll find all Martha's favorites in this beautiful designed new spring group . . . luscious solids and tweeds in wools, wool and silk or rayon blends, 8-16.

\$15

third floor



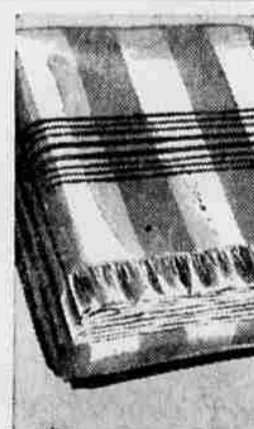
"Martha, they're daring but so flattering!"

SPECIAL! WOMENS CAPRI PANTS

1⁸⁸

Wool, bright cotton prints in slim line ankle pants, 8-18.

third floor



"Wonderful for crossing the Delaware"

SPECIAL! PLAID BLEND BLANKET

\$5 72"x90"

10% rayon, 90% rayon, bright toned plaids, fits twin or double bed.

fourth floor



"George, where but at a Penney store?"

SPECIAL! MEN'S DRESS OXFORDS

6⁶⁶

A handsome plain toe oxford with shining black leather uppers and composition soles, 8 1/2-12.

downstairs



"Martha, perfect for that 14-mile hike to school!"

BOYS' AND GIRLS' SWEATSHIRTS

1⁶⁶

An amazing value in hooded sweatshirts, features hand warmer! Sizes 4-18.

second floor

"Martha, buy several for my birthday tomorrow!"

MEN'S SHORT SLEEVE SHIRTS

1⁶⁶

Cotton chromspuns, dobby weaves, cupions, rayon solids, fashion prints! Sizes 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100.

main floor

"George, I'm amazed at Penney's wonderful buys"

MEN'S BRIEFS, ATHLETIC SHIRTS

2:77^c

Shirts are proportioned 2x2 rib combed cotton, briefs 14 strand elastic waist! What a buy! Briefs 30-38, shirts 38-44.

main floor

"Wonderful for gardening and cherry tree chopping"

SPECIAL! WOMENS COTTON BLOUSES

1⁵⁰

What a tremendous group of top quality cottons . . . fine combed fabrics . . . in solids and a variety of patterns, 32-38.

third floor

"They're such values I don't know which to choose!"

REDUCED! VARIETY WOMENS FLATS

2⁸⁸

Smooth line cuties in a variety of styles . . . black, brown, grey and red, sizes 4 1/2-9.

downstairs

"Tremendous for our Mount Vernon cottage"

SPECIAL! 41 x 81" DACRON PANELS

\$1.

Martha's never had it so good! They're wash, quick dry and hang Dacron panels! Wonderfully long wearing!

fourth floor

"George, just think, no wrinkles!"

EASY CARE BETTER COTTONS

2 yds. \$1

Yes, wonderful little or no iron crease resistant cottons . . . truly big savings!

downstairs

"Martha, young girls are getting gay!"

SPECIAL! GIRLS MIDCALF PANTS

1⁸⁸

machine washable prints and solids in sailcloths and poplins! 7 to 14

second floor

"Martha, buy the boys several pair!"

SPECIAL! BOYS BOXER JEANS

2: \$1

rugged, machine washable . . . featuring an elastic waist, sizes 4 to 8

second floor