

A DOLLAR DAY BONANZA! HEIDENBERG LACE PANELS

100

The look of luxury, yet priced budget-low! Not the extra deep border effect worked in a different-looking coin dot pattern. Heidenberg laces are famous for the way they wear and wear! At this special price, it's a real Dollar Day buy! 54" wide. Egg-shell.

PENNEY'S DOWNSTAIRS STORE

THURSDAY, FRIDAY & SATURDAY ..save a mint of money! PENNEY'S RUN! HURRY! SCURRY! HUSTLE! FLY! DOLLAR DAY

A NEW ASSORTMENT! 80 SQUARE DRESSES

200

All sizes in this special new group of 80 square percale house and street dresses! Bold, diagonal stripes in harmonizing shades are but one of the big collection of patterns and styles now available for the Dollar Day price of only 2.00. Hurry in tomorrow!

PENNEY'S DOWNSTAIRS STORE



DOLLAR DAY FEATURE

Women's Pure Silk 18" Squares

Many new lustrous colors . . . so sheer that they are almost transparent. Carefully stitched hem to prolong life. A buy!

PENNEY'S MAIN FLOOR

\$1 3 for

DOLLAR DAY FEATURE

Children's Striped Polo Shirts

For ages 2 to 8! Bright, multi-color stripes and snug knit neck make this short-sleeved cotton polo shirt a "must"! S-M-L.

PENNEY'S SECOND FLOOR

\$1 2 for

DOLLAR DAY FEATURE

Special Group: Women's Blouses

Outstanding values! A wonderful, special assortment of fussy-type rayon and cotton blouses. Pink, aqua, white, blue, and maize. Sizes 32 to 38

PENNEY'S SECOND FLOOR

\$2

DOLLAR DAY FEATURE

New Colors in Chenille Spreads

Another Dollar Day feature! Buy now and save! Soft, thickly-tufted wavy chenille spreads in a grand assortment of new shades.

PENNEY'S MEZZANINE

\$4

Preshrunk and Washable Chenille

LOOP RUGS



HIGH, NEW COLORS IN THIS SMARTLY STYLED 18"x30" COTTON RUG, WASHING INSTRUCTIONS ATTACHED TO EACH RUG

PENNEY'S DOWNSTAIRS STORE

\$1

ILLUSTRATIONS ARE NOT, IN EVERY CASE, EXACT REPRODUCTIONS OF ADVERTISED MERCHANDISE



MEN: STOCK UP NOW! BIG SAVINGS IN LARGE WHITE HANDKERCHIEFS



12 For

\$1

OVER TWELVE SQUARE FEET OF FINE QUALITY WHITE COTTON HANKIES - EACH IS A BIG, MAN-SIZE 14"x14". SAVE!

PENNEY'S MAIN FLOOR

DOLLAR DAY FEATURE

Men's Slipover Sweater Buys

The wanted fur-and-wool combination sweater — now for only \$3.00! 70% fur, 30% wool, in a choice of several shades. Most sizes available, but hurry! Some 100% wools

PENNEY'S MAIN FLOOR

\$3

DOLLAR DAY FEATURE

Men's Sturdy Dress Oxfords

Well-built of top-quality leather and expertly sewn, this rugged, moccasin-toe oxford for men is a terrific value at just \$5. Rubber heel, sole.

PENNEY'S DOWNSTAIRS STORE

\$5

DOLLAR DAY FEATURE

Men's Printed Flannel Shirts

Soft and warm cotton flannel. These shirts are a good investment in comfort and wear. Check and plaid patterns . . . sanforized . . . all sizes.

PENNEY'S MAIN FLOOR

\$2

DOLLAR DAY FEATURE

Women's Moccasin Toe Oxfords

"Sanitized" interior for safety. These sturdy brown moccasin-toe oxfords have the tough 'neolite' sole. All women's sizes.

PENNEY'S DOWNSTAIRS STORE

\$4



MEN'S JACKETS

Tackle-Twill Fabrics

It's satin-back tackle twill and that means wind - resistant and water - repellant! Two slash pockets, 21 paper front, button-up cuffs. In sizes 38-42. Gray.

PENNEY'S MAIN FLOOR

\$5.00

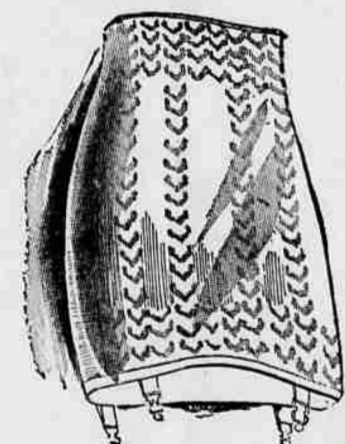


SLIPS

Lace-trimmed rayon slips at a Dollar Day low price! Some embroidered styles. White, blue, pink in sizes 32 to 40. But hurry, these won't last!

PENNEY'S MAIN FLOOR

\$1.00



GIRDLES

"Form - flex" two-way stretch girdles. Youthful, light-weight. These girdles are tops in popularity. Rayon, cotton, and pure rubber combined. Pink only . . . with garters.

PENNEY'S SECOND FLOOR

\$1.00

ALL-WOOL FLANNEL UNLINED

50 ONLY

SHORT COAT

4.00



A wonderful assortment of new Spring shades that will catch and hold your eye when you see these! Soft, 100% wool flannel fabric . . . two patch pockets . . . one-button front . . . all sizes.

PENNEY'S DOWNSTAIRS STORE

COME... SEE...

NEW SPRING DRESSES

A new light-hearted collection of lovely Spring rayons in a range of dream-pretty floral patterns that will amaze you! All sizes in many styles, both prints and shimmering plains. A magnificent value at this tiny price! These absolutely will not last.

GAY FLORAL PATTERNS SLEEK RAYON FABRICS

PENNEY'S MAIN FLOOR

GIRL'S ALL-WOOL SHORT COAT

3.00



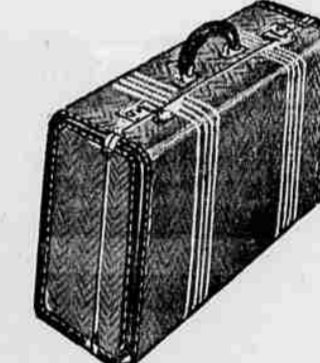
All-wool, unlined flannel short coat for girls at only \$3.00! That's right, Penney's Dollar Days makes it possible. Here is a selection of new high colors with patch pockets, Peter Pan collar, and colorful matching rayon satin neck scarf.

PENNEY'S SECOND FLOOR

BUY SAVE!

Now for Only— 2 for \$5

A SPECIAL PENNEY'S DOLLAR DAY FEATURE!



LUGGAGE

21" Week-End Case

Leather-bound with colorfully striped fabric surface, this Dollar Day value has eye-appeal! Lined with rayon — strong, roomy and equipped with locks.

PENNEY'S MAIN FLOOR

\$5.00



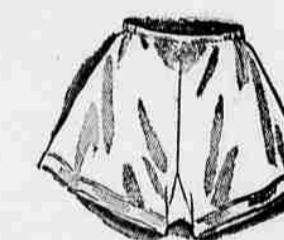
PILLOWS

18"x25" Size

35% colored chicken feather fiber — 75% crushed colored chicken feathers. 18"x25" size. Soft, resilient, with 8-ounce ACA ticking.

PENNEY'S MEZZANINE

\$1.00



WOMEN'S PANTIES

Sheer Rayon

Dollar Days are here again . . .! Sheer rayon panties in five lovely shades at the modest price of \$3.00 for 100! Elastic waist, band leg styles. S-M-L.

PENNEY'S MAIN FLOOR

\$3.00

DOLLAR DAY FEATURE

Boy's Striped Socks

And we mean really fancy striped! Boys like their sock socks loud, and these surely are! Be sure to drop in to Penney's during this sale for yours.

PENNEY'S MAIN FLOOR

\$1

5 Pr.

IN SALEM IT'S PENNEY'S

IN SALEM IT'S PENNEY'S

TOMORROW! BE HERE EARLY! QUANTITIES ARE LIMITED! BIG REDUCTIONS!