

HELP YOURSELF TO YOUR SHARE OF THESE PENNEY'S THRIFT DAYS VALUES! QUANTITIES ARE LIMITED! **LOOK! SAVE!** **SHORT COATS**

NOW ... 100% WOOL GABARDINE!

IMAGINE! HERE IS A ONCE-IN-A-LIFETIME VALUE!

In new, vibrant, Spring shades, here is a collection of pure wool Spring short coats that we are proud to rave about! 50 ONLY, so hurry down to Penney's tomorrow for yours. Fully-lined. 10 to 18.

\$15

PENNEY'S SECOND FLOOR



BARGAINS GALORE! WOMEN'S REGULAR LENGTH COATS

100 ONLY! All-wool gabardine, regular length Spring coat values ... only 25.00! Imagine such savings! Smart, 3-button closure front, fully lined, 10 to 18. AND, a special feature: All-wool covers and lovely new rayon shen gabardine coats for a tiny 15.00. Also full lined. See these!

15.00 AND 25.00

PENNEY'S SECOND FLOOR

STOCK UP NOW! BOYS' RED SWEAT SHIRTS

Just the thing for those outdoor hours! Sturdy, re-inforced cotton sweat shirts that tub easily and wear and wear! Boys' sizes (8-16). Red only.

1.00

PENNEY'S MAIN FLOOR

For Rough Wear **Men's 9 oz. Waist OVERALLS 1.98**

Men's tough, full-cut, sanforized denim overalls. Penney's famous BIG MACS—riveted corner points... zipper fly, 30 to 38.

PENNEY'S MAIN FLOOR



SAVE NOW ON WOMEN'S 100% NYLON PANTIES

Soft, pleasing pastel shades and white in these wonderful washable, all-nylon panties. Sheer and dainty, these panties come in small, medium, or large sizes. Elastic or band leg styles. Buy now... and save!

1.00

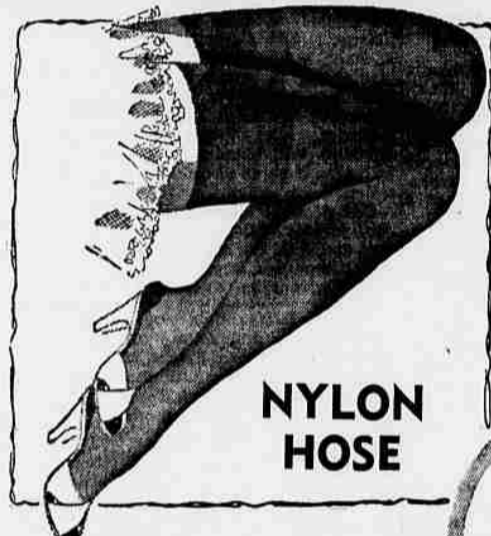
PENNEY'S MAIN FLOOR

Nylon-Reinforced WORK SOCKS

Part-wool, part-cotton work socks that are knit to wear...! This snug, heavy-weight socks are stoutly re-inforced at toe and heel with durable nylon! Stock up now! Sizes 10-12.

3 pr. \$1

PENNEY'S MAIN FLOOR



NYLON HOSE

45 and 51 Gauge 15 and 30 Denier

2 PAIR 1.50

NOW... Gaymode* nylons at a sacrifice! Perfect... yes, we said PERFECT... every pair is tested and scientifically proportioned to give the ideal fitting. New Spring shades... all sizes, of course.

PENNEY'S MAIN FLOOR

"YOUR NAME" POLO SHIRTS... NOW!

REDUCED! A snappy, good-looking polo shirt of sanforized cotton in juveniles and children's sizes... AND YOUR OWN NAME ON THE FRONT! Hurry, these won't last!

65¢

PENNEY'S MAIN FLOOR

PENNEY'S BIG THRIFT DAYS EVENT!!

4 BIG DAYS

• WEDNESDAY
• THURSDAY
• FRIDAY
• SATURDAY

JUST THINK! RAYON BEDSPREADS

Double or single bed size rayon spreads. But we have only 80 of these popular spreads on hand! Colorful patterns and the "wear-like-iron" character of these top-quality rayon spreads.

5.00

PENNEY'S MEZZANINE

SAVE NOW ON BATH MAT SETS!

New, bright colors in these luxuriously deep and thickly-tufted chenille bath mat sets. Also, values in assorted rag rugs for this one, tiny price! Shop Penney's and save!

1.00

PENNEY'S DOWNSTAIRS STORE

FULL SIZE... FRINGED CHENILLE SPREADS

SAVE! These ball-fringed chenille spreads are ever-popular and now you can have yours for only 6.00! Easily washed, they're practical, too! Another thrift days feature... you save!

6.00

PENNEY'S MEZZANINE

POPULAR "HOBNAIL" CHENILLE SPREADS

LOOK AT THE PRICE! If this isn't a special value, then we don't know what is! Cotton "hob-nail" (tufted) chenille spreads at a low, low price! 2.00 each. Full-size.

2.00

PENNEY'S MEZZANINE

100% WOOL 72"x84" BLANKETS! SAVE!

Penney's has long been famous for blanket quality and modest prices... here is an ALL-WOOL, rayon satin edged blanket value in soft shades that you will love!

6.00

PENNEY'S MEZZANINE

BOYS' COTTON GABARDINE SHIRTS

300 only! A thrift days SPECIAL FEATURE. Boy's sizes in these trim, good-looking gabardine sport shirts. Two pockets... zipper and button front... several bold shades to choose from.

1.50

PENNEY'S MAIN FLOOR

Boys' Flannel SHIRTS 1.00 LOOK!

Light-colored plaids in this trim and flannel cotton sport shirt. This is an ideal combination of light-weight and warmth. Boy's sizes (8-16).

PENNEY'S MAIN FLOOR

50% WOOL BLANKETS 72"x84" 5.00 ONLY A FEW!

A thrift days bonanza! Rayon-satin binding, soft, new shades.

Penney's Mezzanine

1 Group SPORT BERETS 1.00

30 only! Special group... reduced from higher priced lines. Spring shades.

SECOND FLOOR

30 ONLY! MILLINERY VALUES

It's a big, grand, glorious collection of smartly-styled Spring hats. See the lovely flowered felts and the numerous interesting and becoming details.

2.00

PENNEY'S SECOND FLOOR

FEATURE BARGAIN! BLOUSES

Just 200 to select from! Here is a wonderful selection of cotton broadcloth, delicately eyelet trimmed in the wanted fussy styles. See these... you'll want several!

1.00

PENNEY'S SECOND FLOOR

WOMEN'S PLAID DENIM SKIRTS... BUY!

What values! In plain shades and lusty "barnyard" colors, these plaid denims are a "must" for this Summer. All sizes, of course. Come in tomorrow!

2.98

PENNEY'S SECOND FLOOR

NOW! 150 GIRLS' BETTER DRESSES

200 only! Sizes 7 to 12 in the cute-as-a-pin cotton frocks that the little girls like. Several popular styles and many shades to choose from. Ideal for Easter!

1.88

PENNEY'S SECOND FLOOR

WOMEN'S CHENILLE ROBE BARGAINS

The chenille robes that are bought at Penney's are worn by the most beautiful women in the world! Lovely shades of deep, luxurious chenille—all sizes.

3.98

PENNEY'S SECOND FLOOR

FEATURE! GIRLS' CARDIGAN SWEATERS

All-wool, knit cardigans are always in good taste! Wide selection of becoming shades in Spring colors. But there are 50 only, so hurry!

2.00

PENNEY'S SECOND FLOOR

WOMEN'S SLIPOVER SWEATERS

JUST 100! REDUCED! Women's all-wool, short sleeved slipover sweaters in Spring shades... your choice, 1.50! At this price, you had better buy two!

1.50

PENNEY'S SECOND FLOOR

YES, IT'S REAL... EVERY ONE A TREMENDOUS SAVING, THESE VALUES ARE MADE AVAILABLE THROUGH CAREFUL BUYING... AND NOW WE CAN PASS THEM ON TO YOU. HURRY DOWN!

IN SALEM IT'S **PENNEY'S**

VALUE PLUS! MEN'S MOUTON COLLAR JACKETS

PRICES SLASHED FOR PENNEY'S THRIFT DAYS! Men's satin "Bomber jackets" with water-repellent twill shell, alpaca pile lining, knit cuffs and waistband, mouton lamb collar, zipper front, two slash pockets. Broken sizes. Maroon only.

7.00

PENNEY'S MAIN FLOOR

SIX-WAY FLOOR LAMPS 7.77 LOW PRICES! REDUCED!

Base light, dome light (three light intensities) and candles coupled with the polished brass and strikingly tinted fabric shade of this lamp, make it an outstanding value.

DOWNSTAIRS STORE

IMAGINE! ORGANDY PRISCILLA CURTAINS

Crispy-sheer organdy with oceans of ruffles (8" wide) that stand out like a ballet skirt. 52"x81". A luxury item—yours for only 3.00.

3.00

PENNEY'S DOWNSTAIRS STORE

LOOK! 100 ONLY! COTTON HOUSE FROCKS

BROKEN LOTS! SHARE THESE SAVINGS! BUY!

Yes, 100 only—and these smart, crisp, 80-square percale house and street dresses with bold diagonal stripes, intricate print patterns and polka-dot designs won't last long at this LOW, LOW, THRIFT DAYS FEATURE PRICE! Broken sizes, but a good selection left.

WHILE THEY LAST...

\$1

PENNEY'S DOWNSTAIRS STORE



SAVE... SAVE... SAVE! LIGHTWEIGHT GIRDLES

"Form-flex" two-way stretch girdles. Youthful and lightweight, these girdles are tops in popularity... rayon, cotton, and rubber composition.

1.00

PENNEY'S SECOND FLOOR

SAVINGS IN RAG RUGS

Multi-colored rag rugs, 32"x18" (approx. size). Makes an easily-laundered addition to any room. Brighten up your home and save plenty. Another THRIFT DAYS feature!

1.39

PENNEY'S DOWNSTAIRS STORE



CHILDREN'S KNIT SLEEPERS... SPECIAL!

Buy a couple... at only 1.00 each; you still will save! Velvet-smooth knitted cotton sleepers. They're one piece from the high rounded collar right down to the snug little feet. Gripper fasteners... elastic drop seat. 1-5.

1.00

PENNEY'S SECOND FLOOR

WOMEN'S STYLE SHOES

Truly, a grand collection of smart, new style shoes. Pump, straps, sandals in calf and well, see for yourself! Another THRIFT DAYS feature value!

2.00 pair

PENNEY'S DOWNSTAIRS STORE