

Penney's
31st
Anniversary
Starts
April 13th
Founded 1902
at
Kemmerer, Wyoming

3 BIG Value-Giving FOUNDERS' DAYS at Penney's

Read This Ad
Carefully—
Compare Our
Prices
See Our
Windows

Down through three great decades . . . and still the basic idea behind this nation-wide institution remains unchanged: Today, as then, the greatest measure of value that your dollar can possibly buy is yours—at PENNEY'S. We've kept pace with the times! We've kept faith with our ever-increasing hosts of friends and shoppers . . . always giving, at Penney's, something better—in service, quality and economy! That was Mr. Penney's promise and practise in that first, small Kemmerer store. And upon the everyday fulfillment of that promise rests Penney's tremendous appeal today . . . to the thrifty everywhere . . . Our 31st Anniversary feature savings commemorate the founder's humble beginning . . . and serve, too, to renew our pledge to hold ceaselessly to this super-value giving policy. It's our Birthday, but it's your party . . . Come!

OF COURSE You Must Have
One of the



1933
SPRING
COATS

NEW
High Necks!
Full Sleeves!
Slim Skirts!
**\$4.98 to
\$9.90**

For DRESS! For SPORT!
So different! So flattering! So reasonable!
You must see them yourself to realize the
quality of these polo types, tweeds, and
crepey wools!

CHILDREN'S
Rayon Vests
and Bloomers
25c

CHILDREN'S
Knit Union Suits
All sizes
25c 39c

WOMEN'S
Crepe Gowns
Regular and extra sizes
59c

WOMEN'S
SLIPS
All sizes
25c

WOMEN'S
Fabric Gloves
49c

WOMEN'S
Rayon Hose
New shades
25c

"Lady-Lyke"
Girdles
New styles
49c to \$2.98

CHILDREN'S
Anklets
15c



Just Imagine! Real
**HAND-MADE
GOWNS**
Porto-Rican
25c

A ridiculously low price for
soft, fine nainsook gowns—es-
pecially when they're hand-made
and hand-embroidered! You'll
love the soft pastels—and re-
member, they're very, very prac-
tical, too!

Genuine "Pequot" Sheets
81x99 size
Pillow Cases 42x36 22c **88c**

Turkish
Towels
Anniversary Price
5c

"WIZARD"
Pillow Cases
42x36
10c

CHILDREN'S
Sweaters
Sizes 8 to 16 yrs.
Puffed sleeve types
98c

Sun Hats
For Women and
Children
19c to 49c

WOMEN'S
Cotton Knit
Union Suits
All sizes
49c

WOMEN'S
Cotton Vests
All sizes
25c

Part Linen Crash
Table Cloths
● Assorted patterns and colors
● Popular size—46x46 in.
● Good quality and durability
● Price that defies comparison
**29c
each**

Additional Thrift Items

- Wash Cloths 3 for 10c
- 27c Outing Flannel, yd. 6c
- Belle Isle Muslin, 10 yds. 59c
- Honor Muslin, 10 yds. 79c
- Part linen Toweling, 5 yards. 39c
- Stevens all linen Crash. 12½c 15c
- Lace Panel Curtains 49c
- Fast color Percale, 36 in., yd. 7½c
- Part linen Luncheon Cloths 29c
- All linen Napkins 6 for 29c
- Pepperell Sheets, 81x99. 59c
- Pepperell Pillow Cases, 42x36 15c
- Knitted Dish Cloths 3 for 10c
- Part linen Dish Towels 5c
- Wizard Sheets, 81x99. 50c

All Silk 12 momme Pongee
Natural only **12 yards \$1.00**

BOYS'
Corduroy Pants
Sizes 7 to 16 yrs.
98c

MEN'S
Corduroy Pants
Slack style
\$1.98

BOYS'
Elastic Waist
Overalls
Sizes 6 to 16 yrs.
49c

Men's and Boys'
Tennis Shoes
49c 98c

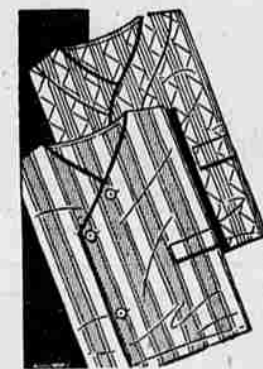
MEN'S
Work Socks
The pair
5c

MEN'S
Shirt & Short Set
Rayon shirt, broadcloth shorts,
complete set
49c

BOYS'
Athletic Union
Suits
Fine quality nainsook
25c

CHILDREN'S
Oxfords
Patent or calf leathers
98c

Be Gay-MEN!



Fancy
Pajamas

Comfortable,
well fitting and
well made. Col-
or absolutely
fast! Wear that
stands up!
VALUE!
98c

A BIG CHOICE—
A LITTLE PRICE!



GENTRY
MADE-TO-MEASURE
CLOTHES
**\$15.75 to
\$29.75**

You'll find the precise
cloth and model you want
in this marvelous array!
Let us measure you.
We'll wager that never,
never will you have had
a smarter, better fitted
suit — for so very little!



Step out in Spring Style!
with the
"FORWARD"
\$1.98

Keen as a whip from crown to brim!
Narrow band, bound edge. Top-
grade in fabric and workmanship!
One of "Marathon's" best sellers!
Lined with celanese.

IT'S A MARATHON

Men! Here Are Values!

- Men's Chambray Work Shirts 25c
- Men's Athletic Union Suits 49c 65c
- Men's Knit Athletic Union Suits 49c
- Men's & Boys' Spring Caps 49c 69c 98c
- Men's all-wool sleeveless
Sweaters 98c \$1.49
- Men's All-Leather Oxfords \$1.98
- Boys' all-wool Sleeveless
Sweaters 79c 98c
- Men's Pay-Day Overalls 89c
- Men's Knit Union Suits 49c
- Men's pre-shrunk Broadcloth Shirts . 98c
- Men's All-Wool Suits \$8.88
- Men's Buckskin Work Gloves 98c
- Penco pre-shrunk Work Shirts 69c
- Boys' cordry. Knickers, wrstd. cuff \$1.49
- Boys' Dress Shirts 49c
- Boys' Golf Hose 15c
- Large size Suit Cases 98c

You Can't Have Too Many!



**Broadcloth
Shorts**
Now
only **25c**

Stock up at this great savings!
Tailored of mercerized broad-
cloths—in fancy patterns . . .
with piping to match!

WOMEN'S Broken lines, odd sizes—
SHOES Patents, satins, kid leath-
ers—straps, ties, oxfords **\$1.35**

J. C. PENNEY CO.

Many other items space does not permit
mentioning—plan to visit our store dur-
ing Founder's Days