

The Price Tags Tell The Story!

Penney's 3rd Anniversary

EXTRA! EXTRA! BIGGEST SELLING EVENT IN OUR HISTORY STARTS TOMORROW!



Get behind the 1935

SUITS

for Fashion news!

\$7.90

Jacket, swagger or fingertip—their backs are all new! Pleats, yokes! Set-in or raglan sleeves! Monotones, tweeds All sizes!

Jacket Dresses

Sizes 14 to 44.

Direct from New York. Latest styles. Values at—

\$5.85

\$7.90

One Group Dresses

87 only—if we have your size—they are bargains—

\$3.50

Women's Handkerchiefs

White cotton 10 inches square

5 for 10c

Muslin
Bleached or unbleached. A great buy. Yard

7½c

80 squares!
Percalé
Plaid, floral, stripes and fancy patterns. Now only

15c

Curtain Net Marquisettes

Fine assortment

10c

Crepe Romance

Floral patterns, stripes and dots

39c

Women's
Rayon Undies

25c

Blue Bib
Overalls
"Value" Brand

Men's 69c

Boy's 39c

Boys'
Canvas Pants

8 to 18—tan only

\$1.69

Men's
Union Suits

Short sleeves, ankle length Ecu. 36 to 46

49c

Men's Socks

Rayon and cotton. New patterns. A scoop!

2 pair 17c

Bath Towels

Colored borders, Generous size—

10c

81x105
Rayon Bedspreads

Lustrous rayon A bargain

84c

Wash Cloths

Stock up on these fancy borders

3 for 10c

Porto Rican Gowns

Hand made—

29c

26 pieces
Silverware

Limited quantity. Be here early. Out they go—

\$3.00

Women's
Broadcloth Pajamas

New—well tailored

98c

Handbags

Whites, blacks, navy or brown—

98c

Yarn

Big hanks— Assorted colors— Close-out—

23c

An Eye-Opener!

Men's Shirts
Plain and fancy dress shirts. All sizes.

59c

Women's
Silk Hose

Full Fashioned

44c

Printed
Silks

Beautiful patterns. Superlative value—

49c

42x36
Pillow Cases

Imagine! Only

12½c

Odd lot group
Women's Shoes

Blacks only and limited sizes—

99c

All Silk Panties

Lace trimmed. Sizes, small, medium and large

49c

Silk Crepe

All silk flat crepe, solid colors. All new shades. Yd.

37c

Assortment
Sheer Materials

Short lengths of high grade dress goods, the yd.

15c

81x99
Sheets

Buy several. Save!

63c

Girls' White Sport
Slacks

Perforated elk uppers. Composition sole—

\$1.49

Women's
Rayon Hose

New shades— Splendid for wear

25c

BARGAINS for MEN and BOYS'

- Men's Neckties 49c
- Men's Garters 10c
- Men's Suspenders 33c
- Men's Dress Hats 98c
- Men's Shorts—Sanforized 25c
- Men's Cotton Undershirts 25c
- Boys' Jimmies, blue, grey, tan 49c
- Boys' Play Suits, 2 to 8 years 49c
- Men's White Handkerchiefs..... 3 for 10c
- Men's Sweaters, shirred backs \$2.98, \$3.98
- Men's Work Pants, Covert 98c
- Men's Athletic Union Suits 49c
- Men's Work Shirts, 14½ to 17 49c
- Men's Leather Work Gloves 59c
- Suede Cloth Zipper Bags 98c
- Work Socks 3 pairs 25c
- Men's Waist Overalls, pre-shrunk 89c

Boys'
Shorts

Striped broadcloth. All sizes. A bargain

15c

Tennis Shoes

for Boys and Men. A scoop! Odorless insoles, Ventilated uppers. All sizes

49c

Single
Blankets

Size 70x80, the big size. Now—

59c

Pillows

Bed Pillows, all new feathers. Good ticking. Ea.

69c

36-inch
Percalés

Fast colors

10c

Children's
School Shoes

Sizes 8½ to 2 Blacks, whites, two-tones. Straps, sandals, oxfords—

98c

Girls' Rayon
Bloomers Panties

All sizes

15c

36-inch
Printed Broadcloth

Fast colors— New patterns

12½c

Brassieres

New styles— Low priced—

25c

Women's
Fabric Gloves

New Spring styles.

49c

Boys' and Men's
Oxfords

Black only—built for style and service—

\$1.98

36-inch
Printed Voiles

Fast colors. Only

10c

64-inch
Table Damask

Basco finish. All white

69c

Printed Rayon.

For Spring dresses. New Bargain

33c

Growing Girls' and Women's
Sport Oxfords

WHITE Elk skin or seal skin

\$1.98

Women's
Broadcloth Slips

29c

Women's
Dress Shoes

Whites or black Newest styles

\$1.98

Girls'
Anklets

New assortment

10c

Baby Blankets

Pink or blue Size 30x40

29c

Men's
Work Shoes

Retan uppers Composition sole

\$1.50



New checks, plaids!

Sport Coats

\$9.90

In a wealth of new and different fabrics—fancy plaids, diagonal tweeds and fleeces! Half-belts, bi-swing backs! Women's, misses'!

Spring Millinery

The newest style trends from New York are arriving daily. Real savings at

\$1.00

Wash Frocks

New sheer materials. A special feature. Sizes 14 to 44

88c