

PENNEY'S
ALWAYS FIRST QUALITY!

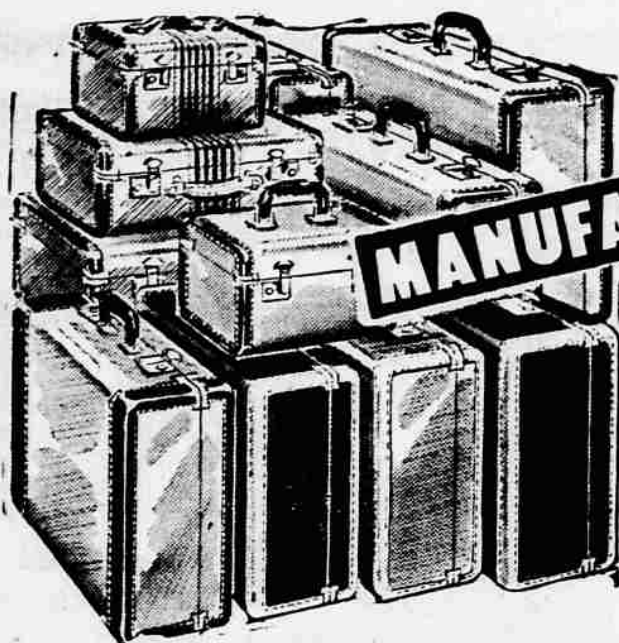
EASTER

**FOLLOW THE CROWDS TO PENNEY'S—NOW, JUST IN TIME FOR EASTER!
BARGAINS IN EVERY DEPARTMENT—ON BOTH FLOORS!—Wed. Thru Sat.**

NOW!

When You Want Them
for Summer
VACATION, TRAVEL!

Over 100 PIECES



MANUFACTURER'S CLOSEOUT!

FIRST QUALITY
FAMOUS MAKER

**MATCHED
LUGGAGE**

INDIVIDUAL PIECES!

CHECK! COMPARE! SCUFF RESISTANT!

- HIGHLY STYLED • LUXURIOUSLY LINED • BRASS-PLATED HARDWARE
- 2-PLY PYROXYLIN-COATED CANVAS COVERING • ALL-WOOD CONSTRUCTION

21" WEEK END CASE

14" TRAIN CASE—

CHOICE OF EACH ONLY—

26" PULLMAN—Now Only10.00

NOW! . . . When you want them, Penney's brings you wonderful savings on top quality matched luggage pieces at prices far below their original . . . all bound in top-grain leather cowhide. Come, save p-l-e-n-t-y!

LUGGAGE SHOP—PENNEY'S STREET FLOOR

Terrific Values!

MEN'S BROADCLOTH SHIRTS

- Regular Collar and Cuffs!
- Famous Nucraft Collar
- Solid Colors!

**Topflight
Brand**

1.98

Choose from this grand collection of higher priced, better quality dress shirts . . . believe use when we say they're terrific values at 1.98. Solid color broadcloths. All are Sanforized-shrunk to stay fit! . . . Every size from 14 through 17, in assorted sleeve lengths. Better be early for the pick of the best!

Come a-Runnin' . . . They
Won't Last Long!

MEN'S FURNISHINGS—PENNEY'S
STREET FLOOR

Buyers' Special!

FIRST! QUALITY — ARGYLE SOCKS

STOCK UP NOW!
Choose from a big selection of sturdy argyle socks. They're all first quality—made of husky mercerized cotton for extra long wear! And they're Washfast—won't run! Sizes 10 to 13.

37¢ pair

TOMORROW — 9:30 A.M.! — SMASHING SAVINGS!

**MEN'S — Husky Straight Tip
DRESS OXFORDS**

Only
5.00

The best buy we've seen in a long time—we asked our men's shoe buyer to get the best value on the market—here it is . . . built for plenty of wear! Fine leather uppers with long wearing composition soles. Goodyear welt. Steel shank for extra support. Sanitized[®] for cleaner, better wear. Brown, 7-11.



OPEN
TILL 9:00
WED. NIGHT

Save!

Special Purchase!

BRAND NEW! FULL BOLTS!

1000 yards

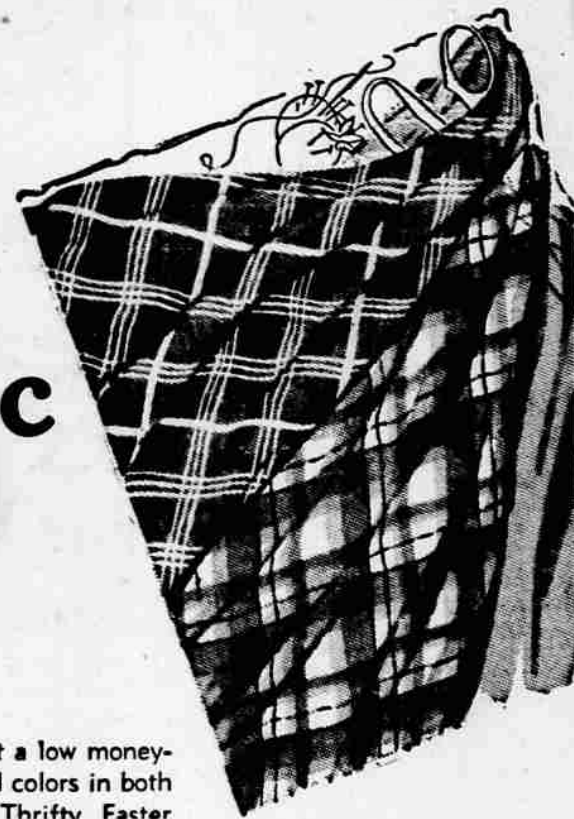
Only!

66¢
Yard

- Pure Silk Prints
- Printed Rayon Sheers
- Solid Tissue Failles
- Master Sheers
- Butcher Weaves
- Shantung

Just unpacked—Fresh new full bolts of much higher-priced better yardage at a low money-saving price—you'll love the dazzling array of sparkling new prints and solid colors in both silks and rayons—and best of all you'll pay only 66¢ a yard at Penney's Thrift Factor Bargain Day Prices!

PENNEY'S STREET FLOOR



Terrific Value!

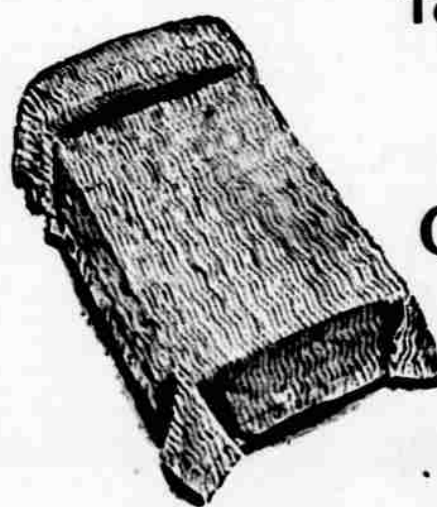
Vertical Weave Chenille

SPREADS

Only **3.33**

Another 100 of these terrific value spreads . . . Vertical rows of wavy chenille on sturdy sheeting. Matching bullion fringe—Ten colors—large 90 inches by 105 inch size.

PENNEY'S STREET FLOOR



WASHABLE

**Loop Rugs
1.00**

A Sell-out Buy! Large 18-inch by 30 inch popular loop rug for only 1.00. Rich dip dyed colors—non-skid back.

PENNEY'S STREET FLOOR

IMPORTED BAMBOO

**SHADES
1.25**

Hurry—not many left of these 3 ft. by 6 ft. imported bamboo blinds. Ideal for porch, patio, flower gardens and house.

PENNEY'S STREET FLOOR

Special!
3000 YARDS

**Eyelet and Lace
TRIMMINGS
10¢ yard**

1" to 3" wide . . . a width for every need. Edgings, insertions, bindings, all of finely woven cotton. Big assortment!



NOW! At Penney's—

**Perfect Quality
Famous Gaymode**

NYLONS

**in 60 Gauge
Ultra Sheer!**

98¢
pair

There's been nylons and nylons and nylons but we've never been able to equal this outstanding purchase at such a wonderful budget-boosting low price! All brand new in the newest Spring shades, full fashioned and 100% NYLON FROM TOP TO TOE! Come in and get your share while 850 pairs last. Sizes 8½ to 10½. **SPRING SHADES.**

Amazing Buy!

Rayon Crepe SLIPS

Lace Trimmed
Eyelet Embroidered Trim!
32 to 42—White, Pink, Blue

1.00

Four-gore style for a perfect fit . . . lace trimmed for that dainty touch! Choose yours from white or pink—in sizes 32 through 40. Exceptional Penney value!

PENNEY'S STREET FLOOR

NYLON JERSEY

PANTIES 98¢

LACE TRIMMED!

• RUN RESISTANT • PINK • WHITE • BLUE
The kind of quality you'd expect to pay much more for . . . but Penney Days bring you big savings! 40-denier NYLON jersey with double crotch, all-around elastic waist. "Pretty" pastels. Sizes 5, 6, 7. While 450 pairs last!

LINGERIE—PENNEY'S STREET FLOOR



SPECIAL!

