



PENNEY'S
ALWAYS FIRST QUALITY!

VALUE EVENT OF THE YEAR!

*Celebrating 50 Years of Value Giving! 1902 to 1952
Don't Miss This Sensational Money Saving Value Event!*

Hurry to Penney's Tomorrow Morning! Doors Open at 9:00 A.M.

**FOLLOW THE CROWDS
EXTRA SAVINGS**

Sanforized Denim SHORT SLACKS
Sanforized denim short slacks—perfect fit, two pockets, zipper closing—faded blue, faded red, faded green, and navy. Hurry only 120—1.98
Sizes 10 to 20

DENIM SHORTS
Sanforized denim shorts—Just 120—all in faded blue. Two styles, boxer or boy. Sizes 10 to 20.
98c

Plaid Gingham SHIRTS
Perfect quality—rich gingham plaids, all sanforized and vat dyed. Sizes 32 to 38. . . . **1.59**

**Special Purchase! New!
EMBOSSSED COTTONS**

Most Wanted Fabric
In New Prints

Sizes 3 to 6X Sizes 7 to 14

2.00 3.00

Better Hurry! They're permanent-finish washables that stay crisp . . . full-cut, with three-inch hems and elastic backs! They have extra-nice trimmings like ruffles, organdy. Lots of styles, prints . . . big 'n' little sister sets too! Yes, better hurry . . . we can't get any more when these are snapped up!

**PENNEY'S THRIFTY GIRLS SHOP
SECOND FLOOR**

**Cool, Fresh Cotton
EYELET
SLIPS**

1.00

This is value! Lovely eyelet bordered slips in fine snowy-white cotton at this tiny Jubilee price! How perfect they are under your Summer cottons, or peeping through a sheer blouse. Each slip is full cut to fit you smoothly and well. First quality. Sizes 32 to 44.

200 ONLY—Women's Rayon Knit Gowns
Lace trimmed. White, pink or blue

JUBILEE SPECIAL!



1.00

SPECIAL! SAVE! OVER 300

SHOP Wednesday NIGHT 'TIL 9 P.M.

**BRAND NEW
SLEEVELESS BLOUSES**

1.98 **Amazing Comfort**

Freshest-coolest idea of spring—Superb comfort, no sleeves. Easy to launder. First time offered at this amazingly low price. Only 300 — Hurry for best selection—

- Embossed Cottons
- Sheer Chambrays
- Printed Sheers
- Butcher Weaves
- Broadcloth



LOOK!
Terrific Value!

2 PERFECT PAIRS

1.25

60 GAUGE
15 DENIER
DARK SEAM

Famous GAYMODE NYLONS

2 PAIRS FOR 1.25! 2 PAIRS FOR 1.25! TWO.

- THEY'RE PENNEY'S OWN BEAUTIFUL GAYMODES!
- FIRST QUALITY—ABSOLUTELY PERFECT!
- LOVELY SPRING SHADES—8½ - 11.
- HURRY IN—LIMITED QUANTITIES! WE COULDN'T BUY ALL WE ASKED FOR!

JUBILEE SPECIAL!

NEW!
LOOK for these exquisite GAYMODES in this Golden Jubilee Package

Terrific Buys! Hurry For Your Share!



No-ironing cotton
PLISSE PAJAMAS
2.00

- Big style assortment
- Dainty trimmings
- Full cut tops and trousers
- Elastic waists
- Pink, blue, maize, 34 to 40

OUTSTANDING JUBILEE BUY!



Well cut cotton
PLISSE NIGHTIES
1.98

- Ruffles! Eyelet! Embroidery!
- So cool! So easy to care for!
- Lovely style assortment!
- Pink, blue, maize, 34 to 40

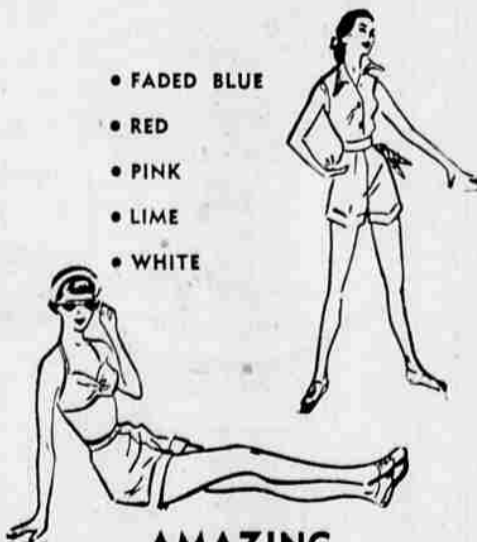
YOU SAVE DURING JUBILEE!



First Quality Full Cut
RAYON BRIEFS

25c

- Run-resistant rayon tricot
 - Band or elastic leg
 - All around elastic waist
 - Pink, white, blue, maize
 - Small, medium, large
- STOCK UP DURING JUBILEE!



- FADED BLUE
- RED
- PINK
- LIME
- WHITE

AMAZING VALUE!

Denim Casuals With Cushion Crepe Soles

Dyed to Match Your Denim Separates!

easy-going fabric casual shoes to take you light-footedly through Spring and Summer! Unusually light and flexible, with springy cushion crepe soles, wedge heels. Sanitized lining. Check your color . . . check that special low Penney price! Sizes 4 to 9.

SHOES . . . PENNEY'S THRIFTY STREET FLOOR



ONLY

2.77 Pair

KIDDIES TOO—
Sizes 8½ to 3 . . . 2.49