

NO MATTER WHERE YOU BUY IT...GET A GIFT FOR MOTHER!

PENNEY'S

ALWAYS FIRST QUALITY!



NOW! 3,000 Pairs Gaymode® Nylons

Monday Thru Saturday Open at 9 A.M.

MOTHER'S DAY SPECIAL
It's An All NYLON SLIP

- Every inch of lace • Every frothy ruffle
- Every Last Stitch—

Not 20 or 30 but 40 denier Nylon tricot knit. White and pink. Sizes 32 to 42. Hurry—this is a Sell Out Buy!

PENNEY'S STREET FLOOR

Never Before Price!

2⁹⁹

SHOP Wednesday NIGHT 'TIL 9 P.M.

EVERY WOMAN'S NEEDS!

HOSE—Buy a Box of 3 Pair for MOM!

60-GAUGE
15-DENIER

Also 51-Gauge, 15-Denier

Dark Seams

*ONLY AT PENNEY'S

98^c

Box of 3 pr. 2.94

Self Seams

51-Gauge, 15-Denier
60-Gauge, 15-Denier

It's really something special when you can find every hose you need... and Penney's own Gaymodes come in types for every woman. Evening sheers to daytime service weights... nylons... rayons... cottons... they're all here and so sensibly priced!

• ALWAYS PERFECT!

Treat Mother to the Very Best Buy Gaymodes

And Here Is Your Complete Hosiery

Wardrobe!

FANCY-HEEL NYLONS

- 51-GAUGE 15-DENIER Fancy Heel 1.15
- 60-GAUGE 15-DENIER Tone Heel 1.25

Newest glamour look! Heels and seams that echo the color of your nylons. Spring shades, sizes 8 1/2 to 11. 51-gauge 15-denier Outline Heel...1.15



PROPORTIONED NYLONS

- DARK SEAMS • FULL-FASHIONED • 15-DENIER

60-GAUGE 1.25

Individually packaged with your size and length right there! Scaled to your height... short, medium, tall. Luxury dark seams.

NON-RUN SERVICE NYLON

- 45-GAUGE, 15-DENIER 1.15

MESH Nylons that are non-run... in choice of denier weights. Sizes 8 1/2 to 11. New shades!



51-GAUGE SEAMLESS NYLONS

- MICROFILM SHEER! 98c
- 51-GAUGE, 15-DENIER

Slim, dramatic leg flattery in luxury nylon. New Spring shades... Sizes 10, 10 1/2, 11.

NURSE TYPES! WHITE NYLONS

- 51-GAUGE 30-DENIER 98c

Service or sheer... in wonder-ful magic-drying nylons for nurses, beauticians, etc. Full-fashioned... sizes 8 1/2 through 11.



NOW! SHEER Full Fashioned Seam GAYMODE HOSE

- 51-GAUGE 15-DENIER 79c Pr.

Famous first quality Gaymode Nylon Hose at a low low price—Sheer but serviceable. 8 1/2 to 11.

OUTSIZE NYLONS

- 42-GAUGE 80-DENIER 1.35

Hard to fit? These are for you! Superior service weight for wear!

HOSIERY—PENNEY'S STREET FLOOR

Look so pretty under your Summer sheers!



MOTHER'S DAY IS SUNDAY, MAY 11th!



Wonder-blend fabric! pretty styles!

Fine acetate rayon-and-nylon

LACY

SLIPS

PROPORTIONED

LENGTHS!



for short, average, tall figures!

Rayon Crepe Slips...

Four-gore style fits smoothly!

2⁹⁸

Dainty, fine multifilament rayon crepe slips with inches of exquisite lace at bodice and hemline! Four-gore straight-cut skirts won't ride up... bias-cut midriff and bodice fit mmm-smoothly! Buy for Mother's Day! 32-46.



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Such frivolous, feminine styles you'd hardly expect them to be long-wearing... but of course they are, for they're blended of lustrous acetate rayon and nylon! Nylon-fagotted seams won't rip out, lovely nylon lace and net trims lend glamour looks. Come shop now for yourself, for Mother's Day! Sizes 32-40.