

**PENNEY'S**  
ALWAYS FIRST QUALITY!

While the boss is away—we're going **BARGAIN CRAZY!**

# Associates' Days

EXTRA GOOD BUYS—FRIDAY AND SATURDAY!

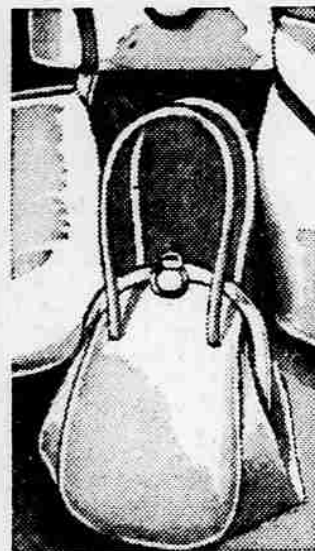


**EXTRA-STRONG  
DACRON-NYLON  
REINFORCED  
SELVAGES!**

**NEW FEATURE IN FINE  
CANNON BATH TOWELS**

Repeat offer of a sellout! Now get Cannons with selvages that take tugging, wringing and won't fray while the rest of the towel is still good. Thick, extra-large in Carefree colors. Face towels 16 by 26 inches (cotton selvege) 42c Wash cloths 17c

**63¢**  
22x44 inches



**BETTER QUALITY  
HANDBAGS**

**99¢ plus tax**

Good selection of better quality handbags. Your choice of plastics and leathers at a fantastically low price. A very special purchase.



**RAYON TRICOT  
KNIT GOWNS!**

**1.00**

Trimmed nighties with really nice detailing—at a get-several price at Penney's! Choose from scoop, square or V-necklines . . . in pink, blue, maize or mint. Sizes M, L, XL.



**SHADOW PANEL  
PLISSE SLIPS**

**1.44**

The slips you love for summer—cool, need no ironing, prevent "see-through" under sheers! Well-fitting 4-gore styles with front shadow panels, embroidery trims. White only. 32-44.



**COTTON PLISSE'  
ROMPER PAJAMAS**

**1.00**

Special! Saucy romper pajamas in cool, no-iron cotton plisse . . . elasticized at the neckline, waist, sleeves and legs. Solid pastels, prints. Sizes small, medium or large.

1 pair, but  
**2 PAIRS AT THIS  
ONE LOW PRICE!**

**60 gauge - 15 denier  
Glamour Sheer  
Perfect Quality  
NYLONS . . .**

**2 pairs \$1**

**AND LOOK:** They're all first quality! Each pair is full fashioned!  
**YOU GET:** Leg-flattering dark seams! Protective cellophane wrapping!

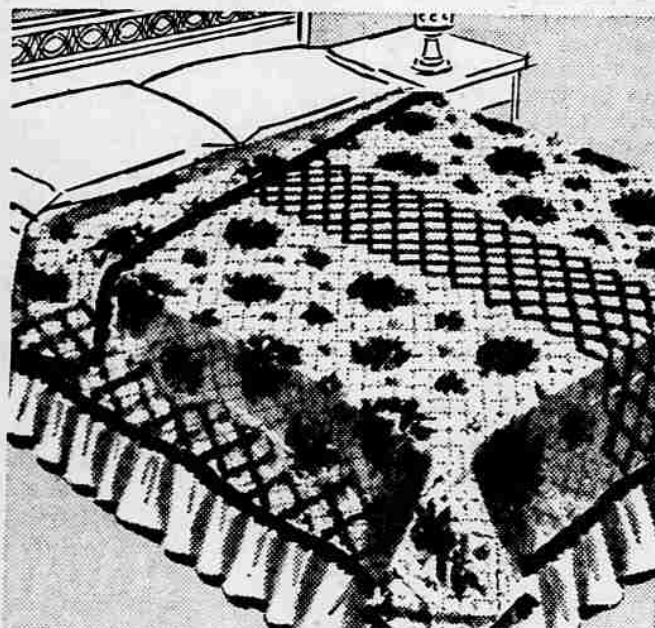
Now at savings too good to miss—60-gauge, 15-denier nylon stockings, sheer enough for dress wear, sturdy enough for business. You'll like the leg-flattering dark seams, the wonderful spring shades. Find sizes 8½ to 11, in cellophane wrappings to protect them from handling snags. Don't miss this exciting event—hurry to Penney's, today!

IT PAYS TO SHOP AT PENNEY'S!

**BARGAINS!**

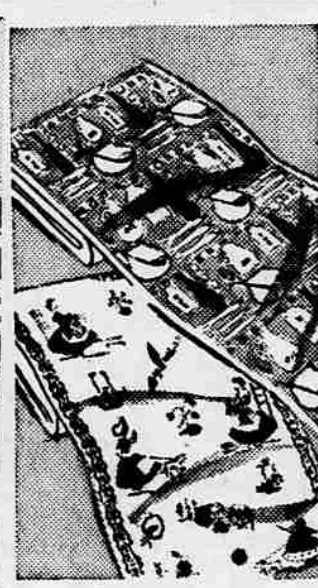
**DELIRIOUS SAVINGS IN EVERY DEPARTMENT!**

**BARGAINS!**



**COMPARE! REVERSIBLE  
RUFFLE-EDGE QUILTS**  
Unheard of value at this price! Decorative coverlets, identical on both sides. Bleached cotton filling makes colors look bright even after washing. Double as warm covers, too!

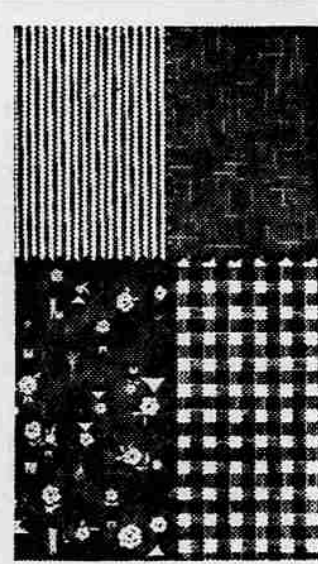
**5.00**  
80x84 inches



**BRIGHT PRINTED  
KITCHEN TOWELS**

**3 for 1.00**

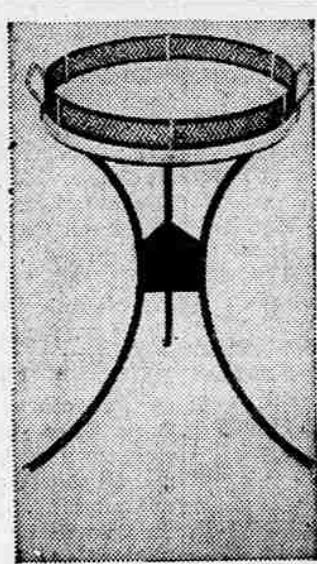
Kitchen towelling for match-up towels, cafes, mats, doilies! Absorbent blend at 75% cotton, 15% linen. Assorted patterns.



**SPECIAL! SUMMER  
FABRIC ASSORTMENT**

**44¢ YD.**

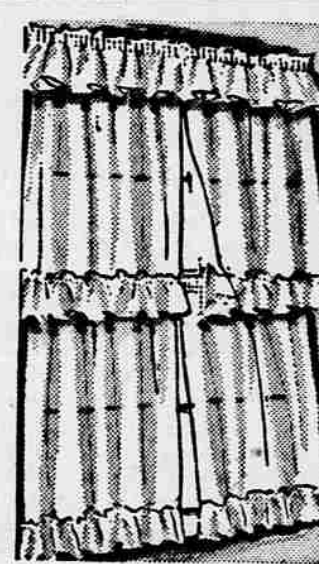
Top Summer fashion fabrics. . . now at savings! See sailcloth, fine combed sheers, woven chambrays, others. All regular pieces, not remnants.



**REMOVABLE TOP  
SERVA-TABLES**

**3.98**

A real value! Repeat of a previous sellout. Serva Tables—A table for every occasion. Good colors. Limited Supply.



**DACRON TIERS  
Sensationally Marked**

**1.33**

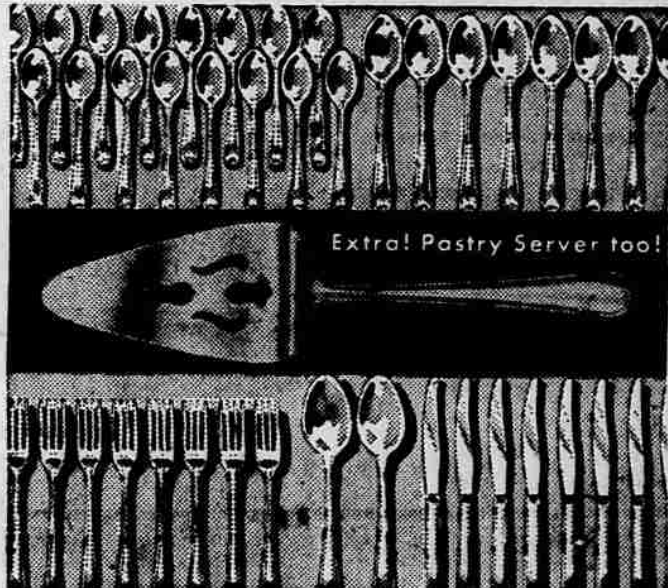
Penney's lowest prices ever on Dacron\* Tiers! Sheer, strong, serviceable—made with 5½-inch headed ruffles, 3-inch ruching. 64 inches wide, 30 or 36 inches long.



**Schiffli-Embroidered  
PILLOW CASES**

**1.00 PR.**

SPECIAL! Gift pillowcases, Schiffli-embroidered made of fine muslin with hemstitched hems in color or white. 42 by 36 inches. Boxed.



**42-PIECE SERVICE!  
PLUS PASTRY SERVER!**

**7.90**

43-piece service for 8 including pastry server! What a value! Here's stainless steel worthy of your finest table setting. Well balanced pieces that need no polishing, no special storing!

**Special Purchase!**

Men's 100% Wool

**SPORT  
COATS**

• All New Patterns  
• Fine Quality Tailoring  
**HURRY DOWN AND SEE  
THESE TODAY! THEY  
WON'T LAST LONG AT  
THIS SENSATIONAL  
PRICE.**

**15.00**  
Sizes 36-44



Added Savings  
**Men's Washable  
Gabardine \$4.98  
SLACKS**

A terrific selection of new patterns in tweeds and overlaid. Colors are brown, blue and grey combinations. You will have to see these to appreciate the tremendous quality at this low price. The last shipment was a complete sell-out so hurry!



**MEN'S SHORT-SLEEVE  
SPORT SHIRTS**

**1.00**

Special! Men's cool summer sport shirts of airy combed cotton leno. . . Sanforized\*, vat-dyed and mercerized for permanent fit, color and lustre! Sizes Small-Medium-Large.



**MEN'S DACRON  
BOXER SHORTS**

**1.00**

Special! Men's Dacron\* shorts with easy-care wash-and-wear feature. Quick-drying, lightweight, long-wearing. Boxer model. Solids, prints.



**Machine Washable  
MEN'S SLACKS**

**3.44**

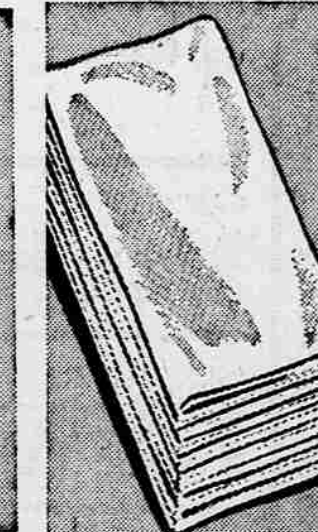
Men! Save on butcher rayon dress slacks! Cool, fresh looking, and machine washable too! Regular Penney dress styling in cocoa, gray, others. Sizes 28-42.



**SPECIAL! BOYS  
DENIM JEANS**

**1.00**

Comfortable full-cut style! Reinforced construction! 4 roomy pockets; zipper fly! Sanforized—1% shrinkage! Special one-time buy—hurry!



**SOFT ABSORBENT  
GAUZE DIAPERS**

**2.00**

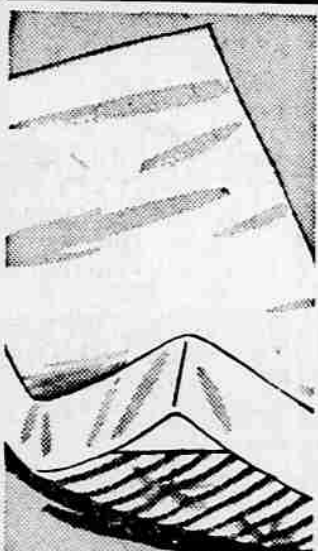
Special! Infants' gauze diapers—extra soft and absorbent! They dry quickly, won't wrinkle, have ravel-resistant hems. 20x40-inch size.



**Sanforized—Sleeveless  
COTTON BLOUSES**

**1.44**

Very Special Purchase of much better quality Sleeveless Blouses. Many colors to choose from. Sizes 32 to 38.



**Infants'  
Fitted Crib  
SHEETS**

**77¢**

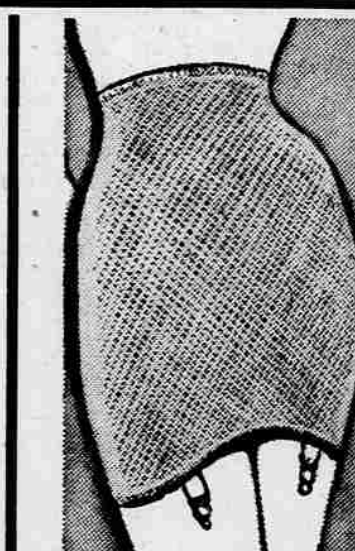
Special Fitted crib sheets of smooth 80x80 muslin, Sanforized for permanent fit. Taped corners mean longer wear. Standard crib size. \*Maximum shrinkage 1%



**Girls' Boxer  
BOXER  
JEANS**

**59¢**

Save on girls' sturdy denim jeans! They're Sanforized\* denim with all-round elastic waist, 2 roomy front pockets, bartacking and reinforcement. Faded blue, charcoal, pink. Sizes 2 to 8. Machine washable. \*Maximum shrinkage 1%.



**Women's  
Cool-Mesh  
PANTIE  
GIRDLE**

**88¢**

Special! Two-way stretch of air-cool mesh—perfect lightweight summer control. Girdle or panty brief without garters in white, pink, blue or maize. Sizes small, medium, or large.



**Men's and  
Women's  
CANVAS  
CASUALS**

**2.22**

Exciting value! Summer-cool casual oxfords in colorful sailcloth! They have sponge cushion insoles buoyant cork and rubber outsoles, and, of course, they're Sanforized\*. Blue, Women's sizes! 4½-8½.

**A Real  
Penney  
Value!  
60 Giant File  
CABINETS**

**Only 2.98**

Ideal for home or office use. Size 13"x10"x10". Sturdy handle and lock. Also 13"x6"x10" . . . 1.98

**Men's Work  
Bandana  
HANDKER-  
CHIEF**

**10  
FOR 1.00**

First time at this price! 18"x18" bandanna handkerchiefs . . . Penney's standard quality and construction! In popular polka dot patterns.