

PENNEY'S

ALWAYS FIRST QUALITY!

ROCK BOTTOM PRICES!

SPECIAL NEW BUYS!

2 BIG DAYS

Friday
Saturday

DOLLAR DAYS

COME EARLY TOMORROW!

EXTRA SAVINGS NOW!

SMASHING VALUES!

BE EARLY! BE SURE!

DOZENS OF UNADVERTISED VALUES IN EVERY DEPARTMENT!

HURRY IN! SAVE!



your choice - solids or prints!
COTTON PLISSE PAJAMAS

Choose from a grand assortment at Penney's remarkable price! Florals, polka dots, solid pastels in butcher boy or tailored pajamas... all cool, no-iron plisse, just right for now-into-summer! Pink, blue, maize.

SPECIAL!
1.77
sizes 34 to 40

Ladies! Now Is The Time To Get Your Gobbler Aprons

• Many Colors
• Sizes S, M, L **1.00**

Big Group Laddies' Better Dress and Casual Shoes

Only 75 Pair. Hurry! **3.50**



twice-terrific buy! two pairs of **PENNEY SHEER NYLONS**

Scoop 'em up, gals! 2 pairs of Penney's first quality nylons for less than the price of one! They're misty sheer, even full fashioned! Slim dark seams. Spring shades. Sizes 8½ to 11. **2 pairs \$1**
60 gauge, 15 denier

EXTRA SPECIAL
Girls' Rayon Pants
Sizes 6-14
White Only **4/1.00**

JUST ARRIVED!!
Baby's Birdseye Diapers
600 Only. **6 For 88¢**

Hurry In and Save
on Penney's Rayon Panels for Your Home. Washable.
• White Only. **77¢**
• 42 x 81"

Better Hurry for These!

Spring Short Coat Special at Penney's

Sizes 8-18 **10.00**

• All Wool Checks • Nylon Fleeces • All Wool Fleeces

Penney's brings the tops in new short coat fashion to you when the season is just starting... and brings it to you at a spectacular low price! Short and perfect for Easter and Summer... done in fine fabrics, all richly lined, all in the most wanted colors of the new season. You'll find classic silhouettes plus the newest slimmer down lines in this exciting collection. Get ready, get set for Spring... GO to Penney's today Where Your Best In Coat Fashion Doesn't Cost A Fortune!

DOLLAR DAY VALUE!

COME IN EARLY! BETTER MEN'S CHAMBRAY WORK SHIRTS. • Sanforized **1.29**
• Full Cut—14½-17

A TERRIFIC VALUE! BOYS' BETTER ORLON SWEATERS Sizes 10-16. Many Colors, Washable. **3.00**

INFANTS' WATER-PROOF PLASTIC RAYON PANTS Pastel Shades of Blue, Pink, Green and White. Sizes ½, 1½ **49¢**

GIRLS' SAILCLOTH SHORT SLACKS Well Made and Machine Washable. Colors—7-14 **2.29**

LADIES' ALL LEATHER GOATSKIN GARDEN GLOVE. TAN Sizes 7-8½ **1.49**

A SMASHING VALUE! MEN'S PURE WHITE FULL SIZE HANDKERCHIEFS. A Giveaway at **12 For 1.00**



EXTRA SPECIAL! WOMEN'S SANFORIZED COTTON BLOUSES

Extra fine Sanforized cottons in rich, glowing solid colors, woven gingham plaids, all handsomely detailed like blouses costing dollars more, all with that extra nice detailing and workmanship, you've come to expect in these blouses. So terrific you'll want plenty to go with all your skirts and sport togs. Stock-up price, sensational value! **1.00**

PENNEY MONEY-SAVERS!

FOR MEN ONLY! SPECIAL PURCHASE Men's Full Combed Cotton "T" Shirts Sizes 38-46 Only **2/1.00**

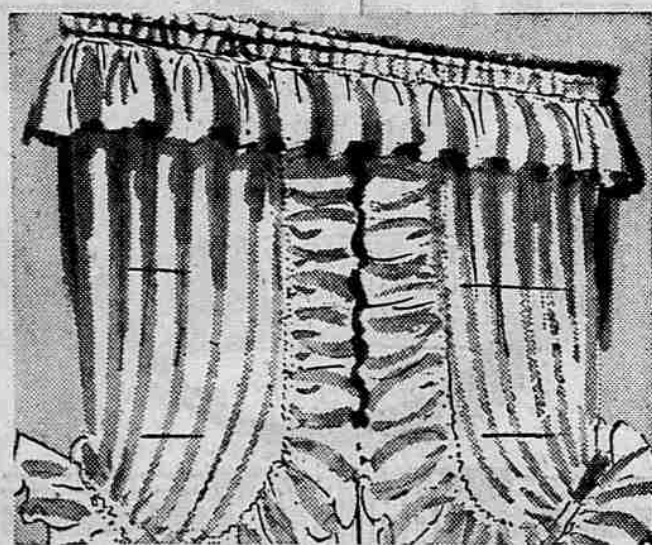
LADIES! Store Your Winter Clothes in These Full-length Heavy Plastic Garment Bags Super Jumbo Size Only **1.77**

CUSHION SOLE COTTON WORK SOCK with Nylon Reinforcement throughout sock **3 pr. 1.00**

REVERSIBLE BRAIDED COTTON RUGS Generous 18 by 30" size **1.00**

NOW IS THE TIME TO BUY AND STOCK UP ON FULL SIZE TERRY WASH CLOTHS White Only **10 for 1.00**

MEN'S GOOD QUALITY SWEAT SHIRTS For Work or Play Sizes 36-46 **1.00**



QUALITY PRISCILLAS IN SUN-RESISTANT NYLON

These curtains scream quality! From a full 100-inch valance width, deep 6-inch headed ruffles, to the generous 40-inch wide side panels. Floorlength in sun-resistant nylon. Ivory, pastels. **2 PAIRS FOR 5.00**

SMASHING VALUES!

HERE IT IS! FULL SIZE KITCHEN TOWELS In Many Colors, Colorfast **4/1.00**

MEN! NOW'S THE TIME TO STOCK UP ON SHORTS. Sizes 30-38. A terrific value **2/1.00**

BOYS BETTER DENIM LONGIES, Built for rugged wear. Sizes 2-10. Sanforized **88c**

MEN'S 4-PLY COTTON DRESS SOCKS Washfast Colors. Sizes 10-13 **49c pr.**

GIRLS COTTON SHRUGS WITH JEWEL TRIM Sizes 4-14. Blue, Yellow, Pink, White A Giveaway At **1.33**

70x95 COTTON SHEET BLANKETS Washable, full combed **1.98**

MOUNTAIN MIST For Quilts, 81-96 size Glazed Cotton 90x96 size **\$1.19 1.09**



WOMEN'S DACRON PIQUE UNIFORMS

4.00

Save money, work and time with Penney's Dacron® pique uniform! Whisk it through the suds, hang up to dry, don't bother to iron unless you're very fussy! Buttons down the front detach, skirt is cut generously full. Sizes 10-20.



WOMEN'S SAILCLOTH SHORT SLACKS

2.88

Here's a terrific opportunity to stock up on those favorite play clothes of yours. The same high quality and fit you have paid dollars more for. Sanforized vat dyed sailcloth in all the wanted shades. Only an early season special buy enables us to bring you this tremendous savings now. A Wellington Sears Fabric.

2 Sensational Men's Clothing Values!

Men's Better 100% Wool Suits -- Reduced

ONLY **27.00**

40 ONLY... SO HURRY!

An assortment of medium and dark tones, all better quality suits reduced from regular stock... Broken sizes and styles in Reg., Long, shorts. Sizes 36-46.

Special Purchase! Men's 100% Wool Spring Sportcoats

15.00

27 Only - Hurry!

A fine selection of new spring patterns. Fine quality tailoring that you wouldn't expect to find at this price. Grey and tan tones in sizes 38-44. Regular and long.

SPECIAL PURCHASE!



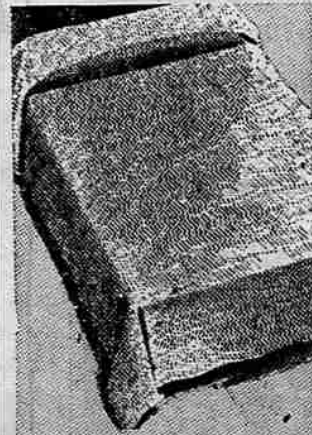
Women's Better Quality Panties
A Terrific Value at—
4/1.00

Better elastic leg briefs of run-proof acetate tricot, reinforced at points of strain! White only. Sizes S, M, L.



Ladies! Here's a Real Money Saver
Nylon Tricot Slips
1.88

Now nylon tricot slippers in popular 4-gore styling. Lots of lacy trim. White only. Sizes 34-40.



Penney's Does It Again
With Beautiful Chenille Bedspreads
2 for 5.00

Special! Plush bedspreads of velvet-thick chenille! Closely tufted. Wavy-line pattern. In room-sparkling white, colors. Machine wash in lukewarm water. Full or twin size.



PENNEY'S BOYS' DENIM JEANS
1.00

Special Penney price for boys' solidly constructed 10-ounce denim jeans. Bar-tacked at all strain points. Sanforized. Won't shrink more than 1% Sizes 4 to 12



TERRIFIC SPECIAL PURCHASE!

Girls' Better Spring Cotton Easter Dresses

2.00

Sizes 3-6x

3.00

Sizes 7-14

A smart selection of 8 styles in prints and plaids. New long torso effects... over 200 to choose from... A terrific value!



A SPECIAL PURCHASE
Men's Suntan Matched Uniform Sets
Pants **2.25** 30-38
Matching Shirts1.75
Sizes 14½-17

• Sanforized.
• Machine washable.



Men—The Scoop of the Year in a Gabardine Slack
4.00 Sizes 30-38

Penney's value-packed self-belted sheen gabardine slacks for men. Rayon-acetate blend resists non-oily spots, wrinkles and water.



FINE PENNEY SPORT SHIRTS
2.00

Men! Terrific savings on fine Penney sport shirts. Get combed chambrays and shadow broadcloths, full cut and beautifully styled. Sizes small, medium, large.