

PENNEY'S

ALWAYS FIRST QUALITY!

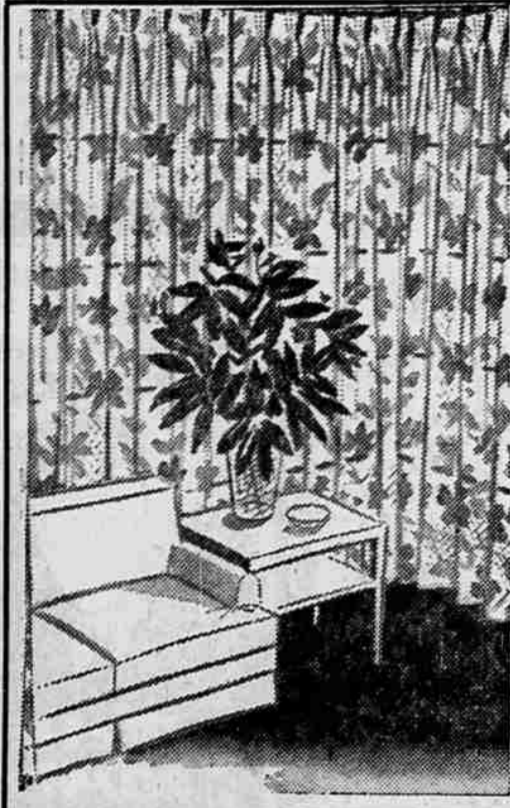
2 BIG DAYS *Friday* *Saturday*

WEEKEND BARGAINS!

100 PAIR LADIES' BETTER SHOES

2.50

A good selection of Dress Casual and Sport Shoes. Lots of styles, colors—Hurry!



LAST 2 DAYS!
SPECIAL DRAPERY MAKEUP

Cost of Material Includes Labor Charge For Finished Draperies

1.66 yd.

Lots of wonderful patterns left. Bring us your measurements for a cost estimate.

This offer good on only floor-length drapes.



DARK SEAM, HIGH TWIST GAYMODES

98c

60 gauge 15 denier dark seam beauties. Extra high twist dull finish nylon for extra wear and leg flattering sheerness. 3 popular shades. 8 1/2-11.

SPECIAL! Ladies' Better Cotton Plisse Pajamas

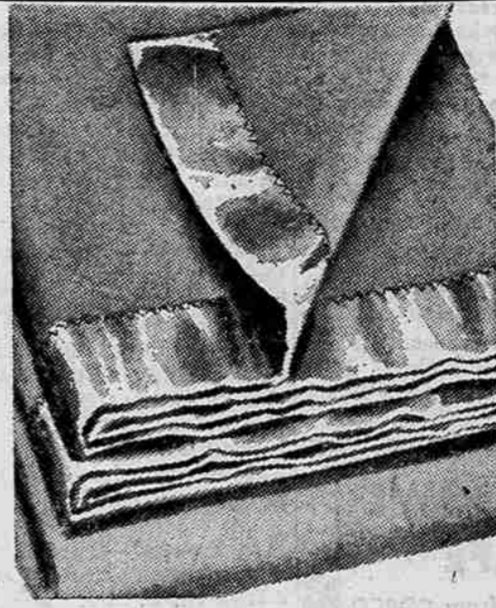
- Prints or Plains
- Sizes 34-40

1.77

SPECIAL! Men's 100% Wool Sport Coats New Spring Patterns

- Fine Tailoring
- Rayon Lined
- Sizes 36-44

15.00



RAYON-NYLON BLEND BLANKET SPECIAL

Come in—see for yourself how much quality Penney's pack into this fabulously priced blanket. You'll find a deep fleecy 3 1/4 pounder, 90 inches extra long, bound in acetate statin!

4.00
72"x90" Long



SPECIAL PURCHASE—NEW Spring PLASTIC HANDBAGS

A special purchase of new spring handbags in plastic leathers. Lots of styles and colors to choose from—Hurry!

1.66 + Tax



PLISSE SLIPS, NOW WITH SHADOW PANEL

2.98

Penney's Adonna® plisse slip is completely peek-proof—shadow panels back and front prevent see-through! Bodice and flounce are trimmed with pleated nylon and acetate-nylon lace, 4-gore skirt... no-iron. White. Size 32 to 44.



LUXURIOUS NYLON DACRON SLIPS

3.98

Beautiful sheer opaque slips with lots of lacy trims. Several styles in white and colors. Sizes 32-44.



LATEST STYLE MEN'S SPORT SHIRT

2.98

New 1/4-inch combed cotton gingham check sport shirt with the dashing Johnny collar. Button-front model is machine washable. Choose pastel or darker color checks.



THRIFTY HIGH QUALITY UNDERWEAR

Absorbent Towncraft® underwear! Striped! Yoke-front shorts of Sanforized broadcloth. . . .69c
Fine Combed Cotton! White knitted briefs, snug fit79c
Combed cotton shirts 49c

SPECIAL! Men's Sanforized Broadcloth Pajamas

- New Spring Colors & Patterns
- Sizes A, B, C, D

2.00

SPECIAL! Lovely Everlon Panels—Full 40"x81" Size

- Needs No Ironing or Stretching
- Machine Washable

88c
IVORY ONLY



2 FINE PENNEY SPORT SHIRT BUYS!

Get soft comfort, dress-up looks in 2 of Penney's most popular cottons . . . combed chambray and shadow broadcloth. Both finely tailored, both cut over Penney's own patterns.

2.00
Sizes Small, Large



Special Purchase! SPRING SHORT COATS

10.00

All Wool Checks and Solids in Hopsacking

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 slimmed 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!



Special! Girls' BETTER COTTON DRESSES

2.00

A smart selection of 8 styles in prints and plains. New long torso effects . . . over 100 to choose from . . . A terrific value! Sizes 7-143.00



SPECIAL! CHILDREN'S BETTER SHOES Reduced

3.00

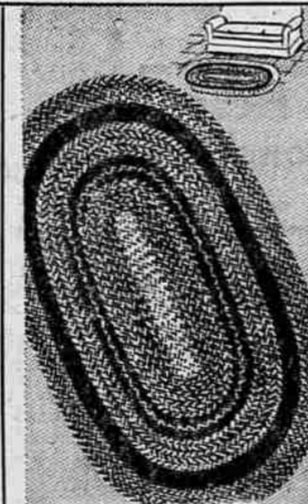
A group of children's patents, strap oxfords. Boys oxfords and girls' oxfords. Broken sizes in a style. 8 1/2 to 3. Over 100 pair to choose from.



SPECIAL! BOYS' COTTON T-SHIRTS

3 for 1.00

Fine quality combed cotton T shirts. Nylon reinforced neck for longer wear. Sizes 6-16. A stock up special. Hurry!



SPECIAL! PRACTICAL BRAIDED RUGS

1.00

One Time Buy! 17 by 29-inch all-yarn braided rugs! Terrific for utility use . . . they're rugged, hard to soil, pop into the washer to clean. Strong 5-ply yarn. Assorted colors. Reversible.

SPECIAL! Ladies' Much Better Simulated Pearl Assortment

- Earrings and Necklaces
- Spring Shades

88c
and Tax

SPECIAL! Absorbent Soft, Birdseye Cloth Diapers

- 27x27 Size
- Pliofilm Packed
- 1/2 Doz. to Bundle

6 for **88c**

SPECIAL! Boys' Sanforized Denim Jeans

- Bar Tacked at All Strain Points
- Sturdy 10-ounce Denim
- Sizes 6-12

1.00

SPECIAL PURCHASE! Men's Suntan Matched Uniform Sets

- Sanforized
- Full Cut
- Pant Size 30-38
- Shirts 14 1/2-17

2.25 PANTS
1.75 SHIRTS



RUGGED, SANFORIZED WHIPCORD PANTS

2.98

Big Mac® 11-ounce whipcord work pants . . . practical for the man who works hard . . . expects long wear. Penney quality construction. Sizes 29 to 42



MEN'S HEAVY DUTY BIB OVERALLS

2.98

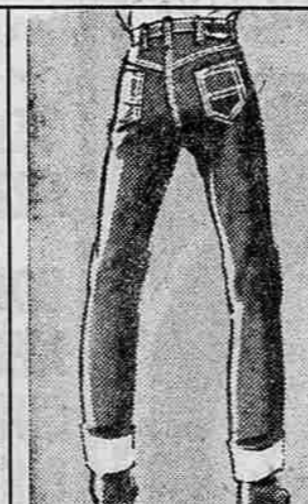
Pay Day® union made overalls of 11 1/4 ounce denim. Penney's own proportion fit and rugged construction. Completely Sanforized. Sizes 30-50



BIG MAC® CHAMBRAY WORK SHIRTS

1.69

Construction plus in Penney's Big Mac® 5.5 ounce chambray work shirts. Triple stitched seams and non-rip sleeve facings. Sanforized. Sizes 14 1/2 to 18. Cotton Bandanas, 5 for **1.00**



SLIM FITTING WESTERN JEANS

2.79

Slim, tight and low! Penney's Foremost® western style jeans of sturdy 13 3/4 ounce denim. Sanforized and ruggedly constructed. Sizes 29 to 40. Straight Leg Style **3.49**

REPEAT OF A PREVIOUS SELLOUT

EXTRA-SPECIAL PURCHASE!

75 ONLY

ELECTRIC BLANKETS

• 2 YEAR REPLACEMENT GUARANTEE

WIRED WITH ONE OF THE FINEST ELECTRICAL CIRCUITS AT ANY PRICE!

ONLY **13.99**

Electric blankets at this price are a rare buy! But this blanket is a simply unbelievable value. Imagine, you get one of the finest electric circuits made, despite the thrifty price. And you get Penney's 2-year free replacement guarantee. Blanket cover is 65% rayon, 25% cotton, and 10% nylon cotton in Hunter Green, Maize, Flame, Blue, Rose.