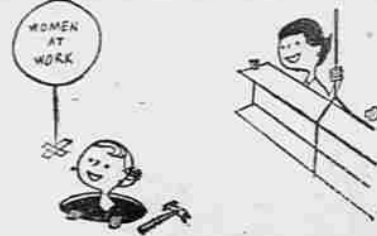


# PENNEY'S

ALWAYS FIRST QUALITY!

**GALS WORKING! LOOK OUT...FOR BARGAINS!**  
**SENSATIONAL BUYS..SELECTED, PRICED**  
**FOR YOU BY PENNEY WOMEN ONLY!**



Our Official Hostess for LADIES' DAYS Will Be Waiting to Greet You! She Welcomes the Opportunity to Discuss Your Complaints and Your Suggestions as to How We MAY BE OF BETTER SERVICE TO YOU!

ORGAN MUSIC ALL DAY, COURTESY OF PURUCKERS PIANO HOUSE

Friday and Saturday

# LADIES DAY

**AT PENNEY'S!**



From left to right: Loraine Marfolin, Mgr., Pat Riebe, Asst. Mgr., Dorothy Parsley, Hilda Fink, Mabel Belknap, Irene Canum, Hazel McPherson, Tony Centers, Elenor Russell, Vola Nill, Lillian Williams, Hazel Walton, Ted Albern, Lila West, Nell Quisenberry, Margaret Herbert, Enid Friend, Hazel Carter, Hazel Borch, Ida Howenstine, Hazel Roderich, Betty Kennedy, Lillian Edwards, Harriett Brown, Irma Quinney, Irene Rose, Flora Fields, Lee Strausz, Hulda Branson



Reversible Heirloom Cotton Bedspreads

**7.00**

Compare! Heavy loop weave reversible bedspread inspired by cherished heirlooms—with a rare handmade look! Billion Fringe. Decorator colors. Pre-shrunk, machine washable. Full and Twin sizes.



Ladies Day Special Purchase! Lavish Nylon Dressy Blouses

**2.00**

Just right to wear with your new Easter Suit. Lavish trimmed nylon beauties you would expect to pay much, much more for. White and pastels. Sizes 32-38... See them now!



LADIES' DAY SPECIAL! NYLON TRICOT BRIEF STYLE PANTIES

**2 PAIR 1.00**

Non-run tricot knit nylon that wears and wears. Washes and dries in a wink, too. White only in sizes S-M-L. A real value!



LADIES' DAY SPECIAL! PENNEY'S SWEET 'N LOW RAYON KNIT GOWNS

**SPECIAL! 1.00**

Lovely, lustrous rayon-knit gowns, your pride to wear—ours to sell—at this tiny price. Neckline trimmings fashioned to flatter. Elasticized waists adjust to your figure. In pink, mint, maize and blue. sizes medium, large and extra large



NEW! NUDE FOOT SEAMLESS SHEERS

**1.25**

It's new—a 400 needle sheer seamless hosiery. So leg flattering to wear with casual type shoes. No foot seam to spoil the smooth appearance. New popular shades. In sizes 8 1/2 to 11.



LADIES' DAY SPECIAL! SHAPE RETAINING ACETATE TRICOT SLIPS

**SPECIAL! 1.00**

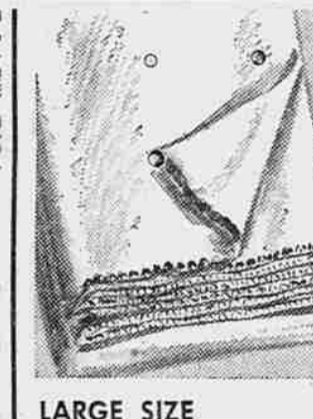
Pick your peck of these Penney priced slits. In two basic styles. Both frosted with lace and spiced with nylon trimming. So sleek under spring-fresh fashion. Holds shape, sudsing after sudsing. Pink and white. Sizes 32 to 40



Penney's Value-Packed Special! BREEZE-COOL SHEERS

**38¢**

Penney's scooped the market early in the year... brings you special savings on cottons... combine airy comfort with willness performance! You'll be amazed at the value Penney's has packed into this special!



LARGE SIZE SHEET BLANKET

**2.98**

Extra-large 81 by 108-inch White Cotton Sheet Blankets serve as winter sheets, light summer covers. Machine washable.



New Gold Print Draw Drapes LINED IN FINE SATEEN!

**8.88**

COMPARE the rich fabric, the careful tailoring Penney's offers in this fabulously priced draw drape. You get rich sun-resistant bark cloth in sparkling new prints. Drapes finished with mitred corners, pinch pleats. ONLY 42 inches wide, floor length.



NEW PAJAMAS IN RAYON CREPE

**2.98**

Sleep cool and comfortable in Penney's rayon crepe pajama classic with fringed belt, embroidered pocket. Pink, blue, aqua. 32-48.



Ladies' Day Special Purchase! 100% WOOL SUEDE SHORT COATS

**10.00**

THESE ARE REALLY FINE QUALITY COATS

A very beautiful selection of fine quality 100% wool suede. Fully lined with iridescent rayon these coats represent a tremendous value. Sizes 8-18, in 4 popular spring shades.



Pure Silk, Screen Printed Head Square

**2 FOR 1.00**

Outstanding Penney value! Beautiful 30-inch screen-print squares of rayon and silk. They have hand-rolled edges, come in fashion colors. Stock up at Penney's—now!

**EXTRA SPECIAL PURCHASE! RAYON MARQUETTE PANELS**

- Mfgs. Closeout of finely woven rayon made into beautiful panels just for you.
- Their Ivory finished and full of wear.
- Sizes 42x81"

**77¢** Each



**PRE-EASTER SPECIAL! 4-PIECE ENSEMBLE!**

**7.00**

A one-time Penney buy for Junior! Get a sharp looking 4-piece mix-match, dress-and-casual ensemble he can wear 10 ways. Suit, reversible vest, matching slacks all in durably blended rayon-acetate. Sizes 3 to 8



Girls' Sanforized Imported BLOUSE BEAUTIES — SPECIAL!

**1.00**

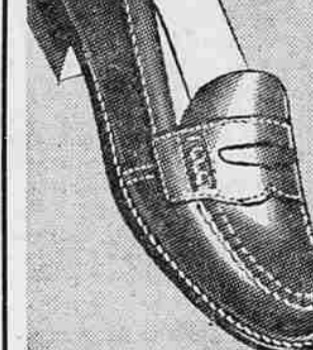
Imported cotton blouses with lots of details. Machine washable and vat dyed. White and pastels, in sizes 4-14. Stock up today!



MOM! STOCK UP ON SOFT GAUZE DIAPERS

**2.00**

Whether you're just planning a layette or replenishing a dwindling diaper supply, you can't afford to miss this Penney special! Rapid-dry open weave is extra absorbent. 20 by 40 inches. SPECIAL! 2.00 Dozen



WOMEN'S LEATHER SPORT CASUALS

**2.88**

Sensationally priced are these handsome leather-casuals. Long wearing synthetic soles and smooth leather uppers. Brown and black, in sizes 4-10, AA, B and C widths... HURRY!



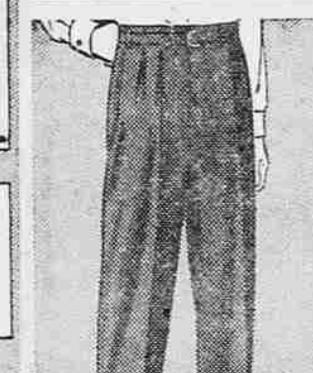
LADIES' DAY SPECIAL PURCHASE! GIRLS' NYLON SHORT COATS

They're Washable!

**7.00**

SIZES 7-14

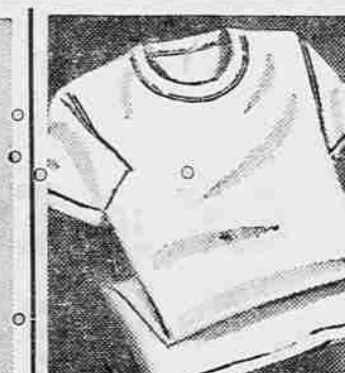
Mom, here's a dream of a coat for your young daughter. Good looking and practical because it's all nylon that wears like iron and saves cleaning bills because it washes. 4 spring bright shades in sizes 7-14.



BOYS' ALL WOOL FLANNEL SLACKS

**4.77**

Penney's lowest price ever for boys' fine all wool flannel dress slacks. Rich, full-bodied quality-tailored fabrics in light and dark grey shades. Sizes 6 to 16



MEN'S COMBED COTTON T-SHIRTS

**50¢**

Men's better combed cotton "T" shirts at a stock-up price. Nylon reinforced neckbands. White only in sizes 40-44.



Special! Men's All Wool Whipcords

**9.00**

Extra Special! 100% wool whipcord trousers at a sensational savings. Sizes 30-38 in grey. Limited quantity so HURRY!



A SPECIAL PURCHASE Men's Suntan Matched Uniform Sets

**2.25**

Pants 2.25 30-38 Matching Shirts 1.75 Sizes 14 1/2-17 Sanforized - Vat Dyed



SPECIAL! MEN'S BELTED SHEEN GABARDINES!

**4.00**

A top Penney value! Perfectly styled slacks in fine wearing rayon-acetate. Built-in resistance to non-oily spots, water and wrinkles. Now with a smart matching belt for added style, added value. Sizes 30 to 40



SPECIAL! ITALIAN COLLAR SPORT SHIRTS

**1.88**

A manufacturer's closeout of much better continental long sleeve sport shirts. Smart pastel colors, single needle sleeves. Sizes S-M-L. A real value. See these for sure!