

**PENNEY'S**  
ALWAYS FIRST QUALITY!

Happy days for bargain lovers,  
for quality-conscious shoppers!  
Find super-duper buys all over  
the store!



# PENNEY DAYS!

ARE HERE AGAIN!



WOMEN'S BETTER  
NYLON PANTIES

**2/1.00**

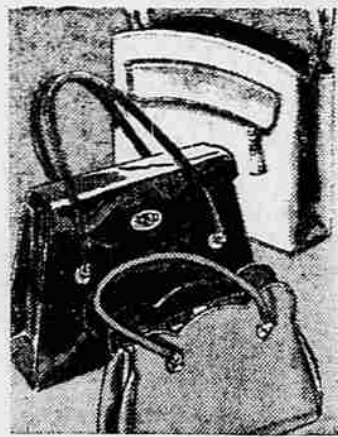
Penney's does it again. Value-packed better quality nylon Panties at the low, low price of 2/1.00. White only. Sizes S-M-L.



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 8 1/2 to 11.

**2 Pair \$1**  
60 gauge,  
15 denier



SPECIAL PURCHASE  
A NEW SELECTION OF  
LADIES PURSES

**1.66**

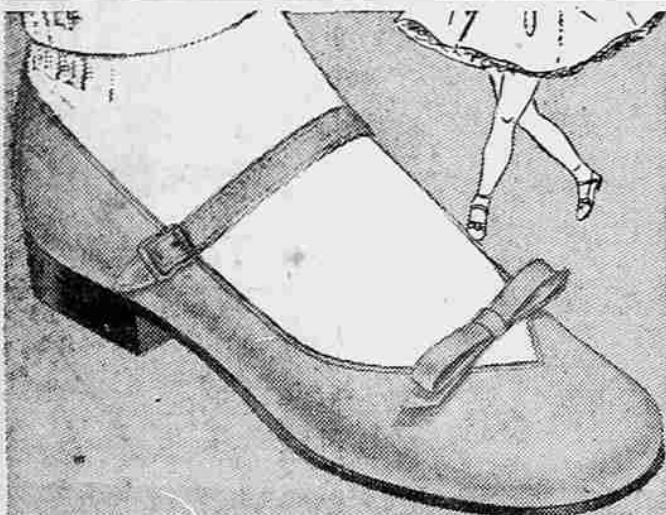
(Plus 10% Fed. Tax)  
An outstanding collection! Made of supple plastic with a calf finish—they have large inside zipper pockets, some with outside swag pockets. Navy, black. Spring colors.



EXTRA SPECIAL! WOMEN'S  
Sanforized COTTON BLOUSES

**\$1**

Extra fine Sanforized cottons in rich, glowing solid colors, women gingham plaids, all hand-somely 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 tops. Stock up price, sensational value!



look at our Penney Days price!  
SPRING DRESS STRAPS

Look Mom! Specially exciting Penney Days buys in time for Spring and Easter! Top-quality straps built just like our expensive shoes... light, comfy, costly v-cut vamp, bow trimmed. Gay pastels.

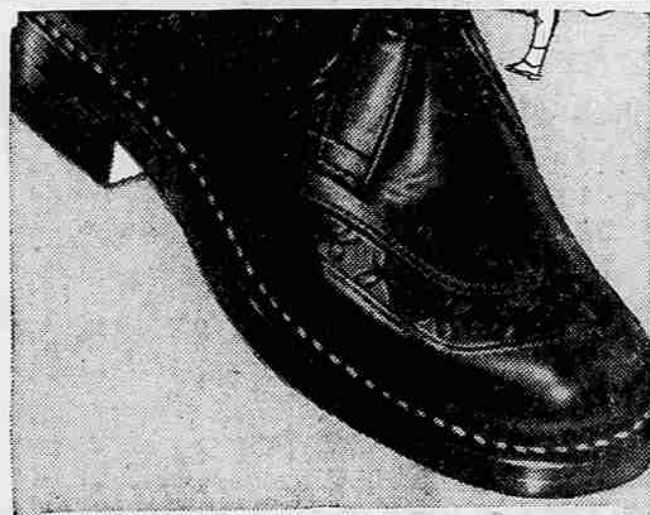
**2.88**  
girls' sizes  
8 1/2 to 3



SPECIAL! BOYS'  
CORDUROY JACKET  
SPORT SUITS

**4.44**

Penney's casual corduroy Jacket contrasts smoothly with the nylon fortified rayon-acetate gabardine slacks. Sizes 3-8.



SAVE ON THE NEWEST in  
LITTLE BOYS' OXFORDS!

Penney styled right to the minute with new fancy embossed detail. 2-eyelet style, quality built with side leather uppers, extra long wearing synthetic soles. Choose brown.

**2.88**  
sizes 8 1/2 to 3



MEN'S MUCH BETTER  
ITALIAN ROLL COLLAR  
SPORT SHIRTS

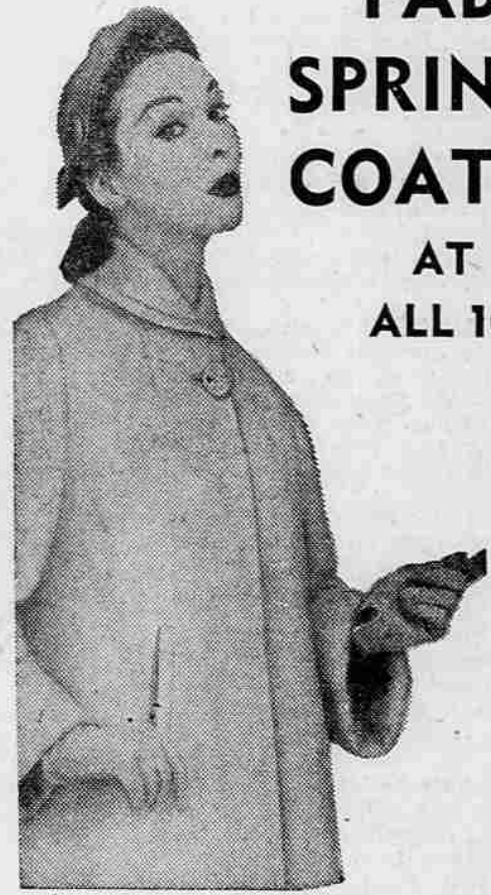
**1.88**

A manufacturer's closeout enables us to bring you these fine continental-style sport shirts in fine horizontal stripes. Newest colors. Sizes S-M-L.

## FABULOUS SPRING SHORT COAT SPECIAL

AT PENNEY'S  
ALL 100% WOOL

**5.99**  
Sizes  
8-18



● All Wool Checks, Shetlands and  
Homespun 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 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!

All Wool Tweed Long Coats .....22.00

## LOOK MEN! 2 BIG PENNEY DAY SPECIALS!

SPECIAL PURCHASE  
Mens' 100% Wool Spring  
SPORT COATS

**15.00**

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.



Contrasting  
All Wool Splash  
FLANNEL  
SLACKS

**7.77**

Rich wool splash flannels... richly tailored! An unusually fine combination of fabric and Penney quality tailoring at a Penney price which consistently defies comparison. Sizes 29-34



2 for the Money! Easy-Care  
PLISSE BEDSPREADS  
**2/7.00**

Imagine! At Penney's tiny price you get two bedspreads for only 7.00 or 3.50 each. Cotton plisse needs no ironing, is tubbable! Tailored spread has solid ruffle, piping, floral print. Machine washable in luke warm water.

SPECIAL!  
IMPORTED  
JAPANESE  
HOOKED RUGS

A sensational group of cotton hooked rugs in beige, rose and coral tones. Ideal for any room in your house. You will have to see these to appreciate their beauty!

2'x3'	2.66
2'x4'	3.66
3'x5'	6.66
4'x6'	11.66
9'x12'	49.66

SO MANY WAYS TO ARRANGE THEM

Penney's Provincial cafes of  
Wonder-Wear Sailcloth

Penney's puts a startling low tag on brand new sailcloth cafes in lively prints. Fully cut, carefully tailored... they drape beautifully, hand wash like a dream, wear as only sailcloth can! Matching valance. 77c.

**1.66**  
pair  
68 inches wide,  
30 or 36 in. long.

SPECIAL! PLASTIC  
GARDEN HOSE

**3.00**

Penney's value priced 40 foot hose is guaranteed for 8 years. Transparent crystal green 100% vinyl complete with brass couplings.

STURDY BIG MAC®  
WORK SUITS  
**3.77**

Durable Big Mac® blue striped herringbone work suits in proportioned sizes. You'll go for Penney's tough construction! Sanforized. Sizes 38 to 46.

EXTRA FINE QUALITY—SPECIAL  
GIRLS FUSSY  
COTTON DRESSES

● Sanforized and vat dyed.

**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!

BOYS COMBED COTTON  
T-SHIRTS and BRIEFS

**3 for 1.00**

Fine quality combed cotton briefs and T-shirts at a stock-up special price. Sizes 6-16. Hurry.

WOMEN'S BETTER  
100% NYLON  
ANKLETS

**5 Pr. 1.00**

Ladies rib cuffed anklets nylon filament. A real savings here! Sizes 8 1/2-11. White only.

SPECIAL! WOMEN'S  
DACRON PIQUE  
NO-IRON 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. Sewn with Dacron thread for strength. Stays white! Sizes 10 to 20.

EXTRA SPECIAL  
PURCHASE OF TODDLERS  
NYLON EASTER DRESSES

NYLON SLIP INCLUDED

**2.00**

These are value packed flocked nylon Dresses for toddlers in blue, red, turquoise and pink. White grounds. Sizes 1-4. Washable.

