

MEDFORD
PENNEY'S
ALWAYS FIRST QUALITY!

Remember Mother on Her Day - - Sunday, May 13th
Penney's Remembers Mother with
GIFTS THAT GIVE YOU A BREAK!

NOW
double-loop knit
sheers for wear
you never
dreamed possible!



**BRAND-NEW STRETCHABLE
GAYMODE® GLAMOUR NYLONS**

A new triumph in Gaymode stretchables... more spectacular because at Penney's low price you get the stretch, sheerness and wear found in any stretchables at any price! The secret's in the new double-loop knit... now 2 threads where there used to be one... if one snags or catches the other is still intact to check runs. Dark seams. Fashion shades.

Just Arrived!!!
New Gaymode®
seamless, stretchable
nylons 1.25

1.25

PAIR
SIZES MIDGE,
NORM, LONG

FOR
"MOTHER"



She'll Love
These Crisp,
Cool Bemberg
Prints From
Penney's

12-20
14½-24½

5.90

Select for Mother a sheer fabric of Bemberg rayon. Crisp, cool, and casual... completely washable. This will be her favorite throughout the Summer... and she'll love you for it.



Give Her
**DACRON®
NYLON
SLIPS!**

**UNDI-FASHION SHE'LL NEVER HAVE
TO IRON! BUDGET-PRICED FOR YOU!**

The prettiest way to flatter mom! Penney's fetching slip dainties... so thriftily priced you'll want to buy them all. Two superb styles... a pleated classic and a Grecian bodice beauty... sleek enough for the sheathiest summer fashion. In modern-minded Dacron nylon that whisks through suds, never needs ironing.

3.98

SIZES
32 TO 44



**GIVE MOTHER THAT PIECE
OF LUGGAGE SHE'S ALWAYS
WANTED IN FIRESTONE VELON**

Famous-name vinyl in quality constructed Penney luggage! Terrific, at Penney's low price! Lightweight, sturdy, with special features like metal dust rim, molded handle, draw bolt action locks. In high fashion colors.

15.75

*plus federal tax
WOMEN'S 21-inch
weekend case



Penney's Has a
Wide Selection
of Plastic Purses
For Mother

2.98 + Fed. tax

Watch Mother's Eyes Sparkle when she receives one of these beautiful supple plastic handbags for Mother's Day. Many, many styles to choose from in white, pastels and Navy, in a calfskin finish.



**BEAUTIFUL NYLON
DUSTERS IN MOTHER'S
FAVORITE COLORS**

5.90 Sizes
10-18

Penney's Sheer Nylon Duster With Its Own Nylon Lining—fast drying and iron free. Nifty gift for Mom with its tiny puff sleeves, petal collar, sprightly floral print. Budget priced for you, of course. In blue, coral, pink, white, maize and orchid.

**EMBOSSED COTTON
AND PLISSE ROBES IN
SOLIDS AND PRINTS**

3.98 Sizes
12-18

Mother will love you always when she receives one of these beautiful cotton dusters on "Her" Day. Solids and prints in yellow, pink, green and blue... and at Penney's low, low price.



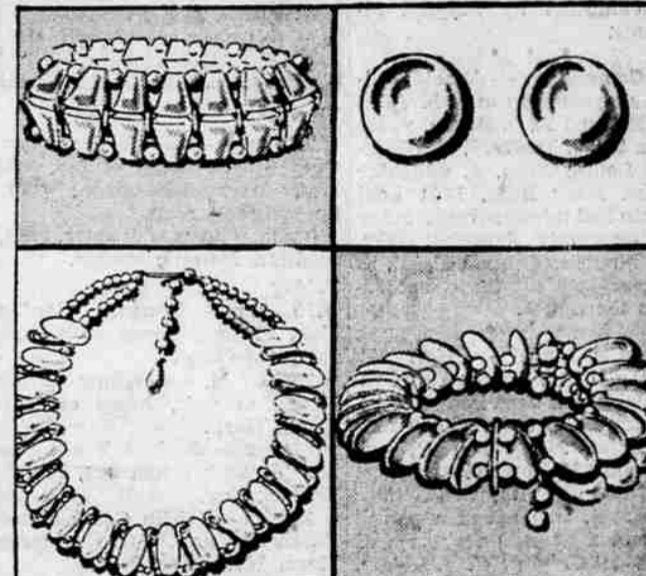
A Penney Slipper
For Mother For
Her At-Home Hours
3.49 Sizes 5-9
AA-B

Penney's Slippers Add Color to Mother's at Home Hours! Glittering embroidery sparkles on these beautiful rayon slippers, in black, blue and red. Sanitized... Protected with built-in deodorant.



LUXURY SLIPS
5.90

Beloved Adonna® classic in Dacron® and nylon tricot! Well-fitting 4-gore slip has permanently pleated nylon bodice and flounce, insets of acetate-nylon lace. Washes easily, needs no ironing. White, colors. Sizes all the way up to 42! Always a welcome gift!



DAZZLING PORCELAIN

... the great white way to costume drama

Now at Penney's... more, More, MORE value-full white porcelain necklaces, earrings, bracelets than we've ever offered! Pure white, white 'n' gold, white 'n' silver, white 'n' crystal, white 'n' rhinestones. Scoop 'em up.

88c each

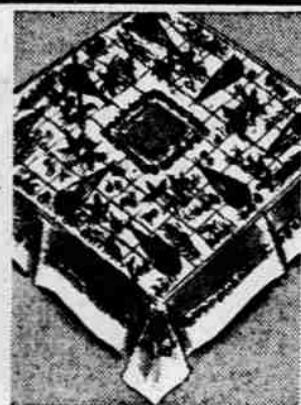
plus federal tax



3 and 4 Piece
Hand Printed Towel
Sets For Mother

2.98

You can't miss with a terry gift set from Penney's... each towel is lavished with tufted chenille flowers. Gay colors. Machine washable. 1 bath towel, hand towel, wash cloth.



Linen and Dacron
Tablecloths that
mother will love

2.98 Size
52x52

For Mother... Penney's has a wide selection of linen and dacron tablecloths in many gay prints, and solid colors. All machine washable. Dacron has the new drip-dry finish.



Beautiful Lace
Tablecloths at a Low,
Low Penney Price

2.79 52x52
Inches

Dress your table for dinner with this rich, regal, Penney-priced lace tablecloth! Dazzling-rare motif in gleaming ivory spun rayon—picot, scalloped edges. Hand washable.

Last Minute Gift Items For Mother

- Ladies Jewelry in Summer Colors 1.00-1.95
- Boxed Swiss Lawn Hankies 3/98c
- Stretchable String Gloves 98c
- Ladies Nylon Panties in white and colors 98c
- Nylon and Wool Stoles—white, colors 2.98-4.98
- Cotton Plisse Slips, 32-44 2.98
- Wide Variety of Baby Doll Gowns 2.98
- Ladies' Skirts in Prints and Plains, 10-20 4.98-6.90
- Nylon and Dacron Blouses, 32-38 2.98-4.98
- Roll and Bread Baskets 98c-1.98
- Filled with Dish Towels 98c-1.98



Penney's Has a Fine
Selection of Better
Leather Handbags
For Mother

4.98-12.75 + Fed. tax

For someone who wants to give Mother that "Something Extra" in Handbags... Penney's has brought you beautiful leathers in smooth grains and lizards. A wide assortment of styles awaits your selection. Drop in tomorrow and give Mother that "Something Extra" on Sunday.