

PENNEY'S

ALWAYS FIRST QUALITY!

WE SURRENDER . . . to the ladies in command!
They sighted top buys 'n mowed down the prices!
On everything from luggage to kitchen devices!
Soo . . . tell the "top brass" he's on K. P.
This is YOUR once-a-year shopping spree!
2 BIG DAYS! FRIDAY AND SATURDAY

LADIES' DAY

OUR VERY LAST SHIPMENT!



OF THIS
Sensational Mfgs.
Closeout of Block
Plaid Jackets.

Featured for
Ladies' Days

At The
Lowest
Retail
Ever!

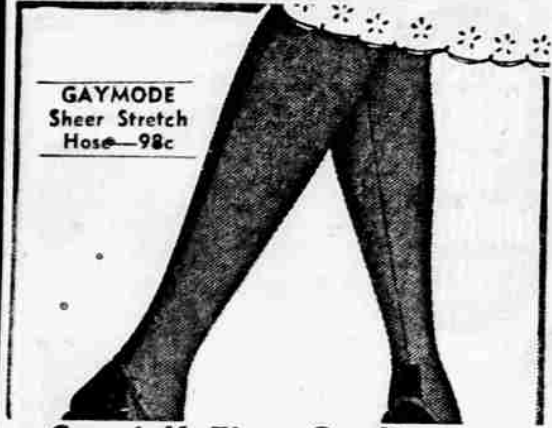
JUST

6⁶⁶

Washable

Your favorite all around jacket you'll wear everywhere. New plaid combinations for spring in wonderful, washable Sanforlan, 85% wool, 15% nylon . . . sizes 10 to 20.

80 Only—So Hurry!

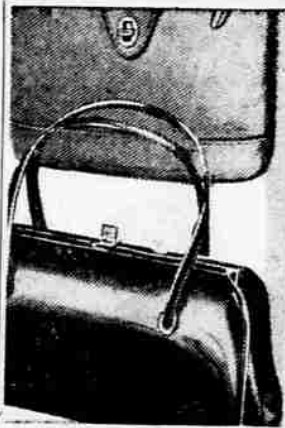


GAYMODE
Sheer Stretch
Hose—98c

Special! First Quality Full-Fashioned Nylons

Dark seams for dramatic leg glamour . . . Penney's sheers have everything you want at an incredible low price! First-quality 15-denier, 60-gauge nylons give you sheerness plus wear! Sizes 9 to 11, norm length.

2 pairs for
1⁰⁰



SPECIAL! NEW SPRING HANDBAGS

2⁰⁰ plus tax

A Special Purchase of brand new Spring Handbags. Washable plastic in spring colors and several smart styles.



Special! The New Drip Dry - Cuddylon Slip

Cuddylon, a new miracle fabric of 100% Nylon Crepe. Kitten soft yet washes and wears like a charm. Drip dry, no ironing necessary. White, sizes 34-38.

2⁰⁰

Half Slips 2.00



Sleepers! Print and Powder pale BROADCLOTH! PLISSE!

Full-length, fully cut plisses and broadcloths! They're young with lace . . . and yours for easy - keeps . . . cause they machine wash in lukewarm water need a mere glance of the iron! Stock up now!

2⁰⁰

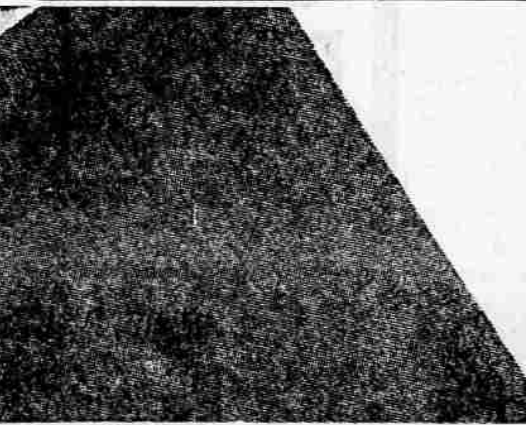
Sizes 34 to 40



2 Piece Toddler Coat Sets Very Special At Penney's

5⁰⁰
Sizes 1½-4

Here they are! The small set specials you've been waiting for! Crisply tailored tops wearing their own dress-up bonnets and caps . . . and the tiniest price tags in town! See toppers, distinctively styled, with black and side belts . . . young flare skirts! . . . topplings in a wide range of fabrics usually reserved for far more expensive coats! Find her "little princess" and his Cambridge check in a whole spring cast of colors! Shop now!



NEW "NORDIC TWEED" DUO-TONE SCATTERS

Only at Penney's! A new tweed look! A new generous size! 27 by 45-inch scatter rugs of sturdy viscose-rayon. Jute-backed. Machine washable.

3⁰⁰

Sandalwood, Lawn Green, Smoke Pearl, Grey Honey Beige.

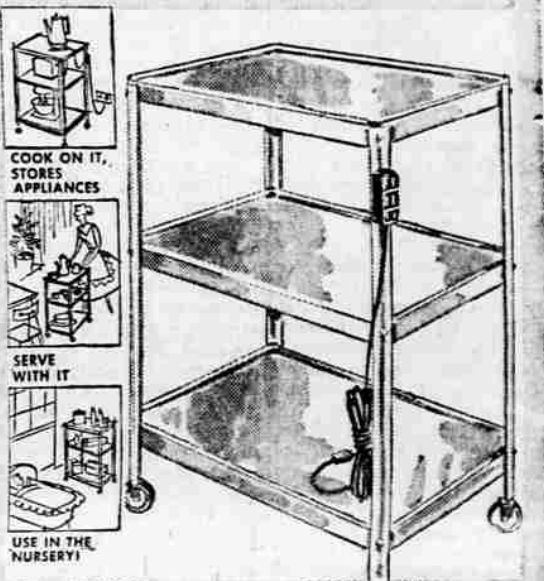


PENNEY'S EVERGLAZE CHINTZ COVERLET

They're gleaming white, fresh with colorful flowers, edged with stand-out solid ruffles. Tailored bedspread has quilted tops, full ruffled drop.

8⁸⁸

Full or twin bedspread



New, chromed legs! 3-way outlet PENNEY'S UTILITY TABLE

Penney's work saving table . . . handy as having a maid! Has 6 foot extension cord, 3-way outlet . . . plug in appliances or cook baby's formula right in the nursery. White, red, yellow baked enamel. Easy-rolling casters. 15 by 20 by 30-inches high.

\$5



Save On Penney's Own University Sport Shirts

The season's most popular styling in shirts for boys . . . the 3-button collar, now at special Penney savings! Sanforized cotton broadcloth in an outstanding selection of stripes and neat checks.

1⁰⁰

Sizes 4 to 16



SAVE! BOYS' 10-OUNCE DENIMS

1.00

Stock up now! These hefty 10-ounce Sanforized blue denims stand up to all the roughhouse a growing boy can give 'em. Full cut, bartacked strain points. Machine was. 4-10. *Won't shrink more than 1%.



BOYS' UNLINED POPLIN JACKETS

1.66

Machine washable Poplin Jackets — Water repellent treated, zip front. Sizes 2-8. Boys' Sizes 10-16 2.66



Penney's Cotton Polos In A Color Jamboree!

Let your youngster go on a color spree! Buy Penney's combed cotton polos . . . They're reinforced . . . have non-sag nylon crew necks. Shrink resistant! Machine washable.*

2 FOR
1⁰⁰

sizes 4 to 16



BUTCHER RAYON SKIRT SPECIAL!

2.99

Womens Spring Styles. Rayon Butcher straight line skirts. Hand washable. Fashion colors of Navy, Blue, Coral, Beige, 10-20.



DRESSY BLOUSES IN NEW DACRON TRICOT

Very special group of dressy Easter blouses in white and colors. Hand washable and drip dry in a jiffy. You'll want several at this low retail. Sizes 32-38.

2⁴⁴



MEN'S ALL WOOL FLANNEL SLACKS

7.77

Extra Special Value in young mens dressy all wool flannel slacks. Zipper fly in charcoal medium and light green. 30 to 36 waists.



One-Time Penney Buys! Men's Broadcloth PJS!

Sanforized cotton broadcloth PJS at special Penney savings! Full cut to Penney's own specifications for no-bind sleeping comfort. All new stripes 'n' fancies. Machine washable.

2⁰⁰

*Won't shrink more than 1%.



MEN'S DENIM WORK SUITS

3.99

Men's Sturdy Sanforized Denim Work Suits. Full zipper front. Popular victory stripe. Sizes 38-44.



TRIPLY SPECIAL ACETATE TRICOTS

4 For 1.00
Sizes 4 to 14

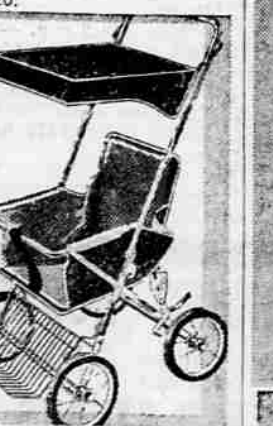
They're trim - terrific! They're cool and lustrous! They're no-run and wonderwearing! They're Penney's acetate tricots with nylon trim. White only. Priced so you can stock-up her panty drawer, now!



GIRLS' DENIM AND TWILL JEANS

1.00

They saddle the bikes, climb the trees and take all the wear your gals can give. Fully cut. Reinforced! Machine washable!



CANOPY TOP 3-WAY STROLLER

10.00

Sit up, sit back, sleep safe baby in the canopy shade of Penney's sleeper stroller! Bump-swallowing wheels. Sturdiest frame! Folds for storage!



Rugged Rayon Acetate Washable Gabardines

Styled smart for dress, built rugged for work. A full 12½ oz. fabric washable in lukewarm water . . . wrinkle resistant too!

3⁴⁴

SIZES 28 to 42 Ready Cuffed