

PENNEY'S
ALWAYS FIRST QUALITY

Great 61st Anniversary

STARTS TOMORROW!
Shop Fridays 'Till 9 P.M.



MATCH DECOR - New air conditioners styled with furniture fronts can be easily coordinated to room decor, such as this provincial design in an early American room. By Westinghouse.

Furniture Marked With New Accents In New Woods

Today's furniture has a soft look of grace and simple refinement. There is more use of ornamentation, such as jewel-like metal accents, decorative marble inlays, carved effects and combinations of woods and other materials.

Infinite variety characterizes the many diversified collections in furniture. The homemaker can choose from designs that reflect Mediterranean, Italian, Oriental and Scandinavian influences, contemporary furniture with traditional elegance, or traditional pieces with a fresh, modern feeling.

Livability
If there is one label that can be applied to the new home furnishings, it is "livability". The new creations are functional, but with richness, warmth and beauty. They serve a realistic purpose and fit into current patterns of living.

Chairs and sofas are luxurious in both comfort and styling... made for sitting, resting and relaxing.

Cabinets, chests and dressers are designed to store things conveniently and efficiently in the limited space of smaller modern homes.

Quilting and tufted detail add to the richness and elegance, and many sofas and chairs continue to feature loose pillow backs. In some collections the basic pieces are in a solid color with the pillows in a correlated pattern. In others, the sofa and chair sets come in plain and patterned combinations of the same fabric.

Related Pieces
The present trend in living room groups is more in the direction of related rather than matching pieces.

The fabrics are truly lush in wonderful silk and silk-like textures. The use of exposed wood for ornamentation is another significant feature of new upholstered furniture.

Upholstered furniture continues to be built along light-colored lines with straight-and-narrow rather than overstuffed arms.

That old rocking chair, beloved of grandma, has never really lost its popularity but "thanks to the President" is now available in every style from modern to Provincial.



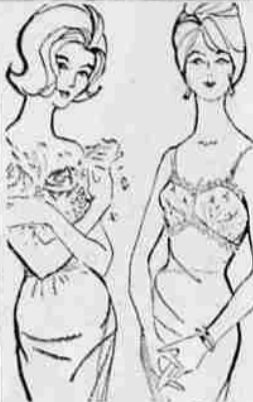
Wo's Panties
4 for \$1

Full cut for full freedom of movement. Snug-fit elastic leg. Machine washable in lukewarm water. White. Small, medium, large.



Sanforized Bras
2 for \$1

Comfortable cotton, stitched cups, elastic gussets, adjustable straps. The all-time favorite, tailored abroad.



Slip Special!
\$1

Special group of full or half slips in rayon acetate, tricot knits and sanforized cottons all perfect, all with shadow panels. White. Sizes 32 to 42.



Dacron-Gotton
144

Top selling blouse fabric - Dacron Polyester and cotton, 2 beautiful tailored styles. White and colors. Sizes 32 to 38.



Better Dresses
\$4

Amazing Dollar Day Buy Hundreds to select from; dressy or casual style. Half size and Misses.



Jersey Dresses
2 for \$3

Acetate Jersey shift shape in gay spring colors, wrinkle free, easy, quick care washing. Sizes 10 to 18.



Better Jewelry
4 for \$1

Pop up your spring wardrobe with new spring sparkle. Fake stones, smart settings. All the most wanted styles.



Nylon Hose
3 Pair \$1

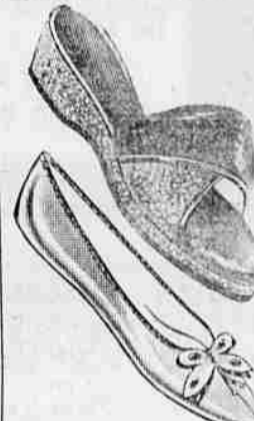
Perfect quality sheer 60 gauge 15 denier; shades: gala & pebble; 8 1/2 to 10 1/2. Penney's Street Floor

DOLLAR DAYS!



Cotton Robes
\$3

Be smart, save in the bargain! Scoop our crisp Dan River woven cotton plaids and checks. Wonderful relaxing-time fashions! 10 to 18.



Casual Slippers
\$1

Open toes, closed toes, elastic tops, cushion insoles, durable outer soles; one size fits 4 1/2 to 9 1/2; colors: pale rose.



Girls' Panties
4 for \$1

Full cut to our own specifications, priced to your budget. Soft cotton, rayon blend; picot leg; elastic; sizes 4 to 14.



Girls' Slips
\$1

Taffetized cotton full slip bounce. Standout buy in underpinning is elasticized at the back. Lots of lace 'n' ribbons. All machine washable. White; 4 to 14.



GIRL'S Crew Socks
4 for \$1

Our rib-top crews machine wash in lukewarm water! Trim fitting cotton stays neat, looks sporty! White; 6 to 10.



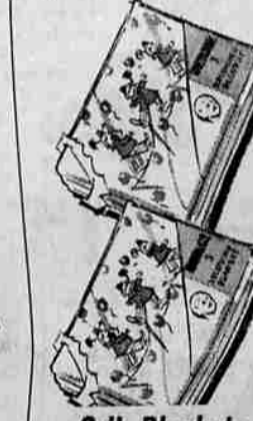
Tots' Play Sets
\$2

Quality you've seen for more! Sprightly cotton print tops... cotton 'n' nylon stretch terry slacks. Merry shades; 1 1/2 to 2.



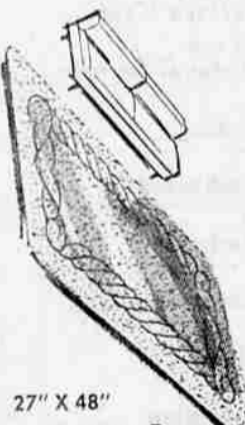
Infants' Sets
\$2

Two piece sets with full length pants are styled with an eye to fashion... price. Pastel-like cottons for boys 'n' girls. 1 to 2.



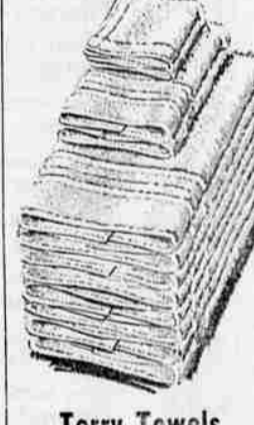
Crib Blankets
2 for \$3

Gay nursery prints cavort all over our cozy cotton blankets. These 61st anniversary values make great shower gifts. 36 by 50 inch size.



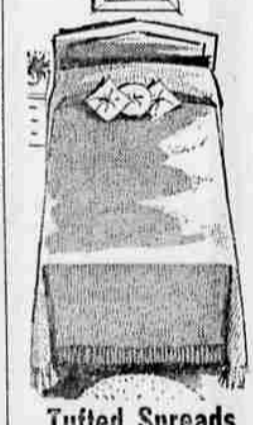
27" X 48" Scatter Rugs
2 for \$5

Stylish-carved viscose rayon pile (foam-backed) for bedroom, hall bathroom! Machine wash. 18" x 27". Sand, white, green, pink, silver.



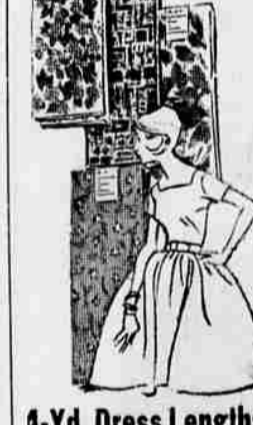
Terry Towels
2 for \$1

hand towels, 3 for \$1; washcloths, 6 for \$1. Brighten your bath, save at Penney's! White, yellow, fawn, pink, turquoise, shocking pink.



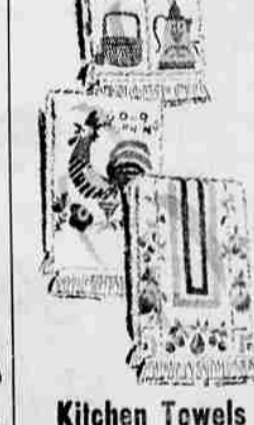
Tufted Spreads
twin 2 for \$5
full 2 for \$5

Chenille Bedspreads! Biggest value we have seen! Thickly tufted and finished with fringe! White, pink, red, blue or beige. Come early!



4-Yd. Dress Lengths
4-yard length \$1

80-oz. cotton percales and wash-'n'-wear cotton broadcloths. Spring prints. Machine washable, 36 inches wide. Penney's Street Floor



Kitchen Towels
2 for 88c

Printed Terry Dish Towels. Thirsty towels in a generous 17"x19" size. Gay kitchen prints. Make dishes and glassware gleam... silverware shine!



Boys' Polos
2 for \$1

Short-sleeve polos of combed cotton... in popular crew-neck styles! A wide choice of patterns and colors... sizes 4 to 12.



T-Shirts 'n' Briefs
3 for \$1

Specialty constructed for proper fit, long wear! Nylon reinforced collars, heat-resistant, elastic-waist briefs! Sizes 4 to 16.



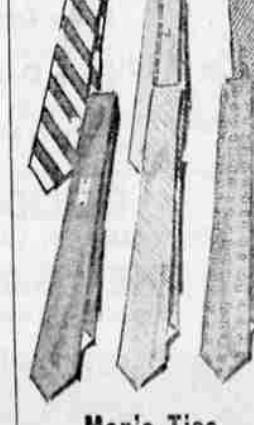
Boys' Shirts
122

100% cotton gingham plaids and printed broadcloths... in the season's newest patterns and colors! All fine-tailored full cut models.



Men's T Shirts
2 for \$1

Men's combed cotton T-shirts in proportioned sizes for better fit. Machine washable. Sizes 36 to 46.



Men's Ties
2 for \$1

Your chance to scoop up an entire wardrobe of luxurious ties... in the season's most-wanted colors and patterns!



Men's Jewelry
2 for \$1

The best buy we've seen; a remarkable assortment of fine quality boxed cuff links, tie bars, pinch clips in smart stones, gold and silver finish.



MEN'S COTTON TWIST TOWEL WORK CAP
sizes 6 1/2 to 7 1/2 79c

Non-breakable visor for rugged wear! In colors that team up with Penney's matched work sets. Hand washable.



PAY DAY COTTON BIB OVERALLS
sizes 32 to 50 349

11 1/2-oz. blue denim in a wanted high back model! Sturdy, triple needle construction... rule and plier pockets!



BIG MAC SHORT SLEEVE TWILL SHIRT
sizes S,M,L,XL 198

Chambray or rugged Cotton Twills; full Penney cut for action-free comfort! Long tails, 2 button-through pockets!



Boys' Slacks
244

100% fine-line cotton twills in smart continental styling, wash 'n' wear finish, sharp looking, yet made for rugged wear - top colors; sizes 8 to 18.



Boys Crew Socks
4 Pair \$1

Striped Tops! Fine cotton crew socks with nylon reinforced heel and toe for extra long wear! Machine wash. Size 6-10 1/2.

MEN'S SLACKS
Fine line Cotton Twills, Machine washable. 2 for \$6

STOREWIDE SAVINGS! CHARGE IT!

MEN'S SOCKS
Fancy Argyle or crew socks in cottons, or orlon blends. 44c

MUTED PLAID - Two-button trend is seen in this tropical worsted suit. The muted plaid is seen in the lighter gray, slated for popularity this spring.