



PENNEY'S

J. C. PENNEY CO., INC.

"What IS This Penney Idea?"

... asked a customer. The answer is important to everybody, so we publish it here:

It is, to serve the Average American Family (people who live simply, but well!) with the merchandise it wants, at prices that give the largest possible measure of intrinsic value for every dollar spent. Nothing extra for charge accounts, deliveries, time payments: these things cost money, and most budget-minded Americans would rather have every penny's worth in real merchandise value! And that's what they get at Penney's Stores.

PENNEY'S



FOUNDER'S FEATURE

"40 YEARS AGO,



little girls' dresses were adorned with lots of lace and embroidery. Today's children like practical clothes!"

Now ... Little Girls Want

SUNNY TUCKER* DRESSES



98¢

* Prints and Solids
* Percales and Sheers

The sheers include lawn, dimity and batiste that youngsters will wear right through the summer!

NEW TAILORED! KITCHEN CURTAINS

59¢ PR.

Appliqued figures, assorted colors and designs.

Rayon Damask DRAPERIES

Pastel shades — floral designs. 59¢ Yd.

Real Value for the Housewife!

NATION-WIDE SHEETS

1 33

81 x 99 — Snowy White

Fine selected cotton, woven into sturdy, smooth sheets! Nation-Wide quality has become famous with housewives all over America for lastingly lovely finish and superior serviceability!

BALCONY

CHEESE CLOTH 10 Yds. 39¢

Soft, absorbent! Cloth for thousand uses in homes, farms, garages, and camps. BALCONY

BIG VALUE TOWELING 5 Yds. 43¢

Part linen! Unbleached! Colored borders. 16 inches wide. BALCONY

LUNCH CLOTHS 1.00

Hand printed! Laundered and ready for use! Anniversary Bargain. BALCONY

Wash Cloth and Dish Cloth 4¢

Mesh dish cloth, size 15x15. Pastel shade, double Terry wash cloth, size 10x10. BALCONY

REMNANTS REDUCED TO CLEAR

Rayons, cottons, drapery, curtain. All sorts of fabrics in plain and fancy designs. BALCONY

LACE TABLE CLOTH 1.00

Beautiful designs! Sizes 54x72, 60x60, 60x80, 70x90. BALCONY

Men's All Leather Hog Hide WORK GLOVES 3 for 1.00

Soft! Pliable! All leather! Short protective gauntlet! Long wearing. MAIN FLOOR

MEN'S DRESS HATS 1.49

In the new wanted colors of teal, sudden blue, brown and greys. MAIN FLOOR

Beautiful INDIAN BLANKETS 1.59

Beautiful in design and color! For camping, for boys' rooms. 70x80. DOWNSTAIRS

Cleanup Odds and Ends GIRLS' DRESSES 50¢

Beautiful cotton plaids in sizes 7 to 14. An Anniversary feature. SECOND FLOOR

Ladies' New HOUSE DRESSES 77¢

A beautiful selection of house dresses. Mostly large sizes. SECOND FLOOR

CHENILLE BED SPREADS 2.98

A large stock of beautiful new pastel shades! Full bed sizes. DOWNSTAIRS

BOYS' SLACK SUITS 1.49

Sturdy Poplin. Just the thing for that boy! Shirt and pants to match. Sizes 2 to 10. DOWNSTAIRS

Reduced to Clear LADIES' SHOES 1.77

Tans, browns and blacks. Patent leather pumps. Broken sizes. DOWNSTAIRS

40th ANNIVERSARY JUBILEE!

Now You Can Afford LOTS OF LINGERIE

LADIES' ALL SILK LEG THREE-THREAD SHEER HOSIERY

Wear Them Once! Wear Them Always!

Penney's famous hose belle their fragile look . . . and wear astoundingly well! Flattering shades!

98¢

ANNIVERSARY BARGAIN!

Ladies' SATIN Slips

Slim waisted beauties! Sleek rayon satin, lace trimmed at hem and top!

1 00

LUXURIOUS! NEW! Broadcloth PAJAMAS

Belted, tailored, and butcher boy styles! Figured and plain. 1 00

MAIN FLOOR

RAYON LASTEX FOUNDATION

17 in. skirt slightly boxed in front! Semi-step-in model with zipper side fastening. Sizes 34 to 40. 4 98

SECOND FLOOR

Anniversary Bargain! Rayon PANTIES

Smartly trimmed and fashioned — pure loveliness at an unbelievably low price! Of fine knitted rayon! Dainty trim ming of lace. 3 for 1 00

MAIN FLOOR



BRIGHT, NEW! FLICKERING!

RAYON CREPE SLIPS

Just the thing for your lightweight Spring dresses! Easy-to-wash pin dot rayon! Lovely lace trimming! Sizes 32 to 44. 77¢

BALCONY

THE NEWEST THINGS IN FOOTWEAR FOR SPRING



BOYS' Canvas SHOES 89¢

Black rubber sole and toe guard! Lace to toe! Sanitized! Air cooled upper.

WOMEN'S PLAY WEDGIES 1 49

Fabric upper! Wedge heel! Open toe! Rubber sole!

LITTLE MISS Sizes 12-2 \$1.19



GIRLS' PLATFORM WEDGIES 1 98

Felt platform! Lacorin sole! Smooth twill upper! Wedge heel! Open toe!

MEN'S Casual Oxfords 1 98

Felt platform! Lacorin sole! Fabric upper! Wall last! Size 6-11. Blues and tans. DOWNSTAIRS



ANNIVERSARY BARGAINS! COLORFUL RAYON CREPE HOUSE COATS

Sparkling flowered prints on rich colored grounds! Sleek rayon crepe that wears so well! Wrap-around or zipper type. 2 55

SMART — SO EASY TO WASH Seersucker Housecoats

Bright flowers in a riot of color on smart grounds. Wrap-around or zipper. 2 55

SECOND FLOOR

SAVE at Penney's



SMART! NEW! RAYON CREPE LADIES' GOWNS

Designed with you and beauty in mind! Delicately fashioned in a smart, waist fitting type. Sizes 34 to 44. 1 00

MAIN FLOOR

★ THE PENNEY WAY IS THE THRIFTY WAY ★ ★ ★ THE THRIFTY WAY IS THE AMERICAN WAY ★