

# IT PAYS TO SHOP AT PENNEY'S Where Every Day is Bargain Day!

STORE HOURS: 9:30-5:30



Lifting New Prints for Spring Dress Up!

## Rayon Jersey Prints

You'll be charmed with our gay new Jersey rayon prints! Sparkling Spring colors with imaginative little designs, bright florals, interesting geometrics. And it's nice to know that your glamour clothes will cost only a trifle if you stitch them from easy-to-sew Penney rayons. 39" width.

**1.49**

Popular rayon faille ..... 1.39 yd. yd.

### RAYON PLAID TAFFETA

Plaids and checks in that crisp texture that gives the rustle and swish that is in tremendous vogue for wear as petticoats under the popular Ballerina skirt. Ideal for ties, Gay Nineties blouses and trimming.

**1.98**

Black rayon taffeta ..... only 1.19

### PRINTED RAYON SHEERS — SO COOL FOR SUMMER

So flatteringly right for blouses and dresses during the warm days to come. Bembergs, chiffons, large and tiny florals. 38" and 42".

**1.39**

### FINE QUALITY RAYON CREPE —

They're easy-to-sew crepe type rayons which drape beautifully. Delightful prints, alluring spring tones. Priced to please every budget. 39" wide.

**1.98**

### A THRIFTY PRICE FOR SMART RAYON PRINTS

Value in every inch of fine, spun rayon prints... adorable floral designs, lovely colors. Make washable dresses, blouses. 39".

**79c**

Rich rayon gabardine ..... 1.98 yd. yd.



Balcony

## COTTON FABRIC FOR ALL THE FAMILY

# RONDO PERCALES

MAKE:

- Pert New Petticoats!
- Pretty Dresses, Aprons!
- Colorful, Cool Pajamas!

**49c** Yd.

Rondo percales are our finest! They're closely woven cottons—wash and wear beautifully. The Rondos you'll find in this week's group are imprinted with loveliest floral, plaid and novelty designs in bright vat-dyed colors. Use them confidently to make all your summer cottons. 36" width.

### THRIFTY MO-DE-GAY

Mo-de-gay cotton in delightful, fashion-wise prints—lilting Spring shades. And economically priced for your budget saving. 36" width ..... yd. **39c**

### FINE DRESS MADRAS

Washfast solid colors and charming woven stripes in wonderfully sturdy Madras. Makes economical children's wear, shirts, sport and work clothes. yd. **69c**

### COTTON SHEER PRINTS

Feel fresh as a daisy in cotton sheers. Large or small florals — Woven dotted swiss, corded dimity, lingerie batiste. 36" width ..... yd. **59c**

### WAFFLE PIQUE

Styled for daytime and sport dresses. Pre-shrunk, fast color waffle pique in attractive clear-cut designs. Gay colors and prints. 35 inches wide. yd. **1.19**

### CRISP PLISSE CREPE

Needs no ironing. Colors are washfast, and that crinkle will stay in through repeated washings. White & pastel colors for children's wear. 30". yd. **59c**

### COTTON GABARDINE

Make crisp classic-type dresses, shorts, casual shirts and sport clothes — so right for summer. Sew and save ..... yd. **98c**

PENNEY'S BALCONY

### PENNEY HAS 'EM ALL—THRIFTY SEWING NOTIONS

- Scissors, sharp steel, 6" ..... 1.49
- Dress shields, white nainsook moisture proof, size No. 2 & No. 3, pr. 35c
- Penimaid pins, rust-proof, 90 in pkg. .... 4c
- Penimaid needles, steel ..... pkg. 4c
- Snap fasteners, white, black ..... card 4c
- Crochet hooks, chrome finish steel ..... 10c
- Safety pins, nickelized, ass't, 15 for 8c
- Talon dress placket, 9", 10", colors ..... 30c
- Skirt facing, ass't colors ..... 49c

- Bias fold tape, washable ..... 4 yds. 8c
- Advance patterns, Fashion-wise ..... ea. 25c
- Clark's crochet cotton, colors ..... 29c
- Rick-rack, lovely colors ..... 3 yds. 8c
- Coat's, Clark's mercerized thread ..... 4c
- Best 6-cord thread, white, black ..... 8c
- Seam binding, rayon, colors ..... 3 yds. 10c
- Fancy dress buttons, ass't, card 8c & 10c
- Dress belting ..... 10c
- Pearl buttons, fine quality, ..... card 8c
- Skirt facing, 2" wide, colors ..... yd. 10c

BALCONY

### BLEACHED FLOUR SQUARES

New Material

**25c** each

Oblong towel size 25x35. Bleached pure white, unhemmed, large size, no holes, tears or stampings.

BALCONY

MANUFACTURER'S CLOSE-OUT!

## SPRING STYLED SHORT COATS

**\$22**

- COVERTS
- FLEECES
- SUEDES
- EVERY ONE SHOULD SELL FOR MORE

Perfect to Wear Now Through the Summer

Popular style short coats in luscious pastel or bright shades. Real money savers in the newest styles that prove their worth daily with their good wearing qualities. Sizes 12-20.



### Special Purchase SPRING SUITS

in Rayon Gabardine

**\$22**

- PASTELS
- DARKS
- FULL SWING SKIRTS
- STRAIGHT STYLES

Perfect to Wear Now Through Summer

Beautifully fashioned classic suits of smooth hard-finished rayon gabardine. Get yours at a Penney price. Expertly tailored in colors that are divine. Penney proves again that quality and fashion can be low priced. Sizes 9 to 14.

SPECIAL CLOSE-OUT! GAYEST STYLES

### Spring Hats

**2.00**

Cellophane straw and swiss straw braid in sleek navy or black, set off with flowers and ribbons. A complement to any outfit you wear.



SPECIAL CLOSE-OUT!

### GIRLS' SPRING COATS

- HOODS
- TAFFETA TRIMS
- FITTED STYLES
- SWING STYLES

**\$7.99**

Elegant little pastel shetlands. Some with hoods. Choose fitted coats, swing back styles and even taffeta trims. Broken sizes 3 to 6X.



SPECIAL CLOSE-OUT!

### TODDLER COATS

- BROKEN SIZES
- BLUE FOR BOYS
- PASTELS FOR GIRLS
- 100% WOOL COVERT
- 100% WOOL TWEEDS

**\$6**

Dress the "little fry" in one of these smartly tailored covert or tweed coats. Blue for the boys and soft pastels for the little miss. Broken sizes 1 to 4.

PENNEY'S SECOND FLOOR

### SPECIAL GROUP! DAINTY BLOUSES

**3<sup>50</sup>**

Crispy cottons in the fashions of the Gay Nineties. Gracious details such as poet's collars, tiny neck bows, flattering ruffles. Wear fashionably above all types skirts and suits. Sizes 32 to 38.

2nd Floor

### HARD-FINISH RAYON STRUTTER SLACKS

**4<sup>98</sup>**

Smooth fitting, crisply tailored hard-finished rayon strutter cloth slacks. Holds shape and press. Perfect for fun and leisure. Sizes 10 to 20. Colors: Gray, blue, brown.

2nd Floor

EVERY DAY IS BARGAIN DAY AT PENNEY'S