

PENNEY'S
ALWAYS FIRST QUALITY!

Store Hours: 9:30 to 5:30

DOORS OPEN TOMORROW MORNING AT 9:30! BIG SAVINGS IN EVERY DEPARTMENT! YOU'RE INVITED TO ATTEND THE

★ GRAND OPENING ★

OF OUR NEWLY REMODELED STORE...FEATURING BRAND NEW PASSENGER ELEVATOR SERVICE TO ALL FLOORS...AND FRESH SPRING MERCHANDISE IN EVERY DEPT..SHOP PENNEY'S ALL DAY TOMORROW AND EVERY DAY! SAVE!

SPECIAL PURCHASE!

something's been added ... nylon!

RAYON-AND-NYLON BUTCHER WEAVE

Take The ELEVATOR To Our SECOND FLOOR

5.00

guaranteed washable!

What a low price for these crisp washables! Fast-drying and easy-ironing, they're lots more expensive looking, too... witness dyed-to-match lace, contrast color accents. In darks and clear new pastels, sizes 12-20.



One of the Treats in Store for YOU. Take the elevator to the second floor.

IT'S INCREDIBLE!

NYLON SHEER BLOUSES

2.98

32-38

They're gossamer - sheer nylon tricot knit with bodices artfully worked for not-too-revealing flattery! Delicately trimmed with carefully worked embroidery, fagotting! Choose navy, radiant rose, wheat, maize, aqua, pink, lilac, white! Sizes

TAKE THE ELEVATOR TO OUR SECOND FLOOR

PLASTIC

TABLE CLOTHS AT A SPECIAL LOW PRICE!



Plastic covers help cut down on laundry bills! A whisk of a damp cloth, and they're clean! Choose bright, splashy prints on a clear ground! Buy several at this terrific special price; 54"x54"

1.00

TAKE THE ELEVATOR TO OUR BALCONY!

Gay colors in soft durable plastic. Bib or waist style. Buy several at this low price.

RUFFLE TRIM APRONS

4 FOR 1.00



WAIST OR BIB

MAIN FLOOR

SPECIAL PURCHASE!
18"x30" LOOP RUGS

Terrific value! Imagine getting a 2-ply yarn cotton rug for so little! These have non-skid backs! Choose from many, many decorator colors. Buy one for every room!

1.00
EACH

BALCONY

NEW LOW PRICE!



THERE'S NO SUBSTITUTE FOR QUALITY ... AND QUALITY MEANS

GAYMODE® NYLONS

51 GAUGE, 15 DENIER

It's always Gaymodes... for everything you want in hosiery! Gaymodes flatter... they're sheer, carefully scaled to fit, and their thin seams are becoming. They're thrifty... look at that low Penney price! More thrift... first quality means longer wear, because every stitch, every seam, is perfect. And they come in the newest colors keyed to Spring! 8 1/2 to 11.

79c
PAIR

MAIN FLOOR



WOS. STRAP SANDALS

1.98

Bare, airy playshoes you'll even wear dancing, as well as with your sports clothes! Soft linen with synthetic soles. White and multi-color.

DOWNSTAIRS



JR. BOYS 2-TONE SPRING SUITS

4.98

Two-tone style for your little fellow's dress-up occasions—an outstanding value at 4.98! Casual jacket with solid color slacks. Blue, brown, green.

DOWNSTAIRS

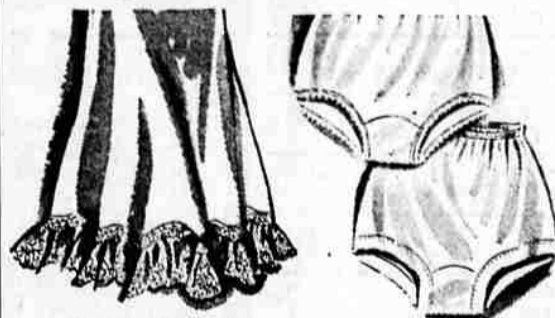


KITCHEN STYLE PLASTIC CURTAINS

2.19

Gay plastic curtains to bring new style to your kitchen in red, blue, or yellow. 27 x 45 size.

DOWNSTAIRS



KNIT RAYON HALF SLIPS

2 FOR 1.00

Wonderful rayon fabric for long wear, easy upkeep! Dainty, lace-bordered styles with smooth-fitting elastic waist, full comfortable skirt. S-M-L.

MAIN FLOOR

100% NYLON BRIEFS

88c

Smooth fitting medium length Briefs with all-around elastic waist. Band leg style in finest nylon—long wearing and easy to care for.

MAIN FLOOR

"TAKE THE NEW ELEVATOR UPSTAIRS!"

FREE Gardenias

FOR THE LADIES VISITING OUR NEW SECOND FLOOR!