

PENNEY DAYS

STYLE RIGHT

PENNEY'S SHOES FOR ALL THE FAMILY



WHITE Nurse Oxfords 2.98
Elasticized Spectator PUMPS 1.98
Big Value Tricky bows and airy perforations on soft white brushed leathers with turf tan trim. Glove leather, white Napsine Sizes 4 1/2 to 9. Soles, fibre heels. Quality!

PRICE RIGHT



Celeste Oxfords 2.98
Sanitized* Soft black kid, leather soles, rubber tap heels! Steel shanks, cork insoles!

WOMEN'S ARCH-TYPE OXFORDS 1.98
You must SEE the EXTRA VALUES in these black kid shoes! Leather counters, insoles, outsoles! Rubber taps, leather heels.

FABRIC PLAYTIME WEDGIES 1.98
lightweight porous hoesacking for cool comfort! Perspiration resistant Sanitized* linings! Blue with petal blue trim!

Women's and Girls' Slack Shoes 1.98
Trim mannish style in all white glove leather, unlined for cool comfort. Leather soles, rubber heels. Goodyear welts.

STYLE RIGHT



Men's Smart Summer SHOES 2.98
Antiqued tan straight tip bale! Sturdy leather soles!



Boys' Smart Wing Tip Oxfords 1.98
Glossy black with durable composition soles, full rubber heels!

Thrft Values in MEN'S SHOES 1.98
Long wear and smart appearance. Wing tip models with composition soles, rubber heels. At a Penney price!

Men's Tan Sport OXFORDS 2.98
Young men's favorites! Heavy details, brogue lines in antiqued pleasant tan.

Children's Leather Oxfords 98c
With drill lined vamps, markless composition soles, rubber heels.

MEN'S and BOYS' CANVAS SHOES 98c
Correct balance arch supports!

PASTE POLISH—Lasting Shine 8c
WHITE SHOE SOAP—Removes Stains 19c
LIQUID COMBINATION POLISH 19c
ODD LOTS REDUCED . . . BARGAINS
Women's oxfords all black 50c
Men's canvas oxfords REDUCED 50c
Children's shoes broken lines 50c
Infants shoes odd lots 25c
Women's summer shoes broken lines not all sizes 1.00
*Reg. U. S. Pat. Off.

PENNEY'S SUMMER APPAREL

MEN'S SPORT SHIRTS, long sleeves, coat style. Outstanding value 77c

BOYS' SPORT SHIRTS, new summer colors, high grade materials. 49c

MEN'S Satin lastex SWIM TRUNKS 77c

MEN'S SLACK SUITS, new summer colors and fabrics. 4.98

BOYS' GABARDINE SLACKS, pleated, new colors. 1.49

MEN'S SLACK SHOES wedge heels 1.79

BUY FOR CASH AND USE OUR Lay Away

BARGAIN HUNTERS PARADISE!

JOCKEE HAND SOAP, One pound of Jockey hand soap. Handy to have for shop and home. Special Thursday and Friday 50c

1000 Double Edge RAZOR BLADES to sell for only 1c ea. 500 WASH CLOTHS to sell for only 2c ea. 300 DISH RAGS to sell for only 2c ea. 50 one pound KAPOK to sell for 2 lbs. 31c 150 pairs MEN'S SLACK SOCKS pair 8c One group REMNANTS to sell for each 2c

1000 TISSUES for only 37c FREE with 1000 Tissues 2 Velour POWDER PUFFS 2 1/2". Wide Tailored CURTAIN PANELS 2 1/2 yards 2 for 94c Ivory finish 5c

CURTAIN RODS, odd lots, extension up to 28", 5c

WINDOW SHADE PULLS and BUTTONS pair 1c including buttons.

Odd lot BUTTON and BUCKLES per card 1c

"Non-Sew-On" DRAPERY HOOKS 3 for 1c

Boys' heavy duty TENNIS SHOES only 21 pairs, sizes 1 to 5 pair 42c

Men's closely knit POLO SHIRTS all white 29c

Wildroot WAVE POWDER, makes one pint. pkg. 1c

Woodbury's CLEANSING CREAM, 1 1/4-oz. jars. 21c

Woodbury's germ free HAND CREAM, 1 1/4-oz. jars. 21c

Woodbury's COLD CREAM, 1 1/2-oz. jars. 21c

Woodbury's FACIAL CREAM, 1 1/4-oz. jars. 21c

Cedar MOTH CHIPS, 12-ozs. box 2c

White tar MOTH BALLS, 12-ozs. box 2c

White tar MOTH FLAKES, 12-ozs. box 2c

FINGER NAIL BRUSHES, pure bristles, sterilized, ea. 2c

Hurry Here Are BARGAINS

PURE LINEN NAPKINS
Hemstitched, Stamped to Embroider 15x15.....each **10c**

400 TERRY TOWELS
extra heavy extra size.....each **14c**

100 TERRY TOWELS
Bright stripes, heavy weave, large size **2 for 46c**

Extra large FLOUR SACKS
fully bleached and hemmed..... **8c**

1000 yards FAST COLORED PRINT, closely woven, newest patterns and designs yard..... **15c**

REMNANTS DRASTICALLY REDUCED FOR THIS EVENT

100 Sets PENCO SHEETS and PILLOW CASES
to sell for only **1.63**
This includes 1 penco sheet 81x108, two pillow cases 42x36.

100 sets NATION-WIDE SHEETS and PILLOW CASES SETS. This set has one Nation-Wide sheet, 81x108 and two pillow cases 42x36. All for **1.27**

Gabardine SUITS FOR MEN! \$22.50

Here, men, is a really top Gabardine—rich and sleek to the touch and masterfully tailored. It's Penney's famous Townelad Gabardine—just a whale of a good clothing value you won't want to miss. P. S. Mix your Townelad Gabardine with odd coats and slacks.

WHITE GOOSE DOWN PILLOWS 3.98

A Rare Value! Don't Miss It!

Moth Repellent Filling! Pennasapin® Ticking!
Imagine a pillow like this at a price like this! Filled to a billowy plumpness with fine white goose down that keeps its airy buoyancy for years!

The handsome linen finished ticking was made to wear and wear, and is Pennasapin treated to be actively antiseptic. Finished size 20"x28". All this for only 3.98! Come early for yours.
*Reg. U. S. Pat. Off.

WHITE SHEET BLANKETS 2 for 2.00
Soft, warm . . . grand bargains. Durable stitched ends. 80"x108".

PENNEY'S Celebrates Second BIG WEEK of Sensational Bargains . . . STORE WIDE . . . EVERY DEPARTMENT . . . Purchases Made Weeks in Advance . . . Savings Passed on to You . . . Shop Thursday, Friday and Saturday . . . Extra Salespeople to Serve You . . . Shop and Save During This Gigantic Bargain Event.

AT PENNEY'S THOUGHTFUL GIFTS FOR MOTHER!

GIVE HER A LOVELY GIFT TO WEAR WITH PRIDE . . . OR SOMETHING SHE'S ALWAYS WANTED FOR HER HOME.

HANDSOME HANDBAGS
Especially Chosen For Mother's Day! **1.69**
New styles, picked to please the most fastidious lady—twice as attractive in their smart gift boxes! Big roomy pouches, interesting new shapes, styles with convenient handles . . . of fine simulated leathers. In White, Navy, Black, Turf Tan, Red, or Beige.

Smart Rayon Underwear—THE PERFECT GIFT 2 prs. 98c
Soft, smooth knit rayon—comfortable to wear and so simple to launder! Panties, bloomers and briefs lace or embroidery trimmed or nicely tailored. Very well made and reinforced.

Just What Mother Wants GAYMODE HOSE 2 prs. 1.58
Soft, sure to appreciate their exquisite beauty and long wearing qualities! Give her sheer chiffons for dress-up or heavier weights from medium sheers to sturdy service weights for every day wear. Flawlessly perfect from dainty pick tops to reinforced toes. In smart new shades. *Reg. U. S. Pat. Off.

Practical and Pretty! TEA APRONS 49c
Useful gifts with a festive springtime air! Gay prints or sturdy percale or organdy trimmed with colorful appliques and rick-rack. Daintily gift boxed for Mother's Day.

A Gracious Gift for Mother! LACE TABLE CLOTH 1.98
Let this lovely lace cloth express your sentiments on mother's day! Rich filled in design bordered by a scalloped pick edge—unusually beautiful at this low price. A rich creamy color to make your china and your silver look lovelier than ever. Approximate size—72"x90" to fit average size dining table. Comes in a gift box!

Smart Sally Lea WASH FROCKS 98c
Gay little cottons that always look fresh. Flock dot voiles, printed ballet, crisp novelty prints and printed piques all very nicely made and cleverly trimmed. They wash like a charm, too. Wonderful Mother's Day gifts.

Cotton Charmers for Spring! BRENTWOOD FROCKS 1.98
If you're looking for a Mother's Day gift a Brentwood is perfect! Gay floral prints, dots, stripes—everything for a smart, cool and comfortable summer! Styled like more expensive frocks and best of all, they won't fade in the tub. Sizes 12 to 52. *Reg. U. S. Pat. Off.

Bouquet Prints on Fresh Cotton! HOUSECOATS 1.98
Perfect Gifts for Mother! Sweet springtime prints in practical, easy-to-wash cotton. Slim waisted, full skirted—superbly flattering to all figures. Youthful zipper styles or graceful wrap-around models. Other smart housecoats. 2.98



Dazzle The World in "Sunburst!" CHENILLE HOUSECOATS 2.47

Thicker, softer, more luxurious chenille than you might think you could ever afford! Beautifully designed in a graceful swirled pattern, with a full sweeping skirt and supremely flattering fitted back.

Smarter than anything for the beach and positively regal for your "at home" moments. It comes in lovely soft colors, and, of course, it's washable!

SPRINGTIME COTTONS . . . 19c yd.
Cool sheer dimities, lawns. Crisp waffle piece prints! Washable!

Misses' BLOUSES . . . 49c
Of smart broadcloth in glorious colors or bright stripes! Sizes 32 to 40.

SAVE AT PENNEY'S ON ALL BABY NEEDS!

Nursery Seat Rings 25c
Basket Pads, waterproof sanitary, odorless 98c
Bath Blankets, 30x40 29c
Baby Pillows, 12x16 special 29c
Teething Rings, eases pain and thoroughly massages gums 10c

Vacinsulated Holder keeps bottle hot or cold 25c
Electric Baby Bottle Warmer 98c
Log-O-Life Baby Books up to 21 years 1.49
Baby Snapshot Books 49c
Diapers Bags, extra quality 98c
Rubber Crib Sheets 25c
Nation-Wide Pillow Cases, 28x21 2 for 30c

Baby Bib Sets 3 for 25c
Walker Pads, Water Proof, Sanitary, odorless 49c
Baby Clothes Hangers special 10c
Extra Large Baby Blankets, 36x50 beautiful designs 98c
Infants Genuine Latex Rubber Pants, ventilated 25c
Quilted Lap Pads 17x18 rubber lined 25c
Baby Garters pair 1c

5% Wool BLANKETS Plaid 1.97
Pairs pr. You save plenty! Plaid's. Steam bound. 72"x84".

Rayon Taffeta SLIPS Usual 2 for 94c Value!
Exclusively trimmed or daintily tailored. Smooth fitting. Long wearing.

AT PENNEY'S YOU SAVE 20% ON THESE SEWING NEEDS at 4c

COTTON THREAD—J. & P. Coats or Clark's O.N.T. 6 cord, black or white. Sizes 30 to 70. 150 yard spool 4c

Colored MERCERIZED THREAD—J. & P. Coats or Clark's O.N.T. Size 50. Popular colors. 100 yard spool 4c

Penmaid® SILK THREAD Strong and elastic. Choice of colors. 50 yd. spool 4c

Clark's MENDING COTTON—2 ends of two ply. In popular stocking shades. 100 yds. 4c

Penco® COTTON ELASTIC 1/4". Mercerized. 3 yds. 4c

COTTON TAPE — Popular widths. Black. White. 4c

Penco PINS — Rustproof brass, 160 in package 4c

Peninsop® FASTENERS — Rustproof. Black or white. Many sizes. 12 to card 4c

Penmaid HOOK & EYES Rustproof. Black or White. 24 to card 4c

Penmaid NEEDLES — All types and sizes. Gold eye. 7pk. 4c

THIMBLES — Chromium plated. Popular sizes 4c

PEARL BUTTONS — Fresh water quality. 12 on card 4c
*Reg. U. S. Pat. Off.