

OPENING IN DEL AMO CENTER TODAY!

Cash, lay-away, charge, time payment
open at 9:30 a.m.! Shop Mon., Thurs.,
Free parking for 5,000 cars!



PENNEY'S

ALWAYS FIRST QUALITY



OPENING SPECIAL! SPORT SHIRT ARRAY! SPRING'S NEWEST!

Arnel®—Cotton Checks! Polished Dobbies! Embroidered Cupramas®!
Cotton-Cupionis®! Dan River Woven Plaids! More! More! More!
Special Opening Coup! Spring's newest short sleeve Stylings in a fan-
tastic selection of luxury fabrics. . .all made to sell for much more! All
are made to Penney's exacting specifications! Colors galore!

S-M-L-XL **3 for \$5**



BLOUSE SPECTACULAR! AT OPENING SAVINGS!

Solids! Stripes! Plaids! Colors galore! Choose
Dacron® polyester and cotton blend . . .
wash 'n wear finish combed cotton, more
Choose classic "Italian" or convertible col-
lar styling. Sizes 34-38.

2 for \$3



CORDUROY ANKLE PANTS REAL FASHION—VALUE!

Penney's reed-slim ankle pants feature hi-
rise waist, back zipper. Tailored from fine
cotton corduroy in black and assorted new
fashion-colors. This low price lets you charge
a season's full. 8-18.

1.99



OPENING SPECIAL! BIG BOUFFANT ASSORTMENT!

New Spring array of women's soft, sheer,
multi-skirt bouffant slips at big savings! All
feature nylon tricot trossos with elasticized
waists. Charge one in every color . . . white,
black, pink, lilac. S-M-L.

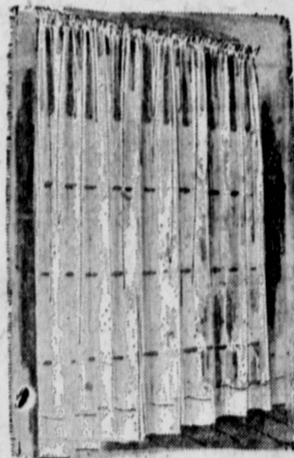
2.99



GIGANTIC SPRING JEWELRY ARRAY AT BIG SAVINGS!

Why not lead the Easter parade with Pen-
ney's newest and biggest "jewelry" selec-
tion! Array of earrings, necklaces and brac-
elets in bright, new fashion-colors. Charge
several . . . match every outfit!

Your Choice **2 for \$1**



CHARGE OUR SUPER VALUE DACRON® SHEERS!

Now you can enhance any window at open-
ing savings! Don't miss Penney's delight-
fully sheer Dacron® polyester panels! Crisp
white. Charge all you want during our Open-
ing Bargain prices.

99c each



4-YARD PRE-CUT DRESS LENGTHS AT BONUS PRICE!

You won't believe Penney's gigantic selec-
tion of 4-yard dress lengths . . . all top
quality cotton. Choose 80-square prints, sol-
ids. Come in and charge our ahead-of-the-
season Spring fabrics now!

4 yds. \$1

rs \$1

HUNDREDS OF UNADVERTISED OPENING SPECIALS IN EVERY BIG DEPARTMENT!