

PENNEY'S
ALWAYS FIRST QUALITY!

THE STORE WITH THE FRIENDLY SALESPeOPLE LET'S GO ON A PICNIC!

SWIM IN PENNEY'S SWIMSUITS



STRAPLESS SHEATH SWIMSUITS

\$7.90

FLATTERING!
ACETATE FAILLE LASTEX
NYLON NET TRIM

M-mm, flattering! Come take a look at Penney's acetate faille lastex swimsuits . . . love those fagotted seams for slim lines, the feminine look of nylon net trim. Back zips up for smooth fit, four-bone bra molds you nicely. Black, navy, peacock, other colors; 32-38.



ONE PIECE SWIMSUITS

3.98

Nothing short of amazing for the money! Classic, flattering swimsuits of long-wearing, sun-resistant Chromspun acetate cotton, lastex and nylon knit fabric . . . Priced now at only 3.98.

First Stop . . . Penney's . . . For Summer Needs
FASHION BALCONY

SAILCLOTH SPORTSWEAR

WELLINGTON-SEARS "TOPSAIL"
WASHABLE! SANFORIZED!

TRAINMAN'S JACKET

- TWO POCKETS
 - WHITE STITCHING
 - SIZES 10-18
- 4.98**

SHORT SLACKS

- SLASH POCKETS
 - WHITE STITCHING
 - SIZES 10-20
- 3.98**

SLEEVELESS SHIRT

- Convertible Collar
 - WHITE STITCHING
 - SIZES 10-18
- 2.98**



Superlatively tailored, Penney's top-fashion sportswear in Wellington-Sears "Topsail" for lasting wear. Easy to wash, Sanforized for better fit. Go casual in Penney's sportswear.

SELECT YOURS FROM OUR
WIDE SELECTION OF COLORS

First Stop . . . Penney's For Summer Needs
FASHION BALCONY

DENIM FOR ACTIVE BOYS

WASHABLE! SANFORIZED! VAT DYED!

FADED BLUE 1.98 2.98
SIZES 2-8 SIZES 10-18

FADED GREEN 2.69 2.98
SIZES 2-8 SIZES 10-18

Denim for active boys' play all summer long. Sanforized for permanent fit. Sturdy denims are completely washable of course. Select yours now from Penney's complete denim line.

SAILOR CAP
Bill Style 1.49

ALL PURPOSE CAP
Faded Blue 79c



First Stop . . . Penney's . . . For Summer Needs
BOYS' DEPARTMENT - MAIN FLOOR

FOR PICNIC FUN ALL SUMMER

SAILCLOTH FOR GIRLS
WASHABLE! SANFORIZED!

Long-wearing sailcloth, styled for the young girls. Expertly tailored fashion-right colors for summer time play. Sanforized for lasting fit. Select yours now from Penney's complete sailcloth stock.

CUFFLESS
SHORT SLACK 2.29
CUFFED
SHORT SLACK 1.98
SHORTS 1.69
SLEEVELESS
BLOUSE 1.79
ONE-PIECE
PLAYSUITS, 7-14 3.98



First Stop . . . Penney's For Summer Needs
FASHION BALCONY

MEN'S SWIMSUITS

PRINTED COTTON BOXER STYLE SUITS

- SMART DESIGNS
 - ZIPPER FRONT
 - SIZES S-M-L
- 2.98**

LASTEX AND KNIT SUITS

- Open Ladder Side
 - 3-Row Elastic Top
 - Inside Pocket
 - Sizes S-M-L
- 2.98**



MEN'S DEPARTMENT—MAIN FLOOR

BOYS' SWIMSUITS

PRINTED BOXER
COTTON TWEED
SWIMSUITS
SIZES 4-6-8

98c

Assorted bright colors and prints. Elastic shirred top. Acetate cotton supporter. Boys' Sizes 10-16 — 1.98

JR. BOYS'
ACETATE SATIN
LASTEX BRIEFS
SIZES 4-6-8

98c

Trim little briefs finished in shiny acetate satin . . . in bright, vivid colors. Comfortable shirred elastic waist. Boys' Sizes 10-16 1.98



First Stop . . . Penney's . . . For Summer Needs
BOYS' DEPARTMENT - MAIN FLOOR

NYLON PLISSE

NEED NO IRONING!

VAT DYED COLORS!

COOL AS A SUMMER BREEZE!

SUPERBLY TAILORED!

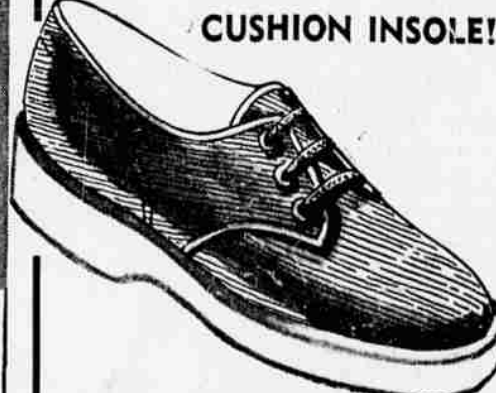
SPORT SHIRTS

The ideal shirt for summer lounging, a terrific Penney value. Marvelously cool, hand washable, 100% woven nylon plisse that never needs ironing. Short, widespread collar for the new, modern look. Stock up now from Penney's large assortment of wonderful shades. Sizes S-M-L-XL.

2.98
SIZES
S-M-L-XL

MEN'S DEPARTMENT—MAIN FLOOR

CUSHION INSOLE!



MEN'S CASUAL DUCK OXFORDS

Sizes 6-11 **4.49**

Feel right at home with these shoes for sports, beach-going, walking, and even for work. Extra Penney construction features include non-absorbent, full sponge cushion insole, light as a feather crepe soles, air cooled duck uppers . . . and they're all washable.

Boys' Sizes 1-6 3.49

SHOE DEPARTMENT—MAIN FLOOR