

PENNEY'S
ALWAYS FIRST QUALITY!

**SUMMER SPORTSWEAR
WITH SLIM LINES . . . AT
TRIM PRICES! . . .**

**for swimming
at the
seashore . . .
or sun-
bathing in
the yard**



always a favorite . . .

FAGOTTED STRAPLESS

Tiny price, lots of fashion. It's a lovely one piece strapless with expensive-looking fagotting. Half-skirt, built-in bra, zipper back . . . sizes 32 to 38.

790

SECOND FLOOR

- navy
- blue
- green
- yellow
- lime
- red

... in all
of your
favorite
sun-bright
colors!



a casual that can't
be beat for style . . .

**TERRY CLOTH
GAUCHO SHIRT
298**

Easy to wear and so easy to launder . . . popular tailored style with fitted waistband and cuffs, zipper front . . . gathered to give full comfort . . . in soft white terry cloth . . . sizes s. m. l.

SECOND FLOOR
SPORTSWEAR



for slim beauty . . .

**SHIRRED MAILLOT
7.90**

Exceptionally beautiful! Fagotted bra, figure-lovely shirring . . . in wonderful lastex faille . . . a wide selection of popular Summer shades . . . value priced! sizes 32 to 38.

SECOND FLOOR

BATHING CAPS

Women's U.S. Hawland molded aviator style swim cap . . . full head shape, adjustable chin strap, rust proof buckle . . . many colors.

98c