

Penney's "Ceiling" Prices Are Low Prices! "Ceiling" Prices Emphasize Penney Values!

PENNEY'S

J. C. PENNEY CO., INC.

ONCE AGAIN... HISTORY-MAKING, PACKED FULL OF VALUE

EMPLOYEES' DAYS

STARTS 9 A.M. MONDAY

This is the time when we boss the Boss! When we run things . . . when we can tell you about this store full of wonderful values! Here are the special money-saving values we have selected for YOU . . . so accept our invitation to buy everything you need and really save money!



Arthur Johnson
Asst. Mgr.



Florence Olson
Wos. Coat Dept.



Bruce Cooper
Work Clothes



Ollie Hanson
Piece Goods



James Cain
Men's Clothing Dept.



Lucille Tumbleson
Women's Dresses



Sally Harlan
Foundation Dept.



Dona Ritchie
Domestic Dept.



Golda Harbaugh
Sportswear



While They Last!
J. C. PENNEY QUALITY
ONE GROUP MEN'S SUITS
\$17.75
Sizes 33 to 40

Men, here's your chance to buy a snappy up-to-the minute suit and save money at the same time. 3-Button or double-breasted models in right fabrics and colors. Only 40 suits at this price so be here early to pick out yours.



Men's Short Sleeve
SPORT SHIRTS
Smartly styled by Towncraft. Short sleeves, open front models. Cool rayons for comfort. **1.98**

Knit Polo Shirts
Cool knits for summer wear. Solid colors with contrasting trim. Buy several. **49c**

Men's Lastex
BATHING TRUNKS
Lastex fabrics—snug fitting. The number one fabric in the number one style for bathing. **1.19**

White Duck
SUMMER CAPS
Cool, light for comfort. Sizes 6 3/4 to 7 1/2. 8/4 styles. **29c**

White Lawn
Handkerchiefs
Snow white lawns. Stock up now and save. **5c**

Slack
SOCKS
Colorful cottons or rayons. Sizes 10 to 12. Elastic tops. **25c**



For Smart Cool Comfort!
Straw Hats 98c
Always in good taste, these quality straws! Rich in color, light in weight, air-cooled styles in pinch or telescope models.

Here's A Value That Speaks For Itself!
Legion Razor Blades, pkg. of 100 for 1.00
Double Edge Packed In A Handy Leatherette Kit

MAIN FLOOR

Men! Make Your Paycheck Go Further
Summer Weight
COTTON UNIONS
Short sleeves and long legs in ecru color. Cool light knit. This is a feature we're proud of. **57c**

Covert
WORK PANTS
Light summer weight coverts. They're light in weight but long on wear. Bargain priced! Hurry on this value! **1.39**

Chambray
WORK SHIRTS
Light weight chambrays for cool summer comfort. Stock up now on this summer weight work shirt. Sizes 14 1/2 to 17. **59c**

Oxhide
BIB OVERALLS
Sanforized shrunk—full cut, stripe or plain blue. Sizes 32 to 44 waist. Make your paycheck go further. **1.19**

MAIN FLOOR

Features in Women's Furnishings!
RAYON HOSE
All rayon with reinforced heel and toe. At 3 pair for 1.00 these represent one of our best values for 3 pr. **1.00**

Lace Trim
SATIN SLIPS
Lace trimmed bias cut satin slips with quality and workmanship that will amaze you. Visit this department today. **1.00**

Windsor Crepe
GOWNS
Cool crepes for summer at a value price. Full cut. Colors: white, pink and blue. You'll want several of these. **88c**

Velour
FACIAL TISSUE
Soft white tissues interlocking packed for convenience. Another feature value that speaks for itself. Don't miss it! **23c**

MAIN FLOOR

Censored

Not in the Store During This Event!

L. A. Warner
Manager

Here's Value!

Chenille
BATH MAT SETS
Mezzanine Feature **1.00**

Washable tufted chenille in colors to harmonize in any color scheme. These will sell fast so be here first thing Monday morning.

Here's Value!

70x90
SHEET BLANKETS
Mezzanine Feature **77c**

Plain pastel shades in softly napped jumbo size sheet blankets. Lay in a stock now at this employees' feature price.

Here's Value!

Indian Design
BLANKETS
Mezzanine Feature **1.59**

Colorful Indian design and plaid blankets. Deep nap cottons in a generous size, 70x80.

Here's Value!

SASH CURTAINS
Downstairs Store Feature **37c** pr.

Here's the No. 1 value in curtains. Ruffled sash styles. 54" long. All colors. Don't miss it.

Here's Value!

BRAIDED RAG RUGS
Downstairs Store Feature **98c**

Cleverly braided into a smart oval shape. Multicolor. Shop our downstairs store for this value!

Here's Value!

PRISCILLA CURTAINS
Downstairs Store Feature **1.00**

Cushion dot Priscillas 41" wide. You have only to check the size, workmanship and marquisette to know this is a value. 78" long.

All Remnants Drastically Reduced!



Gladys Jones
Office



MEN'S SPORT OXFORDS
Downstairs Store Feature! **3.79**

Here's the real value! Heavy cork rubber soles. Fancy lace leather vamp in popular brown shade. All leather construction.

Smash Value! 150 Only
WOMEN'S SUMMER COATS

Come in today and see this smarter than ever group of casual topper coats. You'll find the coat you want for summer at a price that will amaze you! Tweeds and fleeces in fitted or swag-gar types. Don't miss this No. 1 employee value. **5.90**

Seersucker
HOUSE COATS

A very popular item for summer comfort. Wrap around or zipper closing type . . . with bright splashy prints for gay color. Sizes 12 to 44 in cool seersucker. **2.98**

Rayon Crepe
House Coats

A delightful style and fabric for sensible summer wear. Zipper or wrap style—full skirted. **2.98**

Broadcloth
Blouses **69c**

Novelty
TEA APRONS

Color-fast prints in the best of novelty styles. Loop neck, tie back. **25c**



Featured!
200 Spun Rayon

STREET DRESSES

Warm weather ahead means you'll want plenty of these casual spun rayon summer frocks . . . especially you will want to take advantage of this feature price. Sizes 12 to 44. **1.33**

COTTON HOUSE FROCKS

Colorfast cottons in smart styles for everyday wear. Sizes 12 to 44. Buy several at this bargain price. **77c**

SECOND FLOOR

Here's Value!

Metal Kitchen Stool
Downstairs Store Feature **1.00**

All metal spot welded. Comes in ivory color with red trim. This is a repeat value by customer request. Hurry!

Here's Value!

14-Piece Refrigerator Sets
Downstairs Store Feature **1.19**

Think of it! 14 Pieces for this value price. Includes 4 square dishes (covered), 2 oblong dishes (covered) 1 jumbo salad dish.

Here's Value!

Children's
BAREFOOT SANDALS
Downstairs Store Feature **1.19**

Double buckles, cut-out vamp. Heavy duty compo sole. Ideal for these warm summer days. Sizes 8 1/2 to 2. 5 1/2 to 8 **98c**

Here's Value!

MEN'S SPORT OXFORDS
Downstairs Store Feature! **3.79**

Here's the real value! Heavy cork rubber soles. Fancy lace leather vamp in popular brown shade. All leather construction.

Here's Value!

Boys' Leisure Jackets
Downstairs Store Feature **4.49**

Wool park-suede leisure style jackets in brown and camel shades. Sizes small, medium, large. Be comfortable and cool this summer.

Here's Value!

Boys' Satin
BASEBALL CAPS
Downstairs Store Feature **25c**

8/4 Shiny satins or felt types. Plain colors or mixed colors. Make your youngster happy with one of these snappy baseball caps.

Here's Value!

BOYS' SPORT SHIRTS
Downstairs Store Feature **79c**

Short sleeve open neck styles for cool comfort this summer. Washable cottons—long wearing. Sizes 4 to 16.

Here's Value!

Boys' Bathing Trunks
Downstairs Store Feature **98c**

Lastex fabrics in royal, navy, wine or green. Popular beltless styles. Every boy wants one of these to complete his summer wardrobe.



Clyde Benson
Main Floor



Bernice Walters
Notion Dept.



Ed Simonsen
Women's Shoes



Alice Williams
Boys' Department



Len Klampe
Men's Shoes



Vera Magee
Curtain Dept.



Joe Hemann
Downstairs Store



Joseph Moorman
Hosiery Dept.



Julia McKinney
Lingerie Dept.