

PENNEY'S SUPER DOLLAR DAYS

Tomorrow! Hurry! Hurry!
 ● Outstanding Values From All Over The Store!!!

DOLLAR DAY FEATURE!



\$1

A BIG MONEY SAVER—LOOK!

WOMEN'S RAYON KNIT SLIPS

Penney's Dollar Days means savings for you! Take this slip for instance! It's made of wonderful rayon knit jersey, the fabric that loves soap and water and wears and wears! Long length... full cut... adjustable straps. It's a real value!

MAIN FLOOR

DOLLAR DAY VALUE

MEN'S ALL-WOOL SUITS

New Low Price **\$35**

LOOK AT THE NEW LOW PRICE ON MEN'S ALL-WOOL SUITS FOR FALL! WOW! ONLY \$35.00. Just look at the fabrics too... sharkskins, tick weaves, fancy stripes, plain weaves and plaids. Yes men, we believe that if you could see the workmanship that goes into making a J. C. Penney suit that you'd agree with that it's the best suit buy in town! Shorts, regulars, longs.

MAIN FLOOR

DOLLAR DAY VALUE

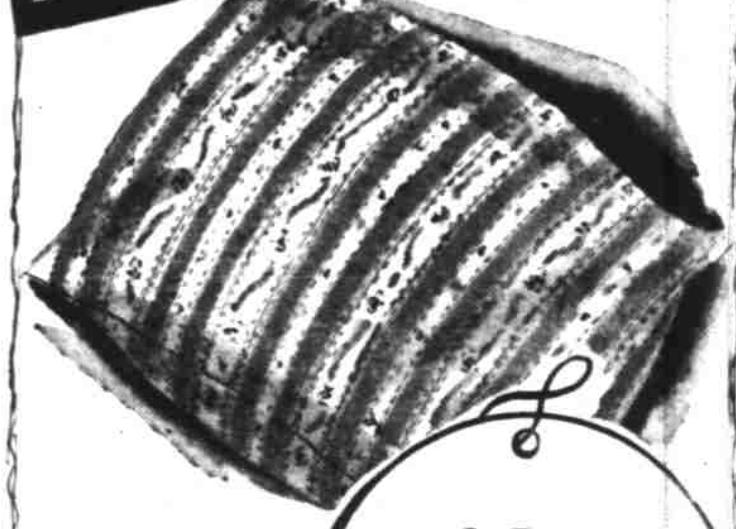
WOMEN'S BETTER GOWNS

\$2 and \$3

Proof that luxury doesn't cost a lot at Penney's! Just look at these values! Rayon knit jerseys, rayon crepes and rayon satins. You'd expect to pay much more for gowns like these but not during Penney's super Dollar Days! Shop early.

MAIN FLOOR

DOLLAR DAY FEATURE!



2 For \$5

A WONDERFUL LOW PRICE!

FEATHER BED PILLOWS

Now... during Penney's big Dollar Days this wonderful pillow value at a real money-saving price. Plump with all whole duck leathers... these pillows have a bounce, have a longer life than most! 20" x 26" size. Floral sateen ticking! Buy them by the pair... save!

MEZZANINE

EVERY DOLLAR YOU SPEND BUYS SUPER VALUE! LOOK AT THESE!!!!

<p>SAVE! SAVE!</p> <p>PLASTIC Sash Curtains \$1</p> <p>Only</p> <ul style="list-style-type: none"> Prints and Plaids Sturdy Plastic <p>Downstairs Store</p>	<p>SAVE! SAVE!</p> <p>STYLISH Short Slacks \$2</p> <p>A Low</p> <ul style="list-style-type: none"> Blue Denim Misses' Sizes <p>Second Floor</p>	<p>SAVE! SAVE!</p> <p>MEN'S Better Sweaters \$4 and \$6</p> <ul style="list-style-type: none"> 100% All Wool Slipover Styles <p>Main Floor</p>	<p>SAVE! SAVE!</p> <p>WOMEN'S Short Coats \$5</p> <p>Look</p> <ul style="list-style-type: none"> Corduroy Pastel Tones <p>Second Floor</p>	<p>SAVE! SAVE!</p> <p>MEN'S Poplin Jackets \$4</p> <p>Special</p> <ul style="list-style-type: none"> Western Style Water Repellent <p>Main Floor</p>	<p>SAVE! SAVE!</p> <p>WOMEN'S Summer Skirts \$2</p> <p>A Low</p> <ul style="list-style-type: none"> Smart Cottons Plaids and Prints <p>Second Floor</p>	<p>SAVE! SAVE!</p> <p>SPECIAL Drapery Yardage \$1 yd.</p> <ul style="list-style-type: none"> 48" Material Rich Plebe Weaves <p>Downstairs Store</p>
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EVERY DOLLAR YOU SPEND BUYS SUPER VALUE! LOOK AT THESE!!!!

<p>DOLLAR DAY VALUE</p> <p>BATH MAT SETS \$1</p> <p>Special For This Event</p> <p>Matched chenille bath mat sets for only \$1.00 during Penney's Dollar Days! Don't miss this value! Every set is first quality. Our supply is limited so hurry for the best selection of colors.</p> <p>DOWNSTAIRS STORE</p>	<p>DOLLAR DAY VALUE</p> <p>GIRL'S SHORT COATS \$2</p> <p>Save Plenty On Cash-and-Carry</p> <p>Very special find at this low, low price during Penney's Dollar Days! Smart little short coats made of 55% wool, 45% rayon, in the loveliest plaid combinations you've ever seen. There's no skimping on style either. Just fine for those cool days and evenings between now and fall.</p> <p>SECOND FLOOR</p>	<p>DOLLAR DAY VALUE</p> <p>CHENILLE SPREADS \$5</p> <p>Ladies - Don't Miss This Value</p> <p>Imagine! Twin and double-bed size chenille spreads at such a little price! It's a July Dollar Day special! Row after row of plump little tufts that take to tubbing. Assorted decorator colors. Some with floral designs.</p> <p>MEZZANINE</p>	<p>DOLLAR DAY VALUE</p> <p>SHOE CLEARANCE \$1</p> <p>Outstanding Values</p> <p>Women's and children's choice footwear now at huge saving prices during Penney's July Dollar Days! And they're all at Penney's where style, fit, comfort, and low prices are the big feature! Shop early!</p> <p>DOWNSTAIRS STORE</p>
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<p>SAVE! SAVE!</p> <p>Flour Squares 4 for \$1</p> <ul style="list-style-type: none"> Fine for Towels Outstanding Value <p>Mezzanine</p>	<p>SAVE! SAVE!</p> <p>MEN'S Sport Socks 2 Pair \$1</p> <ul style="list-style-type: none"> Sturdy Cotton Basket Weave <p>Main Floor</p>	<p>SAVE! SAVE!</p> <p>WOMEN'S Sweaters \$1</p> <p>Only</p> <ul style="list-style-type: none"> Slipover Styles Pastel Shades <p>Second Floor</p>	<p>SAVE! SAVE!</p> <p>PERMA-RAY Panels \$2</p> <p>Now</p> <ul style="list-style-type: none"> 44" Wide Washable <p>Downstairs Store</p>	<p>SAVE! SAVE!</p> <p>GIRL'S Sweaters \$1</p> <p>Only</p> <ul style="list-style-type: none"> Slipovers, Cardigans Pastel Colors <p>Second Floor</p>	<p>SAVE! SAVE!</p> <p>WOMEN'S Jewelry 2 for \$1</p> <ul style="list-style-type: none"> Broken Lots Earrings, Pins <p>Main Floor</p>	<p>SAVE! SAVE!</p> <p>Towels 3 for \$1</p> <ul style="list-style-type: none"> Hand Size Heavy Weight <p>Mezzanine</p>
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