

OPPORTUNITY BUYS

3 BIG VALUE DAYS

YOUR BIG CHANCE FOR EXTRA SAVINGS

PERCALE OR PIQUE

SUNBACK BOLEROS

FOR YOUR SUMMER DRESS WARDROBE

3.98

You will feel like a queen and look like a princess. Waffle pique sunbacks and fresh, crisp, street or house dresses. See the lovely plain shades, the colorful prints. All sizes.

PENNEY'S DOWNSTAIRS STORE



Rayon Perm-A-Ray Panels

Not ordinary rayon curtains, but Perm-A-Ray rayon curtains! First check on quality... hold a pair to the light, note the textured, close weave. Washable, neat, dull sheen finish, sugary colors. 42"x81".

1.59

Beach Sandals for the Family

Strap sandals for men, boys, girls, and women. Especially practical now that it's vacation-time. See 'em.

1.00

PENNEY'S DOWNSTAIRS STORE

MEN'S COTTON POLO SHIRTS

Soft, ribbed cotton in pastel whites (white also). Small, medium and large sizes. Washable. A great shirt for summer.

66c

PENNEY'S MAIN FLOOR

BOY'S STRIPED SOCKS

Soft, yet long-wearing mercerized cotton in a bright array of multi-color stripes. Reinforced toe and heel. 7 to 9 1/2. See these.

15c

PENNEY'S MAIN FLOOR

100% WOOL

Graduation Suits for

Young Men!

\$35

Sizes 35 to 44. All-wool worsted sharkskin fabrics. Looks and fit that are seldom equalled—at Penney's Cash and Carry price. Hurry in today—your graduation suit is HERE!

PENNEY'S MAIN FLOOR



Dirndl Sun Dresses for Girls

FRESH COTTON PIQUE SHIRRED ELASTIC TOPS

88c

Big news for Summer! Printed cotton pique sun dresses with new shirred elastic tops! Colorful patterns... easy-to-care-for! Washable. Sizes 1 to 3.

Sizes 3 to 6x **88c**
Sizes 7 to 14 **1.33**

PENNEY'S SECOND FLOOR



IMAGINE!

MEN'S CORDUROY

SPORT JACKETS

AT A FEATURE LOW OF:

\$10

Compare Penney's price! These corduroy sport jackets have 4 patch pockets, three buttons. Comes in wine and forest green. 36-46.

PENNEY'S MAIN FLOOR



PENNEY'S SUMMER DRESS CARNIVAL

Something Special!

YOUR COOL-FOR-SUMMER

BEMBERG SHEER DRESSES

- THEY'RE SHEER!
- THEY'RE COOL!
- THEY'RE COOL!

Well-made of sleek, rayon bemberg in all sizes. (Half sizes, too). Soft prints on dark grounds. A Find! At this lower-than-low budget price, you can afford to stock up. But hurry, there are only 800 of these wonderful special buys left!

PENNEY'S MAIN FLOOR

2 for \$7



Embossed Cotton Dresses for Summer

CRISP AND STYLISHLY NEW! A SUMMER DRESS CARNIVAL BUY!

\$5.90

Soft pastels in this smart, washable summer frock. AND PRICED AT A DOWN-TO-EARTH LOW! See the carefully tailored details, the up-to-the minute styling. A value, 10-20.

PENNEY'S SECOND FLOOR



Women's Fine Nainsook Blouses

Eyelet embroidered, peasant-type blouses of soft, nainsook cotton. Sizes 32 to 38. A terrific value **1.00**

PENNEY'S SECOND FLOOR

SAVE! WOMEN'S REGULAR LENGTH COATS

Yes, it's the FINAL CLEARANCE of Penney's Grand Selection of Spring Coats! Two value-packed groups!

PENNEY'S SECOND FLOOR

13.88
19.88

WOMEN'S STRAPLESS BRAS

A terrific buy! White only in these carefully-made, washable bras. 32 to 36. Wonderful with sunbacks.

PENNEY'S SECOND FLOOR

88c

Women's Rayon Gowns, Slips

Lace-trimming and sleek rayon jersey knit wearability make these a "must" for your summer wardrobe. All women's sizes (32 to 40).

PENNEY'S MAIN FLOOR

1.00

Women's Cotton Nainsook Slips

Lovely, sheer nainsook cotton slips in white. See these to really appreciate the quality and budget-minded economy in these values. All sizes.

PENNEY'S MAIN FLOOR

1.37

Women's Cotton Pastel Anklets

Soft, mercerized cotton anklets in clear pastel shades. Women's sizes. An opportunity days value! Imagine! FIVE PAIR FOR ONLY \$1.00! Hurry.

PENNEY'S MAIN FLOOR

5 PAIR \$1

Women's Rayon Panties

Sleek, sheer rayon panties in soft pastel shades. Sizes, small, medium, and large. Elastic waist band and leg bands. See these.

PENNEY'S MAIN FLOOR

4 PAIR \$1

Clearance! Fuzzy Stuffed Animals

Mostly fuzzy, cuddly, scotty dogs. Soft, sanitary playthings for the children. See our collection at this clearance price!

PENNEY'S MAIN FLOOR

ONLY 50c

3 1/2-Lb. All-Wool Blankets

Soft, decorator shades (cedar, lavender, blue, gray) in this 72"x90" (double bed size) rayon-satin bound blanket. Warmth, beauty, low price—All three combined in this one great buy!

PENNEY'S MEZZANINE

6.50

Precision Made Pinking Shears

Cal-Tep Pinking Shears. Precision made. Factory adjusted. A tremendous value! Test 'em—you'll want a pair.

PENNEY'S MEZZANINE

2.98

Rayon Satin Classic Bras

The most popular bra for younger women in stock! Adjustable straps. 32-38. In white or tearose.

PENNEY'S SECOND FLOOR

50c

Girl's Blue Jeans . . . Save!

Side zipper, fitted waist . . . Orange stitching . . . riveted strain points . . . Quality denim. 7-14.

PENNEY'S SECOND FLOOR

1.50

Men's Work Shoes . . . A Value!

'Foremost' brand. Inside counter, rubber sole, heel, double-thickness toe. (Scout type). Santized inner sole. Sizes 7 to 10EE. Brown only.

PENNEY'S DOWNSTAIRS STORE

3.33

IN SALEM IT'S

PENNEY'S