

PENNEY'S
J. C. PENNEY CO., INC.

Looking for
Bargains?

ANY MORE THAN BEFORE

EVERYONE is looking for bargains—particularly our thrifty Penney customers! Yet for all our emphasis on packing every dollar's worth full to brimming, we confess we can't match Uncle Sam's big \$25 bargain, on sale everywhere (including Penney's!) at \$18.75. And you can get all you want of them. The more you buy, the more you save!

Just Unpacked!
NATION WIDE SHEETS

81x99-inch Size

Only twenty dozen so we will have to limit them 2 to a customer to go around.

1.19

Penco Pillow Cases
42x36" Size
Penney's Bargain Balcony

37c

GET OUT IN THE SUN WITH

Action Play Togs

Comfort for Work or Play!
Rayon Slack Suits

Precision Tailored with Soft Details! Sizes 12 to 20! **10.90**

Smooth-fitting, short-sleeved jackets with nipped-in waists or soft tie-belts topping slim-lined pleated slacks, cut for comfort.

Women's Smart
SLACK SUITS

Cool, comfortable rayon gabardine slack suit, smartly tailored to fit—made by Loom Togs **7.90**

Summer Weight **SLACKS**

Husky cottons and air-cooled spun rayons, cut and pleated for slim fit. **3.98**

DOUBLE-DUTY PLAYSUITS

Pleated shorts suit of cool striped or flowered cotton. Matching button-on skirt. **4.98**

Cotton **SPORT SHIRTS** **98c**

TAILORED BLOUSES **2.98**



2nd Floor

Husky Double Terry
BATH TOWELS

Large—double loop terry towels. Thick and absorbent, soft! Not many but get your summer needs now! **59c**

Penney's Bargain Balcony

Large Double Terry
WASH CLOTHS

Heavy double loop terry wash cloths—in size 12x12 inches—pastel colors. Stock up now for summer! **12c**

Penney's Bargain Balcony

Colorful Indian Design
CAMP BLANKETS

We were fortunate in getting this selection of better Indian Design Blankets—deep rich colorings—Ideal for summer cottage or camp use—also make fine car robes—large 70x80 inch size. **2.79**

Penney's Bargain Balcony

Large Floral Cretonne
CUSHION PILLOWS

Ideal for summer use—in home or camp. Large soft cushions for all occasions. Oblongs, squares and triangles for car use. Colorful floral designs. **1.79**

Penney's Bargain Balcony

MEN'S COOL STRAW
HATS **1.98**



Here's color, variety, distinctive styling... but best of all, here's comfort! They not only LOOK cool—they ARE cool! Light in weight, pinch front styles, with 3 3/4 and 2 3/4 inch brims.

Also one group featured at **98c**

Penney's Main Floor

Men's Warm Weather
SPORT SHIRTS **2.98**

Long and short sleeve shirts of fine cotton or smooth, lightweight rayon. Solid colors and plaids. Small, medium and large sizes.

Penney's Main Floor



Room for Everything!

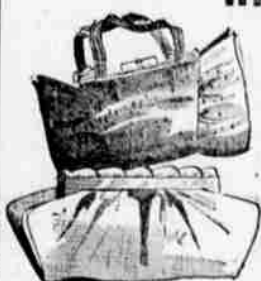
WHITE HANDBAGS

Summer

1.98

Smooth and grained simulated leather handbags in white—they really add to your summer wardrobe—in pouch, envelope and top handle styles.

Penney's Main Floor



Women's Fabric Play
SANDALS AND TIES

Non rationed—no stamp required! Summer selection! Many new styles including rainbow wedgies, navy blue oxford ties—sandals, plastic soles—cool, comfortable and not rationed. **2.98**

Penney's Main Floor

Dress the Little Fellows
Cool and Comfortable!

2-piece SLACK SUITS **2.89**

Handy in and out of Jr. Boys Longie Suits. In cool rayon and cotton gabardine. They launder beautifully. In blue and tan tones. Ages 4 to 10. Husky fabrics, short sleeve shirts and matching longies for active comfort and appearance.



Penney's Main Floor

Port Styles for Young Sun-Gatherers!
Girls' Sunback DRESSES

Cool Seersucker in Candy Stripes

2.98

Gardening, playing tennis or just sunbathing in the back yard, she'll keep cool and look pretty in a sun-back dress! And she can have two or three at this tiny price! Full-skirted, with cross-strap backs. Rick-rack or ruffled edging. Sizes 3 to 7.



Tiny Tots' Cotton
SUN SUITS **1.98**

Cool and washable! Checked ginghams, fine chambrays. 1 to 4 years.

Tiny Tots' Bib Style Seersucker
WASH SLACKS **98c**

Dainty striped seersucker Overall Slacks—Perfect for summer play—deep patch pockets; ages 2 to 8.

Penney's Second Floor



GATHER YOUR VITAMIN D

IN SLEEK, CURVE CONTROLLING

Swim Suits



STYLED FOR WOMEN **2.98** and **3.98**

Extremely flattering two-piece types or sleek figure-molding one-piece models. Hip-slimming lines, softly moulded bra tops, some with flaring skirts. Choose rich velour knits, rayon-and-cotton bengaline or gay cottons!

GIRLS' SUITS
1.98

Designed to flatter young figures! Dress-maker favorites in prints, two-tones or plain with gay trimming. Sizes 10 to 16.

FOR TINY TOTS
98c

They'll double as sun suits for fun in the back yard! Grown-up princess lines in pretty colors. Sizes 2 to 6.



Main Floor

ENJOY THE HOLIDAYS—

Swim Trunks
CUT FOR COMFORT
BUILT FOR ACTION

FOR MEN... **1.98**

Woven rayon-and-cotton bengaline trunks, with elastic shirred top—a style growing more popular for comfort and looks! Also 100% wool trunks, with buckle belt—always a favorite! Built-in support.

Other Swim Trunks, at **1.49**
All wool. Built-in support!

FOR BOYS... **1.98**

Rayon-and-cotton bengaline trunks—like men's, with elastic shirred top, built-in support. Also 100% wool style with belt and support!

Juvenile Swim Trunks
With belt. Sizes 2 to 8. **98c**

Penney's Main Floor

