



Shop and Save at
The Thrifty Corner

PENNEY'S



**LAST
4 DAYS!**
SUMMER DRESS CARNIVAL

Just Unpacked for the Final Days of Penney's
Gigantic Summer Dress Carnival!

PASTEL

WAFFLE PIQUES

ACCENTED
IN WHITE

Eyelet Pique

DETAILING THAT
SPEAKS A FAR
HIGHER PRICE

3.98

Yes you've seen dresses
at this low price... but
these fabrics, this
workmanship... usually
come higher. That's
what we mean by Pen-
ney value! Special-de-
tail versions of the
handy coat dress...
narrow-wale embroide-
red pique white
against aqua, blue,
pink, maize waffle pi-
que.



MISSSES'
AND
HALF SIZES

PENNEY'S FASHION FLOOR

Stop at Penney's "Swimaway" Shop
For Your New Swim Suit



Men's Boxer Style

SWIM TRUNKS

Also

2.98

Boxer style in repellent pop-
lin—Built-in supporter. Col-
ors. Sizes 28 to 42.

MEN'S BRIEF CUT SWIM TRUNKS

Sleek rayon-and-cotton lastex
makes this suit a hit with every
man on the beach. Shirred elas-
tic top, button flap pocket,
supporter and draw-string tie.
29 to 38. Colors.

2.98

RIGHT...

BOYS' BOLD PRINTED SWIM TRUNKS

Brightly colored cotton poplin
trunks like these rate tops with
young fellows. Elastic waist,
button flap pocket, cotton knit
lining. Sanitized for perma-
nent fit. 8-16.

1.98



SWIM-AWAY SHOP—FIRST FLOOR

NOW! WOMEN'S LASTEX

SWIM SUIT

AT A NEW LOW PRICE

Only 3.98

Now... lastex suits at a
new low price! Well-cut
bra, half skirt. Green,
flamingo, royal, white,
bronze, black or yellow,
sizes 32 to 38.



SWIM-AWAY SHOP—SECOND FLOOR

LITTLE GIRLS' ONE-PIECE

SWIM SUITS

JERSEY FRONT
LASTEX BACK

1.49

Colorful diamond & print
jersey fronts and smooth
plain lastex backs. All in
one piece with halter
tops for the comfort of
busy young athletes. Red,
sea foam, royal. Sizes
4 to 8.



Come Tomorrow!

Everybody's in a FIESTA mood!

PLAYWEAR TOGS FOR THE FAMILY

FOR THE SMALL FRY—2-PIECE SUN DRESSES

Cute little cotton two-piece
Sun Dresses for the small fry
3 to 6x. Easy to wash and iron.
Lots of colors to choose from.
STREET FLOOR

79c



Little
Boys'
Printed
BOXER SHORTS

Keep him in cool boxer
shorts this summer. They're
thrifty too, only 69c pair.
Cotton twill material in a
variety of patterns. Size 1
to 6.

69c pr.

VACATION IN THE EVER POPULAR BLUE DENIM JEANS



8-oz. Sanforized Denim

Women's Sizes
24 to 46 **2.19**

Girls' Sizes
7 - 14 **1.79**

Toddler's Sizes
3 - 6x **1.49**

Classic blue jeans in 8 oz. San-
forized denim with copper-
plated rivets, orange stitching,
fitted waist, side zipper.

RED TAG FEATURE
Friday and Saturday

21" WEEK-END CASE

Here's really rugged Vinyl Plas-
tic that take hard wear and
wipes clean with a damp cloth.
Simulated rawhide in ginger
brown color and striped pat-
tern in cream color. Brass plat-
ed locks.

5.00

Plus Tax
LUGGAGE—STREET FLOOR



MEMORIAL DAY IS MAY 30th!

There's a summer of fun ahead... and Penney's has your leisure-
time needs well in hand. Come see our complete round-up of cas-
uals, swimwear and play togs, all so easy going... even their price
tags are relaxing! At Penney's, of course!

Young Miss PLAID N' DENIM PLAY WEAR

SEPARATES FOR GIRLS ADD UP
TO A COMPLETE VACATION
WARDROBE FOR SO LITTLE...

MIDRIFFS **98c**

SHORTS **1.98**

SHIRTS **1.98**

KNEE-
LENGTH
SHORTS **1.98**

A growing girl's best
friend — rough and
ready washables she
can mix, match — and
live in all summer!...
Faded, shrimp, char-
treuse, or grey denim
with matching plaid
gingham. Sanforized
for permanent fit. Sizes
7 to 14.



PENNEY'S SPORTSWEAR—FASHION FLOOR

GET SET FOR A BURST OF SUN!

COMFORTABLY COOL!

COTTON MIDRIFFS

You'll be as cool as the
breeze in these self-adjust-
able cotton midribs trim-
med in cotton eyelet with
thread ribbon trim. Come
in white only.

98c

WHITE



SUMMER COOL
Faded Denim
SHORTS

1.79

Rugged faded blue
denim shorts with turn-
ed up cuff. Sizes 10-
20. Jackets to match.
12 to 20—3.98.



JUST UNPACKED—
BEAUTIFUL
GINGHAM

PLAID SHIRTS

Sizes
12
to
18

1.98

New plaids in beautiful
gingham and cotton. Team
them with slacks and skirts.
They're easy to wash and
iron. Full cut, comfortable.
Sizes 12 to 18.



COTTON TWILL SLACKS

2.98

serviceable, comfortable...
full cut cotton twill slacks
that will really take a beat-
ing. Colors Navy, Brown,
Dark Green, Faded Blue.
Sizes 12 to 42.

RIGHT...
PASTEL AND PRINTED
MIDRIFFS

59c

Choose printed on pastel bras
for your summer fun in the
sun. Buy this complete outfit
for \$2.38. Shop Thrifty Pen-
ney's tomorrow.

Faded Blue Denim PEDAL PUSHERS

1.98

Relax... in a pair of faded blue
denim pedal pushers from Pen-
ney's. Turned up cuff at bottom.
Full cut and sanforized. Sizes 10
to 20.

SPORTSWEAR—2ND FLOOR