

OPPORTUNITY DAYS

**SHOP
Wednesday
NIGHT
TIL 9 P.M.**

HURRY! SAVE! YOU ALWAYS SAVE AT PENNEY'S!

SPECIAL!

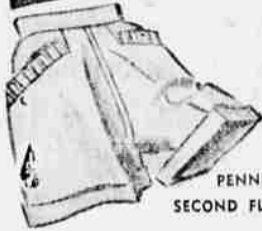
WHITE SHIRTS

1.00

Purchased especially for opportunity days—first quality tailored cotton shirts—just right for summer sportswear. Cool, crisp and washable. Size 32 to 40.

DENIM SHORTS

Sanforized faded blue denim shorts at a real money saving price. All sizes **98c**



Terrific Value!!

SAILCLOTH

PLAY - TIMERS . . .

They're Slim Looking,
Trimly Styled California Made!

SHORT SLACKS 3.79

BRA TOP 1.98

SHORTS 2.98

JACKET 4.98

CAP 98c

Gay, fun-loving sportswear you'll never have a care about washing, because every piece is Sanforized! rugged, dependable! And see how trimly they're styled . . . with contrasting double stitching, bartacked strain points, slender little-boy lines. Mix them up for a wonderful sun wardrobe . . . get set for lots of action! Choose peppy red, nautical blue, other colors, Sizes 10-18.

PENNEY'S SECOND FLOOR!



EMBOSSSED COTTONS

3.98

Starchy-crisp washables with stand-out skirts!

All sorts of nubby embossed patterns give special texture and crispness to your cottons! Permanent-finish, too . . . they wash beautifully.) This cool little sleeveless diamond-embossed cotton outlined in spanking-white lace and braid. Aqua, lilac, pink, maize or lime. 9-15. (Others in misses' sizes.)



SHEER GINGHAMS 3.98

Sheer tissue gingham in big, bold multicolor plaid . . . work-or-play dress for a cool summer; with a whirling skirt, a waist-whittling high midriff-line, a smart stand-up collar. 9-15.

PENNEY'S SECOND FLOOR

EXTRA SPECIAL SAVING!

SHORT COATS NOW 3.79
Wrinkle Resistant
RAYON GABARDINE

We just unpacked one hundred of these wonderfully low priced wrinkle resistant rayon gabardine coats. Just enough flare to make them smart yet comfortable. Colors, White, Red, Navy, Pink, Aqua, Beige. Sizes 12 to 20. Hurry its a sellout price.

PENNEY'S SECOND FLOOR



COOL, AIRY

CASUALS

light, bright fabric playshoes you'll wear all summer long! they're yours in lots of colors!



You'll Want Several Pairs At This **TINY PRICE 1.98**

Gay colors go with your cotton dresses . . . look perky with play-clothes, too! Penney's has an exciting selection of these breezy casuals . . . all made with long-wearing synthetic soles, and Sanitized(R) for cleaner, better wear. See them! Buy! 4-9.

WHITE
CHARTRUESE
PINK
MAIZE
BLUE!

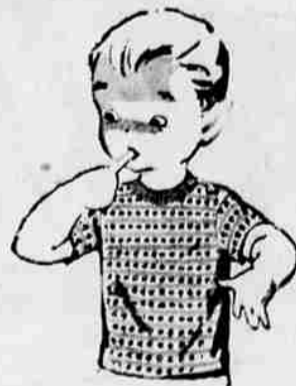


OPPORTUNITY!

COTTON SUN DRESSES

Ages 3 to 6X **1.77**

Opportunity Special! Solids, prints, combinations—in gay summer-y colors! Some with boleros, others, cute ruffled pinafores. Broad-cloths, piques, embossed cottons—a completely-new fresh assortment. Better hurry in! . . . Sizes 3 to 6x.



Little Tots KNIT SHIRTS 79c

For the little guys and gals in your house. Novelty stitched combed cotton is soft, comfortable and easy to wash. Crew neck opens wide when 2 buttons at shoulder are unfastened—so these polo shirts are easy to put on and take off, as well as being snug-fitting. Maize, blue or green. 1-2-3.



Opportunity Buy

COTTON FROCKS 2.00

Only 120 of these tubfast cotton wash dresses — Sunbacks, piques, plisses and an assortment of higher priced dresses. See These Tomorrow

PENNEY'S SECOND FLOOR