



PENNEY'S
ALWAYS FIRST QUALITY!

SUPER SUMMER VALUES!

OPEN WED. NITE
UNTIL 9 O'CLOCK

**Big Savings in Every Dept. Come A-Runnin'!!
Extra Special Buys!... Vacation Values! ... Special Purchases! Hurry Down to Penneys for This BIG (Friday - Saturday) WEEK-END EVENT!!**

Tissue Sheer Cottons!

Ice-Cube Cool . . . Washable Gingham
Chambrays—NOW!

3⁹⁸ Junior and Misses Sizes

Cool sheer cottons—Summer's favorite! Smart styles—neat embossed cotton trims—some sleeveless styles, also very washable. See this new big shipment of dresses tomorrow. You'll wonder how we can sell such attractive styles for so little!

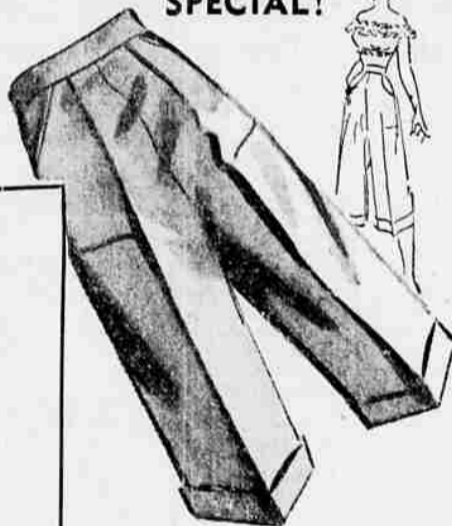


White Tailored BLOUSES

\$1

A natural for play and casual wear with either skirt or slacks. Sanforized. Club or Peter Pan collar. Sizes 32 to 38. Don't miss this value!

SPECIAL!



40 MORE! SHORT COATS

In Wrinkle-Resistant Rayon

3.79

10 to 18



A perfect short coat for cool evenings and vacation wear. Many colors—in crease-resistant rayon gabardine and at this amazingly low Penney price. Hurry!

**SPECIAL PURCHASE!
Friday and Saturday Only!**

Faded Blue Denim PLAY TOGS SHORT SLACKS

Perfect quality faded blue short slacks—always a favorite—always just right for summer work, play or travel. Sizes 10 to 18. Hurry!

1⁹⁸

LONG SLACKS 2.98

SHORTS

Limited quantity at this low price! Band or elastic waist. Terrific value—so very practical for summer. Hurry while they last!

98^c

FADED DENIM JACK SHIRTS

Slide fastener front—¾ length sleeves. Matches your short slacks or shirts in faded blue. A natural for summer wear. Sizes 12 to 18.

3⁷⁹

EMBOSSED COTTON JACK SHIRTS

Just arrived—this same popular Jack shirt style in crisp, permanent finish embossed cotton—white or soft pastel shades. You'll love them!

3⁹⁸

**BRIGHT!
PERFECT FITTING!
STURDY!**

MISSES' TWILL JEANS

10 to 18

Tough—rugged twill jeans that really fit! Colorful—perfect for vacation wear. Elastic grip insert waist to keep blouse tucked in. Take your pick—Bright Red or Kelly Green.

BRIGHT RED 2⁶⁹

KELLY GREEN 2⁹⁸



COOL COMFORTABLE DENIM CASUALS

Open Toe - Faded Blue and White

1⁹⁸

Cool casual comfort. Lace style for assured fit. Open toe for style and ventilation. Match your faded blues or white cotton skirt. See them tomorrow!



SUMMER SPECIAL!

Misses' Cuff Top ANKLETS

6 Pr. For 1⁰⁰

An exceptional summer time value—imagine six pair of quality cuff top anklets for only \$1.00. Washfast colors, pink, blue, maize and green. Sizes 8½ to 11.

NOW! NATION WIDE FITTED MUSLIN SHEETS

Time Saver

2⁵⁹

Now—increasingly popular contour sheets in Nationwide sheeting. 132 thread count—real durability. Put the sheet on and it stays—doesn't wrinkle as much—won't pull out. Fits any standard mattress.

81 x 108 **2.39**
72 x 108

Sanforized 36" PRINTED BROADCLOTH

COLOR-FAST

GAY SUMMER PRINTS

3 Yds.

For **1⁰⁰**

For your summer sewing—a real Penney value! Gayly printed broadcloth—perfect for skirts, dresses, blouses. The real quality yard goods at a tiny price!

Womens' Rayon Knit HALF SLIPS

LACE TRIMMED

50^c

Quality rayon knit half slips for summer. Neatly trimmed with lace—colors! Pink! blue and white. A terrific saving!

NYLON PANTIE

ELASTIC LEG BRIEF STYLE

77^c

All nylon—long wearing elastic leg brief at this lower than ever price. Stock up now and save plenty! White and pink. Sizes 5-6-7.

Girls' FADED DENIM SHORTS

Popular faded blue denim shorts for girls—elastic waistband for easy "stay up." Hurry, while they last. Summer play shorts are a must for every girl. Hurry!

98^c

Men's Lace to the Toe WORK SHOE

ALL LEATHER UPPERS—CORK SOLE

6⁶⁶

6" tough, rugged lace to the toe work shoe (Realfit). Raw cork soles for longer wear at this special summer price of only 6.66. Hurry while quantity lasts. Sizes 6 to 11.

Imported 3 Foot BAMBOO BLINDS

6 FEET LONG

COMPLETE WITH PULLEYS & HOOKS

Ideal for porches—windows, garden house. ¼" bamboo in natural color. So nice to keep the hot summer sun out and so very inexpensive. Other sizes available too!

1²⁵

EXTRA VALUES! BATISTE GOWN

1³³

PINK
BLUE
MAIZE



OPPORTUNITY!

Opportunity special! Cool dainty cottons with ruffles and embroidery. Full cut, easy little sleeves, pretty necklines. You'll want several at this special price! Pink, blue, maize. 32-40.

Rayon Crepe SLIP

LACE TRIM

1⁰⁰

Fine MULTIFILAMENT crepes with exquisite lace and embroidery! Full cut for comfortable fit. White, pink, blue, 32-42.



SUMMER TIME SHEER NYLON HOSE

Jubilee & Gala Shades

Wow—perfect quality too! 51 x 15 all-nylon hose at just hard to believe 66c pair. Two lovely summer shades—a real chance to save! Sizes 8½ to 11.

66^c