

PENNEY'S

ALWAYS FIRST QUALITY!

DON'T MISS THIS CHANCE FOR EXTRA SAVINGS!

2 BIG DAYS! FRIDAY, SATURDAY

... real knockout values!

Opportunity Days!



TIMELY SLIP SPECIAL—SHADOWPROOF PLISSE!

The slips you love for summer—cool, need no ironing, prevent "see-through" under sheers! Well-fitting 4-gore styles with front shadow panels, embroidery trims. White only. 32-44.

1.44

Opportunity Buy!

SPECIAL FULL LENGTH DOOR MIRRORS
15" wide x 60" long. Fasten on the back of your closet door.

3⁰⁰

SPECIAL GIRLS SUN BACK DRESSES
Lots of cute styles All Sanforized

1⁰⁰

SPECIAL WOMEN'S 100% DACRON PLISSE UNIFORMS
Easy to wash... no iron convenience Sizes 10-18

5⁰⁰



600 PAIR ALL PERFECT

60 GAUGE, 15 DENIER DARK SEAM NYLONS

Savings too good to miss—glamorous nylon sheers ideal for dress or business wear. They come in leg-flattering shades; they're cellophane wrapped for protection from snags. Sizes 8½-11.

Special \$1¹⁵

SPECIAL LADIES BETTER COTTON BLOUSES
Solids and prints Short sleeve and sleeveless styles 32-38

88^c

SPECIAL MEN'S CHAMBRAY WORK SHIRTS
Sanforized 14½-17

88^c

SPECIAL MEN'S SANFORIZED DENIM WAIST OVERALLS
Full cut style Sizes 32-38

1.44

A TREMENDOUS SPECIAL PURCHASE

OF REALLY FINE QUALITY LADIES MATCHED LUGGAGE

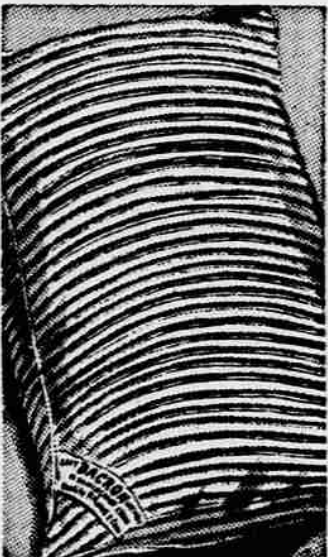


LUXURY LUGGAGE OF DUPONT FABRILITE®

Towncraft® luggage in a beautiful shade of Shadow Blue. Covered with durable, easy-to-clean Du Pont Fabrilite. Handsome, hand-polished solid brass locks.

7.00

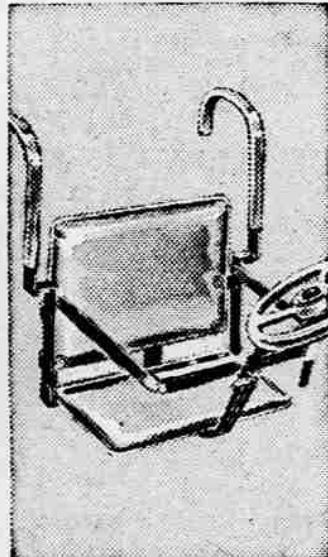
21" wardrobe 15.00* 26" pullman 10.00* plus 10% Fed. tax



SPECIAL! DACRON WASHABLE PILLOWS

3.50 Save!

Machine - Washable Dacron® Pillows perfect for Summer. Odorless, allergy-free, permanently fluffy... they're unaffected by weather changes or humidity.



SPECIAL! TOTS CAR SEAT

3.00 Save!

Special! Tots' Car Seat with its own steering wheel, horn and gear shift! Permits youngster to sit or stand. Washable plastic covering. Folds flat.



SLEEP COOL IN COMBED COTTON PLISSE GOWNS!

Light and breezy—cute little short gowns have fine lace and embroidery trims, exceptional at this price. Need no ironing. Smart dainty prints in sizes 32-40.

1.44



SPECIAL! COMBED CHAMBRAY SHORT SLEEVE WORK SHIRTS

1.00

Men, here is cool working comfort in washable chambray shirts with short sleeves, in attractive pastel colors. S, M, L.



COOL PRINTED COTTON PLISSE PAJAMAS LADIES

2.00

Lightweight, comfortable, perfect for between-season wear... and priced for extra savings at Penney's now! See colorful geometrics, florals, scenic patterns. Sizes 34-40.

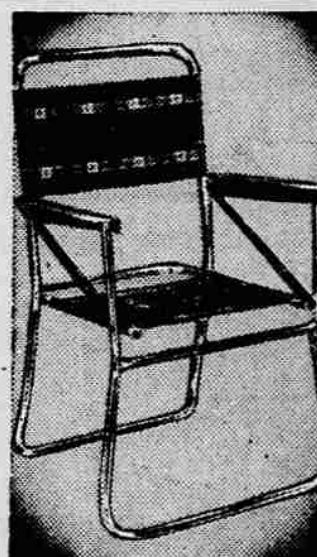
SPECIAL!



SPECIAL! Embroidered PILLOW CASES

2 FOR 1.00 Save!

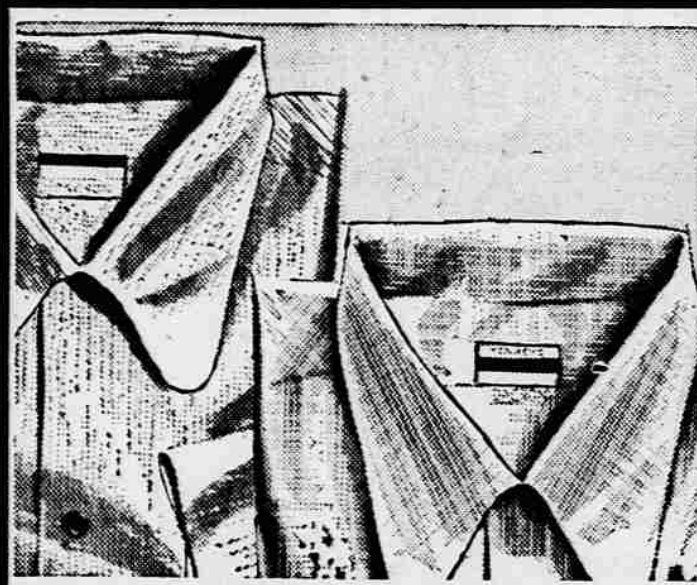
Just plain these 140-count muslin cases would be worth almost as much. Now get them with Mr. and Mrs., His and Hers, or floral embroidery in pastels! With hem-stitched hems, French seams!



SPECIAL! ALUMINUM FOLDING CHAIRS

6.00 Save!

Multi-Purpose Folding Aluminum Chair, exclusively Penney's! No-rust frame holds up to 300 lbs. Choose water-resistant saran plaid seat and back, or heavy solid duck! 19x17x32" high.

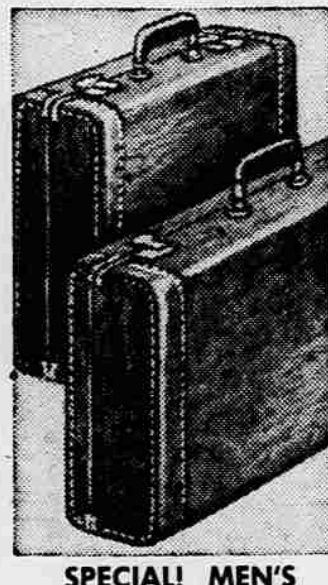


What A Buy! MEN'S ALL DACRON® SPORT SHIRTS!

Our first buy at this price since Dacron began! Imagine, cool, durable, easy-to-care-for 100% Dacron plisses and lenos, priced no higher than ordinary summer sport shirts! Pastels and white.

2.00

sizes S, M, L



SPECIAL! MEN'S PLASTIC LUGGAGE

12.00 Weekend

Here's real value in tough good looking men's luggage! Non-scurf vinyl plastic that wipes off with a damp cloth. 2 popular sizes! 2 SUITER 15.00 plus federal tax



SAVE ON RAYON DRESS Slacks in Smart Gabardine

Men! Don't miss this special buy of dress styled summer slacks in today's top fabric... cool, smart rayon gabardine! Yes, they're washable, too. Yours for less now at Penney's. 4 colors.

4.00

sizes 30-40



SENSATIONAL MFGRS. CLOSEOUT Men's Better Quality 100% WOOL SPORT COATS

15⁰⁰

Sizes 36-46 Regulars - Longs
A terrific selection of new patterns in tweeds, shetlands, overblends. Colors are brown, blue and grey combinations. You will have to see these to appreciate their fine styling and tailoring at this low price.



SPECIAL PURCHASE! BOYS' SHORT SLEEVE COTTON PLISSE SHIRTS

Cool breezy comfort all summer—for this special low Penney price! Shirts have short point collar, 2 pockets. And the cotton plisse is a cinch to wash, needs no ironing! In gay prints.

77^c

sizes 2-18



SPECIAL! INFANTS TRAINING PANTS

4 for 1.00

Special! Infants' Reinforced Training Pants of soft ribbed knit combed cotton. Double thick body, triple thick crotch, elastic at waist and legs. White; 1-3.



NO REMNANTS, But Full PIECES OF LAWN PRINTS

Choose from a whole bouquet of fresh prints—rosebuds, conversation, all-over prints and many more. All hand washable, the perfect choice for breezy summer dresses, blouses. 38-39"

29^c Yard



SPECIAL! CHILDREN'S PLAY SANDALS

1.77 SAVE!

Value! Light Sandals for Little Girls and Boys... in brown, white or red leather, with long-wearing synthetic soles. Sanitized. Sizes 8½-13.



SPECIAL! WOMEN'S BEADED MOCCASINS

3.00

A special purchase of much better quality moccasins. Soft glove leather uppers and synthetic soles. Hand laced for long wearing comfort. Lots of colors in sizes 4-9.

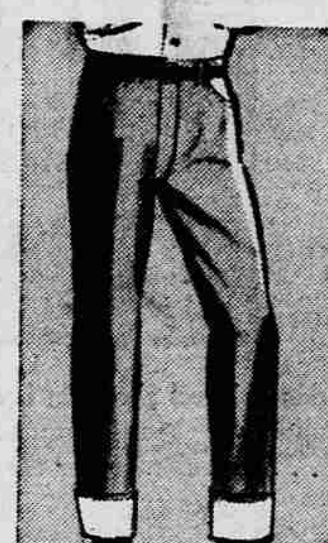


CHENILLE BEDSPREADS WITH ROUND CORNERS

A little price, a lot of smart styling! Penney's no-iron, machine-washable chenille features popular wavy-line pattern, the very new rounded corners, fringe on 3 sides. Assorted colors.

4⁰⁰

full or twin



SPECIAL! BOYS DENIM JEANS

1.00 4-12

Comfortable full-cut style! Reinforced construction! 4 roomy pockets; zipper fly! Sanforized—1½% shrinkage! Special one-time buy—hurry!



SPECIAL! BOYS COTTON POLOS

2 for 1.00

One-Time Buy! Boys' polo shirt with nylon-reinforced crew neck. Fine combed cotton machine washes in lukewarm water. White, colors. Sizes 4-16.