

# PENNEY'S

ALWAYS FIRST QUALITY!

Having a wonderful time in Penney's

## Sportswear!

PROVE IT  
YOURSELF  
IT PAYS  
TO SHOP  
at  
PENNEY'S!

SUMMER  
FAVORITE:  
Sailcloth  
Sportswear  
in  
"Fuller's"  
Sailtone

3-6X Girls Size  
1-Piece, Zip-Front  
**PLAYALL**  
**1.98**

Penney  
all-in-one,  
in denim . . .

**ZIP-FRONT  
PLAYALL**

**3.98**

All of a piece — one piece,  
this figure-flattering play-  
suit! Deftly done in Sanfor-  
ized cotton denim with  
deep inset pockets, convert-  
ible club collar, self belt.  
Faded blue, charcoal, brown,  
lime, shrimp. Sizes 10 to 20.



LARGE SELECTION  
OF WOMEN'S PRINT  
FASHION PANTS

**3.98**

Harlequin checked fashion  
britches . . . boldly sashed,  
laced at the bottom . . .  
add a dashing "pirate" look  
to your casual separates.  
Styled in Sanforized, mer-  
cerized cotton poplin in  
red and navy checks on  
white. 10 to 18.



COLORFUL  
TROUBADOUR  
SUITS  
IN  
SANFORIZED  
VAT DYED  
COTTON  
POPLIN

ONLY  
**4.98**

Cute troubadour suits in  
Bates Sanforized Poplin  
that is sanforized and fast  
color. Several bright color  
combinations. Sizes 10-16.

Women's shorts in  
sailcloth. Six colors to  
choose from. Sizes 6  
to 18. . . . . **2.98**



**RAYON LASTEX SWIM  
SUITS FOR LADIES**

**7.90**

6 Beautiful Colors to Choose  
From! Sizes 32 to 38

Many other styles in our Complete  
Selection — Prices from 4.98 to 7.90



SHORT SLACKS

**3.98**

SLACKS

**3.98**

SHORTS

**2.49**

MIDDIES

**2.98**

Mix 'Em or  
Match 'Em

10 Colorful  
New  
Shades

Play in separates from Penney's. Tailored to  
perfection in Fuller's famous cotton "Sail-  
tone" they're crease-resistant, pre-shrunk  
and stay bandbox fresh through all your  
carefree activities. Clever button trim and  
contrast stitching make these eye-catching  
playmates doubly exciting.



**BOYS NO-IRON  
COTTON PLISSE'  
SPORT SHIRTS**

**1.29**

Save!

Wonderful buy! Boys' cotton  
plisse print shirts. Cool, cool  
shirt for summer comfort! Mom  
loves the easy washing, no iron-  
ing! Come early! 2-18.



**SPECIAL! LADIES  
FITTED TAFFETA  
TRAVELING CASE**

**1.66**

Save!

Big Value Travel Kit! Rich, ac-  
etate rayon taffeta or satin,  
plastic lined for easy cleaning!  
9" zipper. Fitted with tooth  
brush holder, cream jar, bottle!



**SPECIAL! CHILDREN'S  
STURDY CANVAS  
PLAY SHOES**

**2.00**

Save!

Knockabout Shoes of Cool Duck  
with correct balance arches.  
Crepe rubber soles, wedge  
heels. Washable. Sani-  
tized.® Sizes 5-8. In red and  
blue.



**SPECIAL! MEN'S  
COTTON TWILL  
UNIFORM PANTS**

**2.25**

Save!

Sturdy Sanforized Combed  
Army Twill for work or leisure.  
Zipper fly and sailboat drill  
pockets. Tan only. Sizes 29-40.



**SPECIAL! BOYS  
11-OUNCE DENIM  
WESTERN JEANS**

**1.44**

Save!

Anniversary Special! Boys'  
Western Jeans. 13 3/4 ounce  
denim is Sanforized, machine-  
washable. Bartacked at strain  
points. Sizes 6-18.



**SPECIAL! MEN'S  
DACRON PLISSE'  
SPORT SHIRTS**

**2.00**

Save!

Look, Men! You Get All Dacron  
Sport Shirts at a fantastically  
low price during this special  
event! Plisses and lenos . . .  
cool, durable, easy to care for.  
S, M, L, XL



**SPECIAL! WOMEN'S  
NO-IRON COTTON  
PLISSE GOWNS**

**1.44**

Save!

Special! Crinkle Cotton Short  
Gowns—light and cool for sum-  
mer, need no ironing! Find  
solid pastels, prints . . . flat-  
tering neckline treatments.  
Sizes S, M, L.



**SPECIAL! WOMEN'S  
SANFORIZED  
DENIM JEANS**

**1.50**

Top Penney Value! Women's  
Sturdy Jeans in Sanforized 8-  
oz. twill with 2 front pockets,  
pocket-concealed zipper. Red  
or black with white contrast  
stitching. 10 to 20.

**BETTER QUALITY**  
Made of  
**ALGOA ALUMINUM**



HERE'S THE CHAIR FOR YOU!  
EXCLUSIVELY PENNEY'S  
MULTI-PURPOSE FOLDING  
ALUMINUM CHAIRS

- Rust-proof aluminum frame.
- Lightweight, easy-to-carry.
- Sturdy, holds up to 300 lbs.
- Choose water-resistant saron plaid seat and back, or heavy solid duck!
- Non-tilt flare legs.
- Comfortable flat arm rests, beveled edges

**6.00**  
EACH



**SPECIAL! WOMEN'S  
FABRIC OXFORDS**  
With Bouncy Crepe Soles

Perfect for Warm  
Days—Cool Denim or  
Sailcloth Oxfords with  
wrapped cushion  
crepe soles, wedge  
heels. Choose most  
wanted colors. Sani-  
tized.® for cleaner  
wear. Sizes 4-9.

**2.98**

Sizes  
4-9



**SPECIAL! WOMEN'S  
FOAM SOLE  
LEATHER FLATS**

Sizes 5-9 **2.77**

A timely special purchase  
of summer flats that are  
cool and airy. Bouncy  
cushion crepe soles for  
added comfort. Genuine  
calf uppers in three pop-  
ular shades.

- WHITE
- RED
- BLACK



**MEN'S FADED  
DENIM SLACKS**  
**2.98**

Here is a real bargain! Sanforized faded  
denims at a very Special Price. Eight-  
ounce vat dyed denim in the popular  
west coast slack model. Choose from  
faded blue or faded green in sizes 29-38.

**COOL! COLORFUL! COMFORTABLE!**

**PENNEY'S  
SHORT SLEEVE  
SPORT  
SHIRT  
COLLECTION**

only **1.98**



- Gay Tropicals!
- Colorful Florals!
- Hawaiian Prints!
- Smart Monotones!



Yes, Penney's is the place to select your short  
sleeve shirts for vacation time comfort. Choose  
from our large stock of Cotton Plisses, Rayon  
Prints and Nylon Plisses all at one low Penney  
Price. Lots of Patterns and Color Combinations.  
Sizes Small, Medium, Large and X-Large.