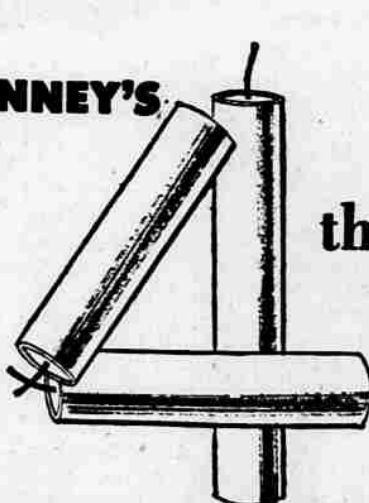


PENNEY'S
ALWAYS FIRST QUALITY!

GET SET WITH A BANG! SHOP PENNEY'S FOR PLAYTIME

BARAINS for the



Sensationally Priced SHORT SLACKS

Yes, machine washable "Headsail" by Valentine. Just right for your long weekend. 8 beautiful colors in sizes 10-20.

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



SHORT SLACKS **3.98**
SLACKS **3.98**
SHORTS **2.79**
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 "Sailtone" 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.

PENNEY'S Short Sleeve Cotton Plisse' SPORT SHIRTS
Only **1.98**

Comfortable no-iron cotton plisse in handsome vat-printed fashion patterns. Penney-styled with smart new blunt collar. A bigger value than ever at Penney's new low price.

S., M., L.
Also Rayon Prints

COLORFUL TROUBADOR SUITS IN SANFORIZED VAT DYED COTTON POPLIN
ONLY **4.98**

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

Just received, a new shipment of faded blue denims in both tapered and straight leg. All sizes. 2.98

WOMEN'S NYLON DRAWSTRING HAND BAGS
● Washable **1.98** Plus Tax

SPECIAL PURCHASE 300 YARDS BETTER
Nylon, Dacron 46" Wide **57c** yd.

BOYS' WASHABLE POPLIN JACKETS
2.98

Boys' poplin jackets that Mom can machine wash! With zipper front, shirred elastic waist at sides. Water-repellent. Springsades. 10-18.
Jr. Boys' sizes 2-81.98

BOYS' FADED DENIM SLACKS
2.98

Heavy duty 10 oz. denim that will really take it. Your choice of faded blue, faded green or wheat. Sizes 4-18.

SPECIAL! BOYS 11 OUNCE WESTERN DENIM JEANS
1.44

Sanforized! Tough, long wearing 11 oz. denim. Reinforced at points of strain. Legs tapered in popular western style.
Sizes 6-16

BOYS' COTTON PLISSE SPORT SHIRTS
1.29

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

COTTON TWILL BIG MAC® WORK SETS

Washfact Cotton . . . soft and strong, with a lasting lustrous freshness! Superb quality, with Big Mac's famous proportioned fit. And now, even the pockets are Sanforized! Gray, khaki.

Pants **2.98** 29-46
Shirts **2.49** 14½-17

Women's Sanforized DENIM JEANS
2.29

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

Children's Canvas CASUAL SHOES
2.39

Knockabout Shoes of Cool Duck with correct balance arches. Crepe design rubber soles, cushion heels. Washable. Sanitized. Sizes 5-8. In red and blue.

4-GORE HALF SLIPS—SANFORIZED COTTON!
88c

80-square cotton in the 4-gore style, with front shadow panels for opaqueness. Deep hemline trims. Sizes Small, Medium.

WOMEN'S TRICOT KNIT PANTIES
4 for 1.00

Special! Women's acetate tricot briefs in elastic or band leg styles! They're cool, long-wearing, machine washable. White, pink, blue or maize, in sizes Small, Medium, Large.

SPECIAL! LADIES NYLON KNEE LENGTH HOSE—ALL PERFECT QUALITY!
66c

Full fashioned 60 gauge 15 denier top quality hose. They come in plain seam in popular summer shades. Individually cello packaged.

IDEAL HOLIDAY PICNIC NEEDS 24-piece Plastic Picnic Pak . . .
in 4 beautiful Plastic Colors (Chartreuse, Forest Green, Canyon Clay & Grey) Individually packed in carry type carton. Ideal for picnics, TV snacks, outside luncheons, etc. This includes 4 plastic cups, forks, knives, and spoons; also 1 salt shaker, 1 mustard spreader, 1 pepper shaker, and 1 pickle fork.
A Real Penney Value
Only \$1.00

4-Gallon Capacity SKOTCH KOOLER

- Fiberglass insulation
- Plastic tray
- Sturdy handle
- Airtight and watertight construction
- Keeps things cold or warm
- Red or Green color

Only \$5.00

TIMELY SLIP SPECIAL—SHADOWPROOF PLISSE!
1.44

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.

NEW SHIPMENT FOAM SOLE CASUALS
So Flexible in Soft Glove Leather Elastic Instep Women's Size 4-9
Tan, Red, White, Brown and Cream, Black and Cream Charcoal
Special 2.49

ANNIVERSARY OFFER! METAL IRONING TABLE
Perforated top ironing table of no-sag, no-warp lightweight steel makes ironing faster, easier because top permits steam to escape. Automatic safety lock secures table against collapse.
Pad and Cover. 1.49
5.00

WOMENS TWO BUCKLE FLAT SANDLE
\$2.44
A Wide Strap Casual Made of fine grade Per-kate leather and a long wearing synthetic sole.
Sizes 4 to 9 AA and B widths White and Smoke

LADIES 100% NYLON STRETCHABLE BRIEFS
Fits perfectly—molds to body. Yet expands for comfort. Permanently resilient—yarns stay soft and springy. 2 sizes fit everybody.
77c

Eye-catching and so comfortable—Penney's fabric casuals in multi-color braid with solid sailcloth trim. Cork platforms. Washable. Sanitized. Women's sizes 4½-9.
2.98

Men's oxford work shoes with brown elk-finished cowhide for comfort; lightweight, slip-resistant Vulcork soles for long wear! Rubber heels. Sanitized. Sizes 7-11.
4.44