

# PENNEY'S

ALWAYS FIRST QUALITY!



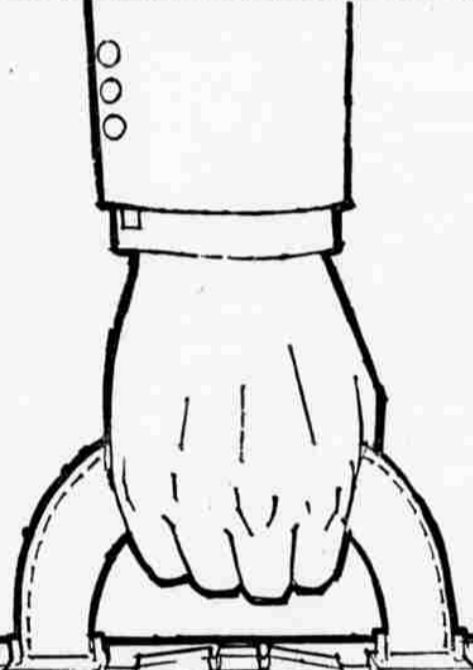
**MEN!**  
Terrific  
Suit  
Buy!

**VACATION TRAVELER! THE WASH 'N WEAR  
LITTLE OR NO IRON TROPICAL**

It's the suit event you've been waiting for! Penney's easy-care tropicals . . . only \$20.00! It's a huge special purchase planned many months ago by alert Penney buyers. They picked fabrics, colors, first quality tailoring and the popular styles you want. All suits machine wash, need only a touch-up at most.  
regulars, shorts, longs  
Men's Shop - Penney's Street Floor

**\$20**

**DON'T  
FORGET  
TO PACK  
IN THE  
SAVINGS!**



**Thurs.-Friday-Saturday 3 BIG DAYS  
DOWNTOWN MEDFORD MERCHANTS  
CELEBRATE VACATION VALUE DAYS WITH GREATER SAVINGS  
SUMMER DRESS BONANZA!**



featuring  
**400 smart  
new styles**

**3.98**  
Juniors, 7 to 15  
Misses, 12 to 20  
Halts, 14½-24½

in these styles . . .  
and many more!

- Full skirts
- Slim skirts
- Sleeveless styles
- Sunbacks
- Smart coat styles
- Button-fronts

Hurry down to Penney's to see this tremendous collection of warm-weather fashions . . . all ticketed at just 3.98, so you can make many costume changes all summer long . . . Applause-rating styles, teamed with a fine cast of fabrics . . . Bemberg rayons, printed cottons, woven sheer gingham, nylon sheers, surface-interest cottons, rayon acetate sheers, and cotton cupioni . . . Some are hand washable, others pop into the machine . . . All require little or no ironing! Junior sizes 7 to 15; misses sizes 12 to 20, half sizes 14½ to 24½.  
**SUPER BARGAIN! PENNEY'S MEZZANINE FLOOR**

## VACATION VALUE DAYS

**OPEN THIS FRIDAY NIGHT TILL 9:00 P.M.!**

**dad and son,  
partners in**

**CABANA SETS**  
Smart new cotton prints, Penney tailored, economy priced. Boxer trunks with supporter, designed for swimming, sunning, beach sports; cool shirt to match for quick cover-up! 2 patterns, assorted colors.

**5.95**  
men's—small  
medium, large  
**3.98**  
boys' 10-18

**MEN'S PLAID BOXERS  
AT BIG, BIG SAVINGS!**  
Big on the beach this summer . . . Penney's boxers in Galey and Lord's Tarpoon® cloth with snug elastic waist band! The plaid is varied and colorful! Buy now!

**2.98**  
men's sizes small,  
medium, large,  
extra-large

**GALEY & LORD PLAID . .  
A SWIM 'N SUN STAR!**

Neat boxer style tartans in Galey & Lord's sturdy, sea-going cotton Tarpoon® cloth! 3 - row elastic top, handy pocket, nylon supporter.

**1.98**  
Junior boys' sizes 4 to 8 — 1.49  
boys' sizes 10 to 18

**ARNEL-AND-COTTON IS  
SMOOTH! COOL! CRISP!**

Arnel® triacetate and cotton for flip little blouses. Machine wash . . . easy ironing. No - sleeve styles! White! Pastels! Woven checks! Sizes 30 to 38.

**2.30**  
PENNEY'S  
MEZZANINE

**WO'S TAPERED BEDFORD  
CORD ANKLE PANTS**

It is slim tapered pants for all your work or play hours. Fine cotton Bedford cord. Machine washable. Side zipper for proportioned fit. Choose yours in luscious colors of Moss Green, Turquoise Blue, Suntan or Black. Sizes 10 to 18. Terrific one time buy—stock up now for all your vacation and casual wear needs.  
**PENNEY'S MEZZANINE FLOOR**

**1.44**

**CALF LENGTH  
SURF PANTS**  
MENS BOYS

**3.98** 28-38 **2.98** 6-18

Cotton gab, light weight but rugged with plenty of staying power. Most important length in 1960 beachwear! Black, white, colors; hand wash.

Penney's Street Floor

**WOMEN'S!  
MISSES!  
NEW HOPSACKING  
LACER-OO FLATTY!**

Step out in style, comfort! Our playshoe that plays up color, fashion! Elastic laces, print lining, rib crepe sole. Black. Sizes 4 to 9.

**1.98**

Penney's Street Floor

**GIRLS'  
RHUMBA-BACK  
SWIM SUIT**

Light, firm cotton prints, young and gay, go into shirred, elasticized swim wear with double ruffled back. For girls who are glad to be girls! Hand washable.

**1.98** 4-6x **2.98** 8-14

Penney's Mezzanine

**WOMEN'S  
LASTEX SHARKSKIN  
SWIM SUIT**

Makes the most of natural curves, flattens and smooths in the right places! Penney's premium faillie (acetate-cotton-rubber) is styled for subtle flattery, unhindered action, long, consistent service. Black, Red, Blue. 32 to 40.

**8.95**

PENNEY'S MEZZANINE

**MISSES' SWIM SUIT  
IN THE  
NEW LONG, LITHE  
LINE PARIS IDEA!**

Printed cotton percale with a neat, dark batik pattern for this new French - looking swimmer skirted in pleats! Blue and green or red and blue. to 38.

**5.95**

Penney's Mezzanine