

PENNEY'S

ALWAYS FIRST QUALITY!

Downtown Medford

SIZZLING VALUES

Smack in the Middle of Summer

OVER 1680 STORES REDUCE PRICES! EVERY DEPARTMENT BRINGS YOU SUMMER MERCHANDISE AT A FRACTION OF WHAT YOU WOULD HAVE PAID YESTERDAY!



SIZZLING SPECIAL PURCHASE

Over 900
Wo's Better Swim Suits!

In this group, choose from a terrific assortment of elasticized blended acetates and cottons in boy leg, bloomer, sheath, 2-piece types. Also at this sizzling price, a selection of fashion-favored knits. Sunny colors. Sizes 32 to 38.

\$5

Sportswear... Mezzanine Floor



Closeout Buy!
Women's Much Better
SPORTSWEAR

- Short Shorts 1.00
- Jamaicas 1.44
- Crop Top Blouse 1.00
- Midcalfs 1.44

\$1 and \$1.44

Over 1000 Pieces To Choose From

- Cotton Twills
- Cotton Poplins
- Bedford Cords
- Polished Cottons

A SELECTION AS BIG AS THE WHOLE OUTDOORS... in just the right fabrics for your carefree summer days ahead—and just the right styles for that cool summer wardrobe. Everyone tailored to perfection in machine washable. Little or no iron combed cotton Bedford cord, cotton twill, cotton poplins, sheen cottons, amazing one-time buy... scoop up your entire summer sun fashion wardrobe and SAVE yourself many dollars!

SPORTSWEAR... PENNEY'S MEZZANINE FLOOR



Low Low Price!
Boys'
Bootneck
Polo
1.59
Sizes 4-18

Bright, multicolor stripes! 100% combed cotton with new 3/4 length sleeves. Stock up today.



Heavy Twill!
Boys'
Calf Length
Sort Parts
7.98
Sizes 6-18

Cotton gab, light with plenty of stay-weight but rugged ing power. Black, white, colors; hand wash.
Men's 28-38 3.98



Special Buy!
Girls'
Knit
Swim Suits
2.00
Sizes 7-14

Choose printed cottons or acetate-cotton-rubber blend, sleek as her own skin; for loads of sun and fun!
Sizes 3-6x 1.00



Very Cool
Jr. Girls'
1-Piece
Play Suit
1.00
Sizes 3-6x

They'll live in these the summer long—scoop up lots at this low price. Cotton poplin—floral prints, polka dots, stripes.



Tremendous Savings on Men's and Boys' SWIMWEAR

- Men's Sizes 30-40 1.88
- Boys Sizes 8-18 1.22
- Jr. Boys' Sizes 4-8 66c

66¢ to 1.88

- Built-in knit supporter
- Elastic waist band
- Novelty patterns

Now you can afford two at these special prices. Boys choose from a terrific assortment of vivid patterns and colors in long wearing cotton poplin. Men choose from inner lined premium prints and woven fancy patterns boxed swim trunks. Three-row stitch covered shirred elastic waist band with draw-string. Button flap pocket. Full knit supporter with elastic leg openings.

Men's Dept.
Street Floor



Cabana Sets 5.95

Men's Sizes S, M, L

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!



Very Special Purchase! Cool Straw Hats

Get a cool, lightweight dress straw at just the price you want to pay! Wide snap brim. Assorted solid color bands. Yours in light grey or medium tan.

1.44

Sizes 6 7/8 to 7 1/8

Men's Dept... Street Floor