

A full page of exciting Penney Values! A store crammed full of things—each item packed full of value!

REDUCED TO CLEAR! BOYS' RIDING BREECHES

Fully Sanitized shrunk whipcord breeches. Browns, black and grey. Price has been slashed for clearance!

BOYS' JIMMIES REDUCED
Sanitized Jimmies. Sizes 2-8. Covert. twills, suitings.

DOWNSTAIRS

PLAYTIME SHOES!

WHITE
BLUE

1 98

For playtime! Soft cloth uppers. Side tie style. A style that is neat and very comfortable to wear.

DOWNSTAIRS

REDUCED FOR CLEANUP! MEN'S WHITE OXFORDS

All white oxfords and brown and whites. Reduced for quick cleanup!

1 98

BOYS' WHITE OXFORDS
Regrouped and reduced! Whites, greys, brown and whites. All at a new low price.

1 98

DOWNSTAIRS

REDUCED FOR CLEANUP! LADIES' WHITE SHOES

Complete stock. Pumps, straps, ties. Reduced to one low price!

1 77

CHILDREN'S OXFORDS
Also straps. All whites for children. Sizes 8 1/2 to 3. Reduced. Brown and blacks.

98c

DOWNSTAIRS

HAND BAGS

One group of ladies' white summer hand-bags, reduced to clear

49c

GLOVES

Rayon, pastel shades and some white. Also mesh. Reduced to clear

49c

MAIN FLOOR

Bargains From the Boys' Shop BOYS' SPORT SETS

Save now! Reduced for cleanup! In fine sanitized materials. All colors.

BOYS' BATHING SUITS

A group of fine all wool bathing trunks for boys. At real low price!

47c

DOWNSTAIRS

Applied Design Baby Bibs

Set of three. Consists of one for breakfast, lunch and dinner. Bright colors. Applied designs.

3 for 25c

ADVANCE PATTERNS
Simple Instructions — Easy to Follow

10c 15c 25c

BALCONY

LADIES' STAMPED APRONS

Unbleached muslin with colorful striped borders. Stamped, ready to embroider.

25c

STAMPED TABLE CLOTHS

Stamped floral design crash table cloth. Natural colors. 48x48 size.

25c

Napkins to match 4 for 10c

BALCONY

Reduced! Fresh New Stock! MEN'S SUMMER TIES

Get yours now! Fresh new stock that arrived too late. Reduced.

25c

Reduced! Men's White Belts!
Nice selection of styles in men's belts. Reduced.

25c

DOWNSTAIRS

PENNEY'S Red Star BARGAINS

Carefully Chosen Items that you need now and for the rest of the summer! Shop early!

Reduced!

3 Groups of Smart Summer Dresses — Hurry!

Group No. 1

Laces, Bemberg prints, pastel and white sharkskins grouped to sell fast! A lovely assortment of dresses just right for months to come. Reduced while summer is in full swing. Sizes 12-22.

1 97

Group No. 2

A marvelous assortment of higher priced frocks. Chances are you'll want two or three of these summer season hits. Laces, rayon, Bemberg prints, sharkskins and redingotes.

2 47

Group No. 3

Refreshing new frocks with distinctive and clever styles. A thrilling assortment to choose from.

3 47

Ladies' Batiste Gowns

They're as cool as a breeze! Batiste is light weight with clear floral prints.

37c

Ladies' Seersucker FROCKS

Just Arrived — Keep Cool Now!

Just unpacked for the hot weather days. Youthful styles—striped patterns in bright colors. 12-42.

1 98

LADIES' SPUN RAYON JACKETS

A new casual type jacket for sport! Wear with slacks or with shirt. Long sleeves, self belt.

1 98

SECOND FLOOR

Check These Values!

Odd Lot Ladies' Dresses

Final cleanup! A ridiculous low price. Rayon crepes and spun rayons! Sizes 12-16.

33c

Fruit of the Loom Prints Ladies' Tea Aprons

Fruit of the Loom prints. Guaranteed fast colors, clever trims and frilling.

25c

For Girls Seersucker Playalls

Sizes 2 to 6. Fast color seersucker that needs no ironing. Regular overall style, bright colors.

25c

GIRLS' SWIM SUITS

Reduced to Clear

Two special groups reduced for cleanup! All wool. Many colors. Sizes 2-16.

23c 47c

GIRLS' SLACKS

Smart styles in pastels and deep tones. Neat trims and novelty styles. Sizes 4-7.

49c

SECOND FLOOR

Join the thousands who have discovered that when Pennies count you can count on Penney's.



Millinery Reduced!

Chic Summer Hats That You Can Wear Into Early Fall!

50 SUMMER HATS

All Styles and Sizes for the Miss and Matron

Styles for the young and styles for matrons. Smart hats that can be worn into the fall season.

47c

Straws - Felts

Pert straws that are "right" now. Felts, turbans and others in clever styles.

77c

Early Fall Hats

Styles for early fall reduced! Smart felts and straws.

1 77

Reduced! Ladies' Pajamas

Lounging pajamas of fast color polka dot prints. Blouse buttons on. Sizes 12-20.

97c

Reduced! Girls' Coats

Girls' coats reduced! Buy now for back-to-school savings!

97c

Reduced! Girls' Blouses

Crisp little blouses for girls. Prints and striped patterns. 8-16.

37c

GIRLS' SHEER DRESSES

Little frocks with real style-appeal. Cool for summer. Sizes 1-8.

98c

SECOND FLOOR

Sensational Summer Blanket Values

Super Savings for the Thrifty Shopper! Buy now for winter—Use our Lay-Away Plan!



100% Wool Golden Dawn BLANKETS

- Pure Virgin Wool
- 70x80 Size
- Reduced!

Soft, fluffy virgin wool! In beautiful pastel colors. 70x80 size, with rich rayon taffeta binding. Value!

3 33

Part Wool Plaid Blankets

Not less than 5% wool. Plaid design blankets. Longer wear, more comfort. Reduced for your summer savings!

1 49

Part Wool Double Blankets

Large 72x84 Double Blankets with sateen binding. Not less than 5% wool.

1 98

70x80 Double Sheet Blankets

Sheet blankets that can be used for camping, or summer cabins. Grey color. 70x80 size. DOWNSTAIRS STORE

1 98

INDIAN DESIGN BLANKETS

SOLED Bright colors and design, slightly soiled in moving. Reduced. 72x84.

\$1 33

EMPIRE BLANKET

25% wool. Heavy single blankets. Solid reversible patterns. Size 70x80.

\$2 98

Matching Towel Sets

BATH TOWEL
23x43 Size **39c**

FACE TOWEL
15x36 Size **25c**

WASH CLOTH
12x12 Size **10c**

Rich matching towels. Tone-up your bathroom. Cannon quality.

Wash Cloths

12x12 size wash cloths. Plaids, checks and plain colors.

5c

PENNEY'S SCORES AGAIN! A SENSATIONAL GROUP TERRY TOWELS

Cannon Bath Towels

Deep tones with rich contrasting borders. 22x44 size.

29c

Matching Wash Cloths **10c**

Big Terry Hand Towels

Whites, stripes, plaids and plain colors. In hand size. Deep terry.

10c

Fluffy, Soft Face Towels

Plaids and checks. In a shade to match any color. Value-wise shoppers get these!

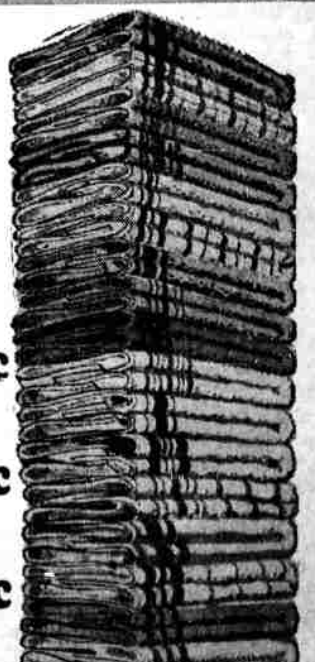
15c

Big Flour Sacks

Unopened, bleached, ironed—ready for use. 48-lb. size.

7 1/2c

Shop the New Towel, Yarn, White Goods, Bedspread and Piece Goods Depts. on Our New Balcony



The thrift-wise never regret buying Penney's Famous Quality! — Better join them!