

PENNEY'S OPENING CELEBRATION

To a price conscious public, economy and Penney's have long gone hand in hand. Every day lessons in economy are offered with every article for sale in a J. C. Penney store. We buy in huge quantities at spot cash prices--we sell for cash only. We eliminate unnecessary frills in store keeping. The savings we effect in operating our business are passed on to you, which proves the statement that Penney's and economy are synonymous.

SPECIAL PURCHASE!
7-WAY REFLECTOR
FLOOR LAMPS



- Indirect "Reflector" Lighting
- Triple Reading Lights
- Soft Night Light

Ivory or bronze finished in smart modern design! Indirect lighting and night light base makes this a remarkable buy at this tiny price! Good looking shade with attractive trim! Be here early for yours. Limited quantity.

Only 3.98

BALCONY

Home Made Lace Doilies
We've had them before... but not enough. Our second big shipment of Chinese handmade lace doilies in numerous different designs, shapes and styles. An Opening Celebration feature.

10c
MAIN FLOOR

Oven Bake Casserole
Oven-bake casseroles with matching pie plates. Clever little flower trims. This two-piece set at give-away price.

88c
BALCONY

Special Price!
BEAUTIFUL WALNUT FINISH
Drum Tables



Outstanding value. A table 24" high with a hardwood top and turned maple legs with a beautiful walnut finish! They're grand gifts!

1.00 Each
BALCONY

A SPECIAL SHOWING of Men's
GABARDINES

GREATLY REDUCED FOR THIS EVENT!

- ALL WOOL FABRICS
- EXPERT TAILORING
- LATEST STYLES

Reduced for your July savings. Here, men, is a really top gabardine—rich and sleek to the touch and masterfully tailored. It's Penney's famous Townclad gabardine—just a whale of a good clothing value you won't want to miss.

19.75

FEATURE CLOSEOUT
MEN'S TIES
19c

Attractive higher priced summer ties in wanted patterns and colors. All reduced to clear.

FEATURE CLOSEOUT
MEN'S BELTS
19c

Attractive white cowhide belts in plain or combination two-tone colors. Reduced to clear.

MAIN FLOOR



CHECK THESE VALUES NOW!

SHEER, CLEAR SILK HOSE
Opening celebration feature! Clear and sheer 45-gauge, 3-thread children's hose in glowing summer colors. The biggest hosiery value yet!

2 Pair for \$1.00
MAIN FLOOR

VALUE! CYNTHIA SLIPS
Lovely slips in satin or crepe... in four gorge or bias cut styles. If you don't know Cynthia slips get acquainted now! Sizes 32-52.

98c
MAIN FLOOR

Ladies' Krinkle Crepe Gowns
Tearose, blue or white. Fine fitting little gowns that are just the thing for summer nights. Easy to launder! Sizes 15-18.

2 for \$1.00
MAIN FLOOR

LADIES' SATIN GOWNS
Beautiful colors and styles. Pastels or printed patterns. Long wearing satins with dainty trims that are bound to please.

\$1.98
MAIN FLOOR

Value! Curtain Panels
Cream and ecru color curtain panels... A value sensation. Large 34x78 in. size!

11c Ea.

Pastel Curtain Panels
Pastel color curtain panel with contrasting color dots. 36x78 size. A bargain.

59c Pr.

Special! Jumbo Ribbon Ends
Four, five and six inches wide. Made of satin and taffeta. Most all pastel shades. Some yard and some two-yard lengths. Nice for blanket binding.

3 for 10c
DOWNSTAIRS STORE

Big Blanket End Jamboree!
Extra Large Size BLANKET ENDS
Plain, pastel shades of generous portions. Extra large size blanket ends and centers. So useful in household use. Be here early.

50c

Large BLANKET ENDS
Large size colored blanket ends. Heavy quality. Plaids and Jacquard designs. Bargains, every one.

25c
DOWNSTAIRS STORE

See the New Art Needlework and Yarn Dept. ON MAIN FLOOR

Stamped Table Covers
48x48 size. Linen crash cloth with beautiful floral designs. Stamped.

25c

Stamped Pillow Cases
PENCO pillow cases with hemstitched hems. Novelty design stamp. 4 napkins to match.

69c Pair
25c

Stamped Tea Aprons
Stamped unbleached muslin tea aprons with colored borders.

25c

Hemstitched Chair Sets
Dainty stamped floral designs on colored linen. Set of three.

39c Set

Stamped Guest Towels
White and colored stamped linen guest towels. Fringed hemstitched hems.

29c

Stamped Luncheon Sets
Pure linen. 5-piece luncheon sets. Pastel colors. Cloth 36x36.

98c Set

3-Pc. Baby Bibs
Stamped baby designs with colored trims. Quilted bibs. Set of three.

49c

CHECK THESE VALUES NOW!

Nation-Wide Sheet Savings
The choice of millions of homemakers. Hand torn selvages. 64x64 thread count.

81x99 size **79c**
36x42" Cases **17 1/2c**
69c

Colored Border Pillow Cases
Opening celebration feature. Pastel colored borders. Hemstitched edges. 36x42 inches.

21c Ea.
MAIN FLOOR

Famous Penco Deluxe SHEETS
81x99 Size
The lowest price in years in this finest of all sheets. Heavy deluxe quality. Buy a supply.

94c
BALCONY

FLOUR SACKS
Extraordinary values. Bleached, mangled, ready for use. Extra large size.

5c Ea.
BALCONY

36-in. SPUN RAYON
Crown tested materials in lovely pastel or dark shades. For slacks, dresses.

25c Yd.
BALCONY

Women's Rayon Panties
A grand value! Novelty style panties with dainty little lace trims. In tearose only. Small, medium, large.

10c Ea.
MAIN FLOOR

'His' 'n' 'Her' Pillow Cases
Mr. and Mrs., Pleasant Dreams, etc. All embroidered on each pair.

79c Pr.

WASH FROCKS
REDUCED
Just 60 of these! Guaranteed color fast. Sparkling styles. Sizes 12-48.

57c
SECOND FLOOR

GIRLS' SHEER FROCKS
Crisp, cool. Exceptionally clever novelty prints. Well made.

4 for \$1.00

LADIES' HATS
REDUCED
A dynamic smash clearance. Straws, sailors and colorful felts.

27c
SECOND FLOOR

GIRLS' SWIM SUITS
REDUCED
Stylish right, fit right. Fine quality wool suits. Sizes 4-14.

27c
SECOND FLOOR

CUT HOSE COSTS
Hose mended like new. Expertly and promptly done. Another of Penney's departments to save you money. Price ranges from 5c to 35c

at Penney's