

PENNEY'S
ALWAYS FIRST QUALITY



**PENNEY'S
GOES OVERBOARD
WITH GREAT
SWIMSUIT
BUYS!**

\$6

Penney's swimwear prices dive deep and come up splashing savings! Sheath shapes and brief 2-piecers to flatter every sea-siren. Elasticized knits, print cottons, acetate-cotton-rubber lastex and more! Yes, here's a bargain selection to fill all the 7 Seas... but it won't last long! Hurry, hurry and bring your Penney Charge Card.



**HOT BUYS ON
COOL SLEEPWEAR!**

188
YOUR CHOICE

Baby Dolls! Waltz gowns! Full gowns! Shift gowns! Full length or knee length PJ's! Suit your fancy... Penney's has 'em all! And all tagged at that one low, low price! Choose combed cotton batiste, wash 'n wear cottons! Dacron® polyester-nylon-cotton batiste! Sizes to fit everyone.

**SPECIAL BUY!
ARRESTA-RUN®
NYLONS**

**...new national sensation,
now at sensational
one-time savings!**

2 \$1
pairs



Now's your chance to get acquainted with amazing Arresta-Run! Join the millions who already know that now snags, tears, even holes no longer spell disaster...because Penney's own web-woven seamless sheers won't give runs even half a chance! Hurry in and get this fashion security while our terrific one time offer lasts. Suntan or pebble. Average and Long lengths in sizes 8½ to 11.