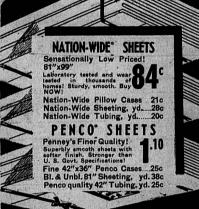
PENNEY'S SUPER VALUE Days

Penney's Bring To You Larger Stocks - Greater Selections -Lower Prices — Savings For You
— Shop Every Department — We Strive To Keep Prices Lower -When You Shop At Penney's You

Swimaways



4

Men's lastex SWIM TRUNKS in the new Summer 77c colors.....

Men's Summer PAJAMAS, fast color . . bargain 87° priced . . full cut......

Large selection REMNANTS greatly reduced!

Majestic LIQUID CLEANER, for all white shoes will not rub off...... 10°

Men's heavy duty WORK SUITS, sanforized 1.98

Indian designs BLANKETS good quality 1.00

100% pure KAPOK 16

krinkle crepe 49 80x105. Women's RAYON HOSE, New summer shades 25

Women's FULL FASHIONED HOSE, pure silk sheer, pair.....

RATTLES

10c

celluloid rattles—some in

Vomen's heavy duty

Cloth WINDOW SHADES

Oil silk SHOWER

Heavy duty work SHOE pairs LACES 2 for....

MO-DE-GAY PRINTS Stripes, geometrics, florals in super-smart washfast color combinations! Thick 'n Thin Rayons 39c Smart prints and plain colors. Hand washable!

Sunny Summertime Cotton

Broadcloth SHORTS

WHITE OXFORDS 98c

Little Girls T-STRAPS for SUMMER

98c

Soft, comfy glove leather in white, to go with everything! Markless composition soles and rubber heels. Flexible Stitchdown Construction

LUNCHEON CLOTHS

Delightful prints on lustrous sateen. 52" eq. 98c

SHEER BLOUSES

Cool and fresh as flow-ers, they'll make ex-quisite gifts! Misty sheer rayons, embroidered or-gandies. Baby-fine batiste— lovely with lace, tucking and em-broidery! In sizes 32-40.

Elaborately Embroidered
PILLOW CASES 98
Smooth 80-ser or
"His & Hese" or
"Mr. & Mrs."

Boys' Sport Shirts Breezy, open-weave cot-ton! Smart and cool!

Boys' Slack Shoes Sturdy saddle tan leather for sports outfits!

BROADCLOTH SLIPS

LACE TABLE CLOTHS

MEN'S SLACK SOCKS

Blazer stripes and conser 25° vative types! Styles for all.

MEN'S SPORT SLACKS

LUNCH KITS

49

Real Values!

DRESSES Sports or sheer cottons!
Bright styles for 1-14.

POLO SHIRTS 29c

For Hard Wear!

CHENILLE SPREADS

Thickly tufted designs on colors. Monotones.
Others 6.90

Moleskin PANTS 1.59

Men's SOCKS

SHOP CAPS

4.98

CARARDINE

The Perfect "Mixer" in

Men's Sport

Little Men's

Men's SWEAT SHIRTS, good weight and all sizes......49c Men's SLACK WORK SOCKS, white and colors.....10c pr. Men's SUMMER WORK CAPS, colors and white......25c

Suif



1.69



MEN'S POLO SHIRTS



Rich, spirited colors that wake up your summer wardrobe in the bast of style!
Shetlands, tweeds and nubs all take a promient place in this style-rich group.
The bald patterns and soft solid favorite sport slacks.
Shown is the new thres-button



WOMEN'S SLACKS

ARE BATHING BEAUTIES!

Slack Suits

s 2 to 8. Sanforized shrunk dy weaves. Ideal for sum-



SADDLE OXFORDS

49c

SPORT COATS

Water Babies' Trunks



C. Men's Swim Trunks

RED HOT BARGAINS AT BIG SAVINGS

INFANTS' DRESSES

Exquisite little dresses that every mother would like to see her buby west!

See that the see her buby west to be little bit of perfection.

Of the finest cotton batiste, hand-embroidered in the Philippines. Size 6 me. to 2 years.

BRIGHT SUMMER DRESSES

smartest little users and a half-dollar!
with flaring skirts, perky sashes, middiff waists — all the style tricks you girls like best!
Of fresh cotton sheers or sports fabrics.
Sizes 1 to 14.

Handy For Traveling, Visiting! INFANTS' DIAPER BAG

98C prints on rubberize

No Strain on Your Budget!
Terry TOWELS

at 15° ea.

Quick Drying!
Soft, Yet Sturdy!
Smartly Styled!
Absorbant, thick-leoped terry
that's a boon to bathers! Soft
and sogthing to use yet they!
last longer! Modern block checks
with colored stripe borders. Rich
colors accented by wide white
following the soft of the soft of

Tremendous Value!
SMART HOUSECOATS

Big, splasty prints on washable cotton!
Many styles!
Children's Barefoot
SANDALS
Brown and white glove leather!

THRIFT VALUES IN MATCHED LUGGAGE



Facial TISSUES Box of 500 19C Softer! Stronger! San tary! For removing make up and many other use: Buy several boxes now

Man Sized
HANDKERCHIEFS
Anyone Can
Afford!
3 for 10c Plain white handkerchiefs of soft, smooth cotton, with neat hemstitched hems. 17"x17". Don't wait until your supply runs out—take advantage of this opportunity—and buy now!

STAR FLOWER BATHROOM ENSEMBLE

Decorate your bathroom in your favorite color—and change col-ors whenever you please! It's so easy, and so inexpensive with one of these lovely ensem-

Bath Towel, 22"x44"....49c Face Towel, 16"x27"...29c Face Cloth, 12"x12".....12c

PRISCILLA CURTAINS

Fresh, crisp, pretty!
Cream marquisette with 980
ruffles! Tailored also!

COTTON POLO SHIRTS Open, porous knits keep you cool! In horizontal 490 stripes with short sleeves,

BANDANAS 3 for 250

SUSPENDERS

WORK SUITS 1.98 pr. Sanforized shrunk, zippers, full

CYNTHIA" SLIPS

Smooth rayon satin!
Nicely tailored with
shadow panel! Will
wash and wear well!

WOMEN'S SLACK SHOES Saddle tan leather!

18"x36" Terry TOWELS



BATH TOWEL 23c





A. Sweet Candy Stripes

Slick rayon satin. Princess lines sculptured with "Lastex." Red or blue stripes.

el-toned rayon satin with 2.98

8. Ballerina Beach Beauty!

Handy Place To Keep Baby Neces-sities. INFANTS' JAR SET 98c A pretty little enamelled basket with four handy glass lars. Each is labeled and he a dainty hand painted decoration!
A gift suggestion that is useful as well as attractive!

