

PENNEY'S SPORTSWEAR

FOR FOLKS WITH YOUNG IDEAS



PENNEY'S Prices are low . . . Values are outstanding . . . We bring to you the best values in the NATION . . . We are stocked to fill every NEED. Shoes for the whole family . . . Vacation needs for the family . . . SAVINGS for the home . . . USE OUR EASY LAY-AWAY PLAN . . . SELECT TODAY MONTHS TO PAY . . . You pay no EXTRAS for our lay-away plan . . . You SAVE when you use our easy lay-away plan . . . You save when you pay cash . . . No bills to pay at the end of the month . . . No extra charges when you buy the PENNEY way.

PENNEY'S SHOES FOR ALL THE FAMILY



CELESTE ARCH OXFORDS IN SUMMER WHITE 2.98

So right with summer outfits . . . daintily styled oxfords of soft white kid with white covered Cuban heels.



For Foot Comfort All Summer Long! WOMEN'S ARCH-TYPE OXFORDS 1.98

Trimly styled for looks and made on a last that assures comfort!



Children's PLAY SHOES 79c

Cool and lightweight! Popular T-strap sandals with breezy open toes and sturdy imitation crope soles and heels.



VENTILATED STYLES—First in the Summer Picture! MEN'S SPORT OXFORDS 2.98

Superlative smartness — with a big dash of practicality! Hundreds of "breather" holes let air through to cool off your feet — and these holes are grouped into the smartest designs you could feast your eyes upon!



Smart for Sportswear! Women's Slub Canvas OXFORDS only 98c

Your favorite type of sports oxford made in an interesting fabric that's lightweight and cool! Rust colored trimming sets off the linen-color.

Starred For Sportswear! TAN WEDGIES 1.98

Styled for sports and tailored summer outfits! Supple white leather with buff tan trim.

For Summer Play Days . . . Children's BAREFOOT SANDALS only 79c

A big Penney value! Glove leather sandals with cool cut-outs!

HURRY! HURRY! RED HOT BARGAINS

- Chenille Spreads 3.88** Beautiful designs in soft deep pile chenille. Value.
- Tailored Curtains 49c** Novelty nets. Colorful pairs — ready to hang!
- Terry Towels 15c** Gay checks, stripes or solids. Very husky!
- Summer Neckties 39c** Handsome light-tones for summer outfits!
- WOMEN'S Black Shoes 1.98** Saddle tan leather!
- 46" Oil Cloth 29c** Prints or white! Big value on irregulars!
- Boys' Sport Shirts 49c** Open weave cotton styles in summer colors.
- SMART Cotton Frocks 49c** Colorful prints to wear all summer. Practical!
- SEERSUCKER Housecoats 1.98** Wrap-around and zipper models. Prints, Stripes!
- MEN'S RIVERGREST Slacks 1.98** Smart and cool rayon and cotton blends!
- Girls' Swim Suits 1.49** Rayon with snug-fitting "Laxtex". Many styles!

Men's Cool Spun Rayon SPORT SETS 4.98

Airy comfort and easy fit! Long sleeve shirts, pleated slacks, rayon fly. Rich colors!

SHIRTS, Shorts, Briefs 25c ea. Rib knit combed cotton shirts and briefs. Sanforized shorts.

MEN'S Slack Socks 1.00 3 pairs for 1.00. Sturdy colorful styles.

Gentry Pajamas 1.49 Summerweight broadcloth and cotton crepe!

BELTS and Suspenders 98c Men's favorite styles — boxed for giving!

STYLE With These New PLATFORM PLAY SHOES 1.79

For Smart Men! In Two-Color Canvas! Step feet first into a new — and more style-minded than ever — summer season!

Women's Smart Suits \$1.98 Ballerina style of rayon with "Laxtex" — in a quaint gingham design! Lots of others just as new, just as price pleasing!

SMARTLY Different Styles 2.98 In striking designs, and colors

Men's Trunks 1.98 Woven delustered rayon with "Laxtex" — sleek and smart! Zipper pocket, built-in support.

Boys' Trunks 98c Stretchy rayon satin in colorful solid tones! Streamlined style for looks and speed. 8-16.

Girls' Suits 98c Adorable styles! Flared skirts for the sub-deb, little editions for baby sis! Of knits or rayons with "Laxtex". Wonderful values. 4-16. U.S. Pat. Off.

WRAP AROUND TURBANS

In Pretty Summer Colors To Match Every Dress! **25c**

If you've never discovered the glamour of a turban . . . if you've never blessed one for being a hair-hider after swimming . . . you've missed a lot!

4-Piece Slack Suits \$1.98 Stay-at-home and week-enders love their trim good looks and easy simplicity!

SEERSUCKER Housecoats 1.98 Zipper and wrap-around!

Colorful Slacks 98c Cool rayons and crisp cottons.

Women's New Rayon Sport Dresses 2.98

Smart Sport Blouses 49c Cool cottons or knits! Colors!

WOMEN'S Summer Coats 4.77 New designs and materials.

RIGHT FOR FUN SLACK SHOES 1.98 In saddle tan leather. Value.

WOMEN'S SPUN RAYON DRESSES 1.33 Reduced to sell for

WOMEN'S CREPE DRESSES 1.44 Cool, no-ironing.



SUNNY TUCKER* Dresses 98c Sheers! Rayon shirakin! Cool, summery!

COTTON Styles for girls 8-16. Slack Suits 98c

TODDLERS' Sheer FROCKS 49c

WOMEN'S BATHING SHOES BARGAIN PRICED!

- Group I—Women's rubber bathing shoes in slip on style . . . pair **15c**
- Group II—Women's bathing shoes with ties . . . sturdy soles . . . with heels . . . Bargain Priced—pr. **19c**
- Group III—Women's bathing shoes with heavy uppers — sturdy soles . . . pair **27c**

PRICED FOR A CLEAN SWEEP

- RUBBER HALF SOLES**—Easy stick on—No nailing—No sewing—Easy to put on—Thursday, Friday and Saturday . . . pair 3c
- Majestic LIQUID SHOE CLEANER**—white—will not rub off . . . 10c
- Majestic WHITE SHOE SOAP**, 2 1/2 oz. jars . . . 19c
- WHITE TOUCH-UP BAGS**, majestic cleaner, large bag . . . 10c
- HEEL CUPS**—save stockings . . . pair 8c
- HOSE SAVERS**—save stockings . . . 2 pairs 8c
- Majestic SHOE POLISH**—paste . . . large cans 8c
- Children's CHAMBRAY PLAYALLS**, sanforized shrunk . . . 25c
- Boys' KNIT POLO SHIRTS**, with colored trimmed neck and sleeves, special value for hot weather wear . . . 25c
- Boys' SLACK SOCKS** with bright colors—garter top— for perfect fit and comfort . . . 10c
- Boys' SUMMER SLACKS**—cool for summer year—sturdy built—most all sizes and colors . . . pair 98c
- Men's SUMMER SOCKS**—new summer colors—sizes 10 to 12— outstanding value . . . pair 15c
- Women's CREPE PAJAMAS**—cool and serviceable—no ironing . . . 79c
- Women's CHIFFON HOSE**—sheer and made from high grade silk . . . 49c
- ALL LINEN NAPKINS**—stamped ready to embroider— hemstitched, large size—REDUCED . . . each 10c
- MOTH BALLS** . . . per box 2c
- Extra size GARMENT BAGS**, moth proof, Reduced To Sell For 12c
- Moth proof—dust proof GARMENT BAGS**, medium size, Reduced To Sell for only . . . each 5c
- Children's CREPE PAJAMAS**—sturdy weight—cool and no ironing . . . 37c

They're Heavy! They're Husky! **Terry BATH TOWELS** A Buy Of Buys! **15c**

They're the biggest, heaviest, thickest towels you can imagine for this little money! Soft and fluffy, yet sturdy enough to be very serviceable! Hurry in today to select your very favorite colors in mammoth block checks, glowing solids, or white with striped borders!

TOWEL BARGAINS Large size BATH TOWELS with bright stripes, extra heavy Terry cloth and extra soft . . . 23c

LUNCHEON CLOTH BARGAINS Bright colored LUNCHEON CLOTHS, rayon and cotton mixed, size 52x52 **25c**

BRENTWOOD' FROCKS Brand new and lovely! So smartly styled and well tailored you'd expect to pay much more! Come early and stock up for the entire summer. **1.98**

WASH FROCKS Smart tubbly prints! **49c**

SALLY LEA FROCKS Crisp colorful cottons to wear everywhere! Florals, stripes, dots—very pretty and practical. Remarkably low priced, too! **98c**

Bright Colored SHEER Tea Aprons **59c**

PANTIES 15c Plain and novelty knit rayon. Women's sizes.

MEN'S STRAW HATS 98c The BANGKOK TOYO Brings Top Style Into the Low Price Field!

PENNEY'S J. C. PENNEY COMPANY, Incorporated 1261-1265 SARTORI AVENUE TORRANCE PHONE 218