

# PENNEY'S SUPER VALUE Days

# VALUES for YOU

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 Save!

**NATION-WIDE SHEETS**  
Sensationally Low Priced!  
81" x 99" **84c**  
Laboratory tested and wear tested in thousands of homes! Sturdy, smooth, Buy NOW!  
Nation-Wide Pillow Cases 21c  
Nation-Wide Sheeting, yd. 28c  
Nation-Wide Tubing, yd. 20c

**PENCO SHEETS**  
Penney's Finer Quality!  
Superbly smooth sheets with softer finish. Stronger than U. S. Govt. Specifications!  
Fine 42"x36" Penco Cases...25c  
Bl. & Unbl. 81" Sheeting, yd. 38c  
Penco quality 42" Tubing, yd. 25c

**TIMELY SUMMER SAVINGS FOR YOU!**

Better-Than-Ever Values in **MO-DE-GAY PRINTS**  
Stripes, geometrics, florals in super-smart washfast color combinations! **15c** yd.

Thick 'n Thin Rayons  
Smart prints and plain colors. Hand washable! **39c** yard

**Sunny Summertime Cotton**  
Dainty dimities! Sweet lawns! Cool cool poplins! Here's more excitement in clean-cut fresh cotton prints than you've seen for such a little price! Sports, play and beach designs! Street, evening and housecoat types! In charming washful colors! yd. **19c**

**BOYS' Broadcloth SHORTS**  
Sturdy weaves, new patterns. **2** pairs **25c**

**MEN'S WHITE POLO SHIRTS**  
With colored trim on neck lines. Cool for summer wear. **29c**

**GABARDINE**  
The Perfect "Mixer" in Men's Sport **SLACKS** **4.98**

Light-as-air gabardines of rayon and worsted - completely smart for wear with any coat, whether for sports or dress!

The rich, glowing colors, the perfect drape, and the sturdy, tight weaves make gabardine the king of summer fabrics!

**REDUCED TO CLEAR!**

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  
Men's cover WORK SHIRTS, sturdy made...59c  
Boys' SLACK SOCKS, bright colors...10c pr.  
Boys' SAILOR STYLE OVERALLS, sanforized...59c  
MEN'S SHOP CAPS...10c  
CHILDREN'S SMARTALLS, broken lots...19c pr.  
Boys' POLO SHIRTS, white with colored trim...25c  
Men's WHITE COTTON HDKFS., large size...3 for 10c  
Men's ALL LEATHER BELTS, in white...REDUCED 19c  
Men's WASH TROUSERS, sanforized shrunk **SPECIAL VALUE**...1.29  
Women's HOUSE SLIPPERS, all leather soles...59c

**WOMEN'S SLACKS**  
For Outdoor Hours **98c**

Gambol on the golf green, or the tennis court, in fact, you may go anywhere that fun is found—in these wonderful-for-the-money slacks. (You'll probably adopt them for lounging, too!) Of spun rayon or smart Sanforized cottons, in lots of beautiful colors. Sizes 12 to 22. Fabric shrinks; package will not exceed 1%.

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

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

Large selection REMNANTS greatly reduced!

Men's knit brief SHORTS, odd lots, good quality... **10c** pr.

Heavy duty work SHOE pairs **4c**  
LACES 2 for **4c**

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

Men's heavy duty WORK SUITS, sanforized **1.98** low price.

Indian designs BLANKETS good quality **1.00** 70x80.

100% pure KAPOK **16c** 1 pound.

Cloth WINDOW SHADES extra quality... **59c**

Oil silk SHOWER CURTAINS large sizes... **1.98**

SASH CURTAINS to match above... **98c**

Large size TAILORED PANELS ready to hang... **59c**

READY MADE DRAPES, ready to hang, made of new patterns of crash **1.98** pair.

Lovely BEDROOM CURTAINS white and colors, pair **98c**

Washable BEDSPREADS krinkle crepe **49c** 80x105.

Women's RAYON HOSE, New summer shades **25c** pair.

Women's heavy duty COTTON HOSE **25c** pair.

Women's printed COTTON HDKFS., Each **5c**

Women's FULL FASHIONED HOSE, pure silk shear, pair **49c**

## RED HOT BARGAINS AT BIG SAVINGS

**Hand-Embroidered INFANTS' DRESSES**  
Of Dainty Batiste! **49c**

Exquisite little dresses that every mother would like to see her baby wear! With dainty collars, tiny buttons, little tucks—everything to make each one of them a little bit of perfection. Of the finest cotton batiste, hand-embroidered in the Philippines. Sizes 6 mo. to 2 years.

**Girls' BRIGHT SUMMER DRESSES**  
Wonders At **49c**

The prettiest, the brightest, the smartest little dresses you've ever seen—for less than a half-dollar!

With flaring skirts, perky sashes, midriff 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**

Cunning prints on rubberized percale! With four handy inside pockets for holding bottles and two outside pockets! Pink or blue.

No Strain on Your Budget!

**Children's WHITE OXFORDS** **98c**

Value-priced for summer! Sturdy little stitchdowns of supple white glove leather. Drill lined vamps, cool uplined quarters. Markless composition soles, rubber heels.

**Little Girls' T-STRAPS FOR SUMMER** **98c**

Soft, comfy glove leather in whites, to go with everything! Markless composition soles and rubber heels. Flexible stitchdown construction.

**LUNCHEON CLOTHS** **98c**

Delightful prints on lustrous satens. 52" sq.

**SHEER BLOUSES** **98c**

Cool and fresh as flowers, they'll make exquisite gifts! Misty sheer rayons, embroidered or gaudies. Baby-fine batiste lovely with lace, tucking and embroidery! In sizes 32-40.

**Elaborately Embroidered PILLOW CASES** **98c** pr.

Smooth 80-ss. "His & Hers" or "Mr. & Mrs."

**Boys' Sport Shirts** **49c**

Breezy, open-weave cotton! Smart and cool!

**Boys' Slack Shoes** **1.98**

Sturdy saddle tan leather for sports outfits!

**Real Values! DRESSES** **49c**

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

**BROADCLOTH SLIPS** **49c**

Sanforized for lasting fit!

**LACE TABLE CLOTHS** **1.00**

Creamy ecru in two smart designs. Others 1.98

**Gay Print Cloths** **49c**

**LUNCH KITS** **49c**

Streamlined!

**For Hard Wear! RUCK TOWELS** **10c**

Save your better towels! Use these for hand towels and for hard usage. Good firm weave. All white or with bright striped border. 18"x38".

**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!

**CHENILLE SPREADS** **4.98**

Thickly tufted designs on colors. Monotones. Others 6.90

**Moleskin PANTS** **1.59**

Tough 11 1/2 oz.

**Men's SOCKS** **10c**

Neat, husky cotton.

**SHOP CAPS** **25c**

Sanforized cotton!

**BANDANAS 3 for 25c**

Big! Absorbent!

**SUSPENDERS** **49c**

Durable elastic!

**MEN'S WORK SUITS** **1.98** pr.

Sanforized shrunk, zippers, full cut, outstanding quality.

**CYNTHIA SLIPS** **98c**

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

**WOMEN'S SLACK SHOES** **1.98**

Saddle tan leather!

**An Easy And Inexpensive Way to a Modern Bathroom Our Beautiful Four Piece STAR FLOWER BATHROOM ENSEMBLE**

Decorate your bathroom in your favorite color—and change colors whenever you please! It's so easy and so inexpensive with one of these lovely ensembles.

All of thick absorbent terry—all beautifully matched with:

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

**COTTON POLO SHIRTS** **49c**

Open, porous knits keep you cool! In horizontal stripes with short sleeves, crew necks.

**PRISCILLA CURTAINS** **98c**

Fresh, crisp, pretty! Cream marquisette with ruffled! Tailored also! You save!

**Cutest Styles Of Season! GIRLS' SWIM SUITS** **1.49**

Rayons with "Lastex"! Classic or dressmaker!

**MEN'S SLACK SHOES** **1.79**

Sturdy leather! Comfy!

**Little Men's Slack Suits**  
Sizes 2 to 8. Sanforized shrunk, sturdy weaves. Ideal for summer wear. **1.28** Suit

**Children's SADDLE OXFORDS** **1.69**

Summertime favorite at a low Penney price for real value! Supple white glove leather with brown trim. Sporty cork and rubber soles and heels. Flexible stitchdown construction.

**Airy Knit Cotton! MEN'S POLO SHIRTS** **49c**

Colorful styles that let air through like a sieve! Rich horizontal stripes with short sleeves and crew necks. Cool—and absorbent, too!

**PENNEY'S Swimways ARE BATHING BEAUTIES!**

Let the family take to the water this summer—in fashion-setting suits that are our usual most-for-your-money values!

**A. Sweet Candy Stripes** **1.98**

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

**B. Ballerina Beach Beauty!** **2.98**

Swoop-skirted suit of jewel-toned rayon satin with "Lastex." 32-40.

**UNUSUAL PRINTS! STRIKING STYLES!** **3.98**

Classic or dressmaker types—designed to flatter!

**C. Men's Swim Trunks** **1.49**

New "Barthen" weave in rayon and "Lastex"! The season's big HIT!

**D. Rayon Satin Styles** **98c**

Sleek, skin tight models with "Lastex." Web belt!

**E. Boys' Swim Trunks** **79c**

Streamlined styles in rayon with "Lastex."

**F. Young Mermaids' Suits** **98c**

Flare-skirted darling with striped midriff. Rayon knit with "Lastex."

**INFANTS' RATTLES** **10c**

Pretty celluloid rattles—some in soft pastel, others in bright colors! Many shapes and sizes—all with cute little designs!

Handy Place To Keep Baby Necessities.

**INFANTS' JAR SET 98c**

A pretty little enameled basket with four handy glass jars. Each is labeled and has a dainty hand painted decoration! A gift suggestion that is useful as well as attractive!

**Tremendous Value! SMART HOUSECOATS** **1.98**

Big, splashy prints on washable cotton! Many styles!

**Children's Barefoot SANDALS** **79c**

Brown and white glove leather!

**THRIFT VALUES IN MATCHED LUGGAGE** **98c**

Black or tan simulated leather or sportweaves! 18" x 24" with mirror. Reg. U. S. Pat. Off.

**SPORT BAG** **98c**

Black or tan simulated leather or sportweaves! 18" x 24" with mirror. Reg. U. S. Pat. Off.

**MEN'S SLACK SOCKS** **25c**

Blazer stripes and conservative types! Styles for all.

**MEN'S SPORT SLACKS** **1.98**

Sanforized cotton gabardines, dooskins, serges!

**Special Value! Facial TISSUES** **19c**

Box of 500 For Only

Softer! Stronger! Sanitary! For removing makeup and many other uses. Buy several boxes now!

**18"x36" Terry TOWELS** **10c**

Four popular styles at a more-than-popular price! Good sturdy, soft terry in colors.

**A New Style, Low-Priced! BATH TOWEL** **23c**

Yes, it's a brand new design for a husky terry towel such as this! You'll be delighted with the unusual looking stripes in such gay colors! And note the generous size—22" x 44"!

**Men's SPORT COATS** **9.90**

Rich, spirited colors that wake up your summer wardrobe in the best of style! Shetlands, tweeds and nubs all take a prominent place in this style-rich group. The bold patterns and soft solid tones blend perfectly with your favorite sport slacks. Shown is the new three-button lounge model with wide shoulders and straighter, comfortable lines.

**PENNEY'S**  
J. C. PENNEY COMPANY, Incorporated  
1261-65 Sartori Avenue Torrance Phone 218