

PENNEY'S BARGAIN DAYS

BRING YOU BARGAINS... Sensational Values... LOW PRICES... Big Savings... A Storewide Event

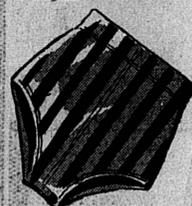
Penney's brings you greater and better values during this grand SUMMER APPAREL EVENT. We have spent weeks planning this grand VALUE SAVING EVENT. We have searched the markets far and wide and out of it comes to you great

SAVINGS. Savings for the whole family. During this grand event you'll find everything for vacations in the way of cool clothes to wear, summer items for your home. Do not fail to shop our store for these savings. You'll find these SAVINGS from the smallest items to the largest.

Compare - YOU'LL SEE!

PENNEY'S Swimaways

SUIT THE FAMILY!



Colorful Regimantal Stripes!
BOYS' SWIM TRUNKS
Penney's Famous Swimaways!
98c

As sleek in the water as they are on the beach!
The gay stripes are the smartest designs boys could choose—and the smooth rayon satin with "Lastex" clings to the body, eliminating "drag."
With built-in support and hidden draw string at waist.
Sizes 8 to 16.



FLARED SKIRTS
"Makes These Swimaways Favorites with Sub-Debs!"
98c

The younger set won't be able to resist doing a little water-edge posing in these suits with such a flare for fashion.
Of rayon, knit in tricky stitches—every one styled like a Hollywood starlet!
Sizes 8 to 14.



SERIOUS SWIMMERS!
They're the Choice of Speed Champions!
Men's Swimaway **BRIEF STYLES**
77c

Skin-tight—and more flexible than ever!
Every ounce of burdensome weight, every bulge eliminated!
The smooth rayon satin with "Lastex" clings to your body and stretches with each motion!
The string tie and elastic waist-band keep them perfectly in place!
Built-in support.



VELVELOUR—
A Brand New Fabric For Fun in the Sun!
Men's Smart Swimaways!
1.49

"Rich rayon and cotton in the smart new loop stitch, with "Lastex" for snug, streamlined fit!
Add to that the unusual two-tone belt and button flap pocket—result: A distinctive new leader of 1941 fashion!
Built-in support of fine rayon and cotton.

ANGELSKIN FABRIC
Makes a Siren of This Swing-Skirted Suit!
1.98

The woven rayon and "Lastex" fabric feels as smooth as you'll look in this smart bathing suit!
It fits like a million with its high-riding bra top, and sweeping swing skirt that makes your skirt tiny by contrast!
Fully lined, with adjustable shoulder straps. Sky Blue, Royal, White, Tropic Sun, Rio Red, and Black.
Sizes 32 through 40.
Lots of other Swimaway* suits in form fitting princess styles with flared skirts, or smart ballerina skirts with "Lastex" mid-riffs.
Sizes 32 through 42. **1.98**

A Brand New Style To Brighten Your Bathroom!
TERRY TOWELS
• 22" x 44" **25c**
• Absorbent!

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, gay colors.

TOWELS
23c
Gay stripes on husky terry!

Keep Your Hair Dry! Wear This Hairline Design
AVIATOR SWIM CAP
25c

Rubber cap with adjustable chin strap. Especially designed to help prevent hair from becoming wet!

CHECK THESE FOR SAVINGS!

- Women's **BETTER DRESSES** Reduced to sell for **\$1.33**
- Women's **BLOUSES** in good quality slub broadcloth **49c**
- Women's **HOUSE DRESSES**, fast color **25c**
- Women's **CHENILLE HOUSE COATS**, sensationally low priced for this event **\$3.00**
- Women's **COTTON HOUSE DRESSES**, 300 to sell at the low price of only **98c**
- Women's **DENIM SLACKS**, full cut **77c**
- 100 Women's **ALL WOOL SWEATERS** to sell for the reduced price of only **98c**
- CHILDREN'S CREPE SLEEPERS** **39c**
- GIRL'S TWO-PIECE CREPE PAJAMAS** **49c**
- GIRL'S BROADCLOTH SLIPS**, sanforized **25c**
- GIRL'S KNIT COTTON PANTIES**, reinforced and made from high grade cotton yarns **10c**
- Women's **RAYON PANTIES** made from smooth knit rayon **17c**
- Women's **PURE SILK HOSE**, full fashioned reinforced heel and toe **3 pairs \$1.00**
- Women's **COTTON HOSE** reinforced tops, heels and toes **25c**
- Extra large size, Jaciel Perfumed **TALCUM POWDER**, 13-oz. can **each 5c**
- WOODBURY FACIAL SOAP** 3 cakes and one 1-oz. bottle lotion for only **15c**

MEN! SEE THESE 98c SPECIALS!

- Color-Rich for Summer!
TOPFLIGHT SHIRTS
Sanforized for Permanent Fit! **98c**
Money saving price for smooth weave broadcloths in wash-fast colors! Neat figures, spirited stripes, solid tones!
- Towncraft* Sets the Style in
MEN'S TIES **98c**
The sparkling new colors and designs are as smart as you'll see anywhere this season!
- Smartest Patterns of the Season!
MEN'S PAJAMAS **98c**
Economy Priced!
Style and service at a saving every man has been looking for! Here they are in completely new, handsome patterns—every one in fast color!
- HAND SELECTED NECKTIES** **49c**
- Smooth finish, rugged gabardine in smart pleated models.
Men's Sport Slacks **4.98**
- MEN'S WORK SOCKS**
Colors and White **10 prs. 98c**
- Men's Neckwear** **49c**
Value in the height of style. Fine Nassau Wools in smart stripes, foulards.
- Ventilated **STRAWS** **98c**
Hopoka weaves—scarf band!
- Cool Sport **SHIRTS** **77c**
Breezy rayons and cottons!
- Sleeveless **SWEATERS** **98c**
Gay colors in panel stitches!

AT PENNEY'S THOUGHTFUL GIFTS FOR MOTHER!

- NEW SUMMER PURSES**, new designs, new materials, all leather **1.69**
- Lovely Boxed **HANDKERCHIEFS**, three in a box **49c**
- Chiffon and Service weight **HOSE** **79c**
- RAYON SATIN GOWNS** **98c**
- Cynthia SLIPS**, rayon and crepe, tailored and trimmed **98c**
- LOVELY RAYON PANTIES**, packed in a lovely gift box **2 for 98c**
- Chenille HOUSECOATS**, outstanding values **3.00**
- Shear KITCHEN APRONS**, fancy packed in gift box **49c**
- COTTON HOUSE DRESSES** in new spring patterns and designs **98c**
- Every gift wrapped in a lovely gift box and also wrapped for mailing. Many others items for Mother's Day gifts not listed here.



Fine Worsteds, Shetlands and Tweeds—
Styled by Town-Clad!
MEN'S FINE SUITS **19.75**

Get that feeling of well-being, of self confidence that comes only to a well-dressed man—with a TOWN-CLAD!
The rich coloring, exact fit and tomorrow's styling lift you right into the front ranks of spring fashion!
Handomely draped double breasted models, and broad shouldered single breasted with two or three buttons—all immaculate in any crowd at any time!
See them tomorrow and prove to yourself how little smartness costs!



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!

PENNEY'S WORK CLOTHES

• FOR YOUR KIND OF JOB!
• FOR YOUR KIND OF SAVINGS!

- MEN'S WORK BANDANAS** **3 for 25c**
- MEN'S SUPER DAY BIB OVERALLS** Sanforized full cut, sturdy made **\$1.29**
- MEN'S SUPER OXIDE OVERALLS**, Sanforized made from heavy denim **79c**
- MEN'S SUPER OXIDE WORK SHIRTS** Sanforized shrunk, Triple stitched and bar tacked **59c**
- MEN'S BLACK SATEEN SHOP CAPS** **10c**
- MEN'S WAIST OVERALLS**, Sanforized shrunk full cut with copper rivets **\$1.19**
- Hard Rubber or Acetate! **DURABLE COMBS** **4c - 8c**
Choose from many styles, sizes and colors! For men or women.
- Top Quality! Low Priced!
PENCO SHEETS **1.19**
Our finest muslin—for long wear and smooth finish Size 51" x 66"
- A "Never Before" Value!
FLUFFY PILLOWS **98c**
8 oz. striped ticking! 95% duck feathers. 5% duck down. 29" x 36"

CHECK THESE FOR SAVINGS!

PRETTY COTTON PLAYALLS **49c**

Darling little outfits for the creeper, the crawler, the walker. Cunning styles with ruffles, rick rack, and binding.
Of 30-square percales and orinkle crepes in checks, prints, or solid colors.
Sizes 1 to 6.

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 waists, midriff waists—all the style tricks you girls like best!
Of fresh cotton sheers or sports fabrics.
Sizes 1 to 14.

1000 yards fast **COLORED PRINT** to sell at the low price of yd. **11c**

120 pairs **MEN'S SLACK SOCKS** to sell for the sensational low price of **8c** only

500 **REMNANTS** to sell at a fraction of the original price.

75 **WOMEN'S PRINT DRESSES** to sell for the low price of **25c** only. All fast color and full size. Not all sizes.

50 Pairs **WOMEN'S SHOES** marked down to sell for **\$1.00** only—per pair

300 **WOMEN'S PRINT HDK'S** to sell for **3c** only

100 one pound bags of **NEW KAPOK** to sell for **16c** only

50 **SHEET BLANKETS** to sell for **50c** each

1000 **TERRY TOWELS** 17x36 to sell for only **9c** each

Don't Take Quality For Granted—Know What You Get For Your Money. Compare—Convince Yourself That Penney's Values Are Greater!



Carefree Cotton **BRENTWOOD FROCKS** **1.98**

Fresh-as-a-daisy from morning till night!
Candy stripes, pretty florals, smart dots—take your pick from this brand new collection!
Designed to flatter your figure and priced for the most modest budget.
Sizes 12 to 52.

GIRL'S DENIM SLACK SUITS
Striped blouse and plain color slacks, self belt with zipper on the side. Do not miss this bargain.

1.19

SUMMER SHOES



WOMEN'S SPECTATORS
Elasticized white suede with turf tan calf trim! Cool airy perforations. **2.98**

WOMEN'S PLAYTIMERS
Bross studs and fringe trim on natural leather. Cork and rubber soles. **1.98**

MEN'S SPORT SHOES
Tan and white wing tips with brogue perforations **2.98** for dress-up!

MEN'S PLAY SHOES
Soft pliable leather with flexible leather soles. Slip **1.98** into comfort!

BOYS' SPORT SHOES
Antiqued tan trim on buffed white—easy to clean! **2.49** leather soles.

GIRL'S SUNNY TUCKERS*
Brown and white glove leather. Rubber soles and heels. Moccasin-type! **1.98**

BOYS' SAILOR OVERALLS Sanforized shrunk **59c**

MEN'S UNIFORM SHIRTS and PANTS in matched sets **98c**
SHIRTS.....65c PANTS.....98c

MEN'S LIGHT BLUE OVERALLS, Sanforized shrunk heavy weight **98c**

MEN'S MOLESKIN PANTS Heavy weight **\$1.59**

MEN'S ARMY CLOTH SHIRTS and PANTS SHIRTS.....\$1.98 PANTS.....\$1.98

MEN'S WORK APRONS Heavy weight sturdy built **89c**

SPECIAL VALUES IN MOTH PREVENTIVES SAVINGS UP TO 50%

- WHITE TAR MOTH FLAKES**, kill clothes moths and larvae, 12-oz. box **4c**
- CEDAR MOTH CHIPS**, 12-oz. box **5c**
- WHITE TAR MOTH BALLS**, 12-oz. box **4c**
- WHITE TAR CRYSTAL**, large 1-lb. box **4c**
- PURE PARADICHLAROBENZE CRYSTALS**, 16-oz. cans **9c**
- WHITE TAR CEDAR-NAP MOTH CRYSTALS**, 8-oz. cans **12c**
- MOTHARLENE VAPORIZER**, kills clothes moths, deodorant, 8-oz. can **5c**
- WHITE TAR MOTH CAKE**, a pleasing deodorant rose scented, 3-oz. cake **5c**
- HANDY VAPORIZER**, kills moths and larvae, deodorant, 3-oz. can **5c**
- LAVENDER SCENTED CAMPHORETTE BLOCKS**, 8 cakes for **5c**
- MOTH-PROOF, DUST PROOF**, ideal white-lined CEDAR ODOR GARMENT BAGS, 27"x46" will hold three garments **10c**
- WHITE LINED SLIP-IN MOTH PROOF, DUST PROOF GARMENT BAGS**, 24"x6"x60" will hold 4 to 6 garments **25c**

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