

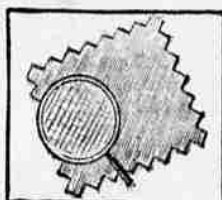
PENNEY'S
ALWAYS FIRST QUALITY!

ENJOY SUMMER in Penney's casuals!

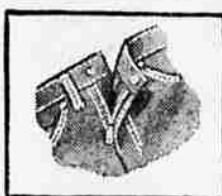
Foremost for quality! Penney's

FOREMOST®

**11-OUNCE
WESTERN
JEANS**



• Heavy 11-ounce coarse weave denim for extra wear!



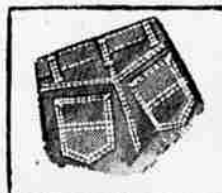
• Neat, practical heavy duty rust-resistant zipper fly!



• Extra heavy duty burnt orange stitching!



• Reinforced at all points of extra strain!



• Ample pockets! Front ones are heavy-boatstail cloth!
• Western cut for smart snug fit! Sanforized to stay that way!

**rugged,
all-around
outdoor
wear**

FOR MEN... FOR BOYS...

2⁷⁹ 2²⁹

SIZES 27-44 SIZES 4-16

†Shrinkage will not exceed 1%

**PENNEY
QUALITY
is your
GREATEST
SAVING!**

MAIN FLOOR

**DID YOU KNOW PENNEY'S
DOWNSTAIRS STORE HAS:
COTTON HOUSE DRESSES
PIECE • GOODS
CURTAINS - DRAPES
RUGS - NOTIONS
LAYAWAY DEPARTMENT**



RAYON
GABARDINE

2⁹⁸

Styled in California! Short sleeves, white shank buttons, pickstitched collar. Assorted colors. Sizes S-M-L-XL.



PRINTED
COTTON PLISSE
SPORT SHIRTS

1.98

Neat and bold patterns printed on cotton plisse to make handsome, colorful sport shirts. They are machine washable, need no ironing. Short spread collar for the new, neater look. Select several of these fine patterns for a cooler, casual summer. S.M.L.XL.

MEN GO CASUAL IN DENIMS

**VERSATILE
DENIM JACKETS**

3⁹⁸

More popular than ever! Sanforized, vat-dyed 10-oz. cotton denim jackets for sports, for leisure, for plain knocking about! At Penney's in faded blue, green. Sizes S-M-L-XL.

BOY'S JACKETS - Size 6 to 8 1.98
Size 10 to 18 2.98



FADED GREEN

DENIM SLACKS

3⁹⁸

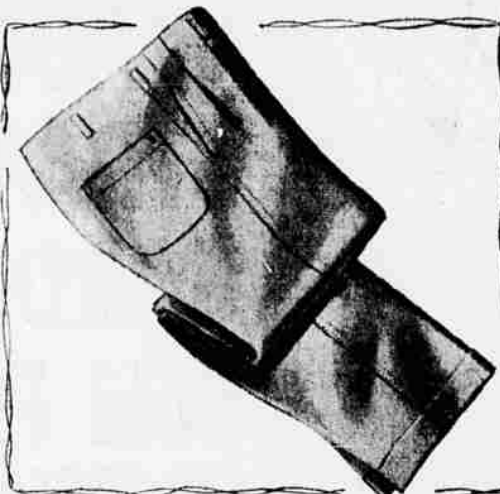
- Sanforized
- Patch Pockets
- Size 29 to 36

**FADED BLUE
DENIM SLACKS**

4⁴⁹

- Set In Pockets
- Sanforized For Lasting Fit.
- Sizes 29 to 38

BOY'S SIZES 10 - 18 2.98

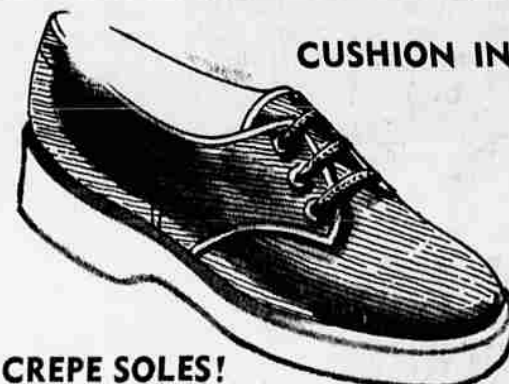


**MEN'S CASUAL
DUCK OXFORDS**

4⁴⁹

Feel right at home with these shoes for sports, beach-going, walking and even for work. Extra Penney construction features include non-absorbent, full sponge cushion insole, light as a feather crepe soles, air-cooled duck uppers and they're all washable.

BOY'S SIZES, 1-6 3.49
MAIN FLOOR



CUSHION INSOLE!

LIGHT CREPE SOLES!

**NYLON
PLISSE**



NEED NO IRONING!

VAT DYED COLORS!

COOL AS A SUMMER BREEZE!

SUPERBLY TAILORED!

SPORT SHIRTS

The ideal shirt for summer lounging, a terrific Penney value. Marvelously cool, hand washable, 100% woven nylon plisse that never needs ironing. Short, widespread collar for the new, modern look. Stock up now from Penney's large assortment of wonderful shades. Sizes S-M-L-XL

2⁹⁸
SIZES
S-M-L-XL

MAIN FLOOR

**MENS
SPORT
JACKETS**

SIZES
36 - 46



Rayon, Acetate and Nylon

**Sheen Gabardine
JACKETS 7⁹⁰**

Wrinkle resistant rayon, acetate and nylon sheen gabardine... Styled with full rayon satin, padded shoulders, pleated action back and shirred elastic waist at the sides. These are fine quality jackets... and they're at Penney's now in sizes 36 to 46.

MAIN FLOOR

FIRST VACATION STOP: PENNEY'S... FOR SUMMER NEEDS