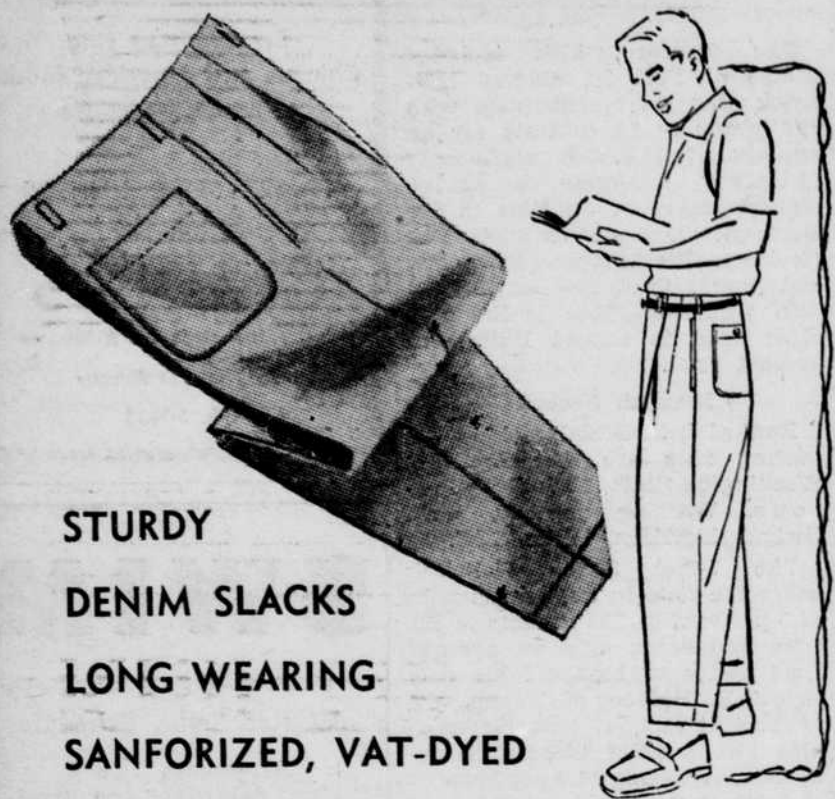


PENNEY'S

ALWAYS FIRST QUALITY!



STURDY
DENIM SLACKS
LONG WEARING
SANFORIZED, VAT-DYED

FADED BLUES

practical slacks in husky-weight denim smartly styled and tailored for all-occasion campus and casual wear . . . featuring continuous waistbands, patch pocket & completely washable, of course! Waist sizes 29-38, length 29-34.

3 98

MAIN FLOOR



SMART SOLIDS
& BOLD STRIPES
SQUARE END

Knit Ties

that neat look in handsome rayon knit ties . . . tastefully styled in medium-narrow widths in a wide range of colors . . . included are deep toned solids and gay, bold stripes. . .

98c



NEW LOW PRICE on these favorites! 100% NYLON ARGYLES

long wearing, practical a miracle fabric, NYLON woven in a fine gauge, bright toned argyle pattern an outstanding Penney value you won't want to miss Sizes 10-13.

98c pr.



DISTINCTIVE

dress and casual wear!

Insist on QUALITY!

THIS SPRING WEAR . .

Towncraft® OXFORD CLOTH Shirts

IN HIGH PASTELS



✓ Soft combed fabrics

✓ Porous weave Oxfords!

✓ Round collar button down model!

2 98

The newest shirt styling for spring! Smart, high shade pastel colors and ice cream shades in porous weave oxford cloth. Shirt features the very good looking, face flattering button down rounded collars. Sanforized* for permanent fit, they wash beautifully; are fine Penney values. Blue, maize and pink.

*Maximum shrinkage 1%

**TOWNCRAFT
QUALITY
is your
GREATEST
SAVING!**