

P E N N E Y ' S

J. C. PENNEY COMPANY, Incorporated



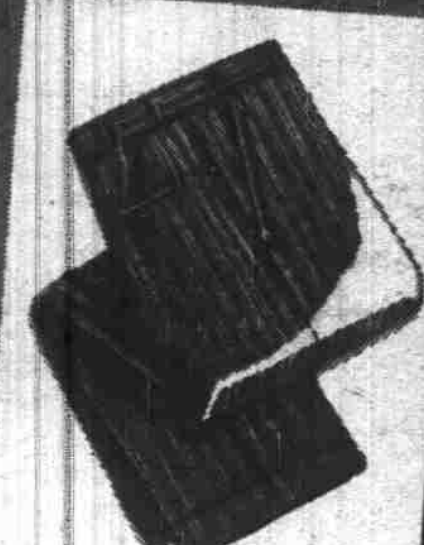
BUILT-IN STRENGTH
for
RUGGED WEAR!

**Men's
OX HIDE
OVERALLS**

69¢

**Heavy
Weight
Denim!**

High quality overalls at a rock-bottom price! Built to take day in, day out gruelling wear, these 2-20 wt. denim Ox Hides are tough! Triple stitched seams, strain points heavily reinforced. Unbreakable Parva metal buckles. Full cut sizes!



**Men's Moleskin
WORK PANTS**

1.49

For Heavy Duty!

The huskiest fabric made, in the toughest pants you could find! Heavy (11½ oz. wt.) moleskin, sturdily bartacked for strength. In neat black and white stripes for good looks on the job—won't show dirt!



**Men's SUPER BIG MAC
Work SUITS**

ZIPPER FRONT 1.98

Rugged, extra heavy fabrics for long wear! Graduated sizes for fit! Strongly made, Sanforized!

MEN'S BELTS 49¢

New selection of top grain cowhide leather belts with nickled buckles. Popular sizes!



Parva Laundry Proof Buckles

Sanforized 8 oz. Denim

Finished Seams—No Raw Edges

Roomy Tool-Proof Front Pockets

Heavy Thread Bartacks

Double Thick Suspenders

Reinforced Stride-Free Crotch

Triple Stitched Main Seams

**BEST ON ANY TOUGH JOB—
SUPER BIG MAC*
OVERALLS**

98¢

- Graduated Patterns for Perfect Fit!
- Sanforized! Shrunk for Permanent Fit!

No "weak link" anywhere in Super Big Macs! Every single detail is laboratory tested to take sudden yanks and long grinds! Cut over graduated dimensions, too, to reduce the strain of bending as well as to give you the maximum in comfort! Here's downright value for every man in every way—get YOURS!



**Pen-i-Vac*
VACUUM BOTTLE**

Keeps beverages hot or cold! Holds pint. The cup-top has a handle. Bottle fits neatly into the lid of

79¢

LUNCH KIT 49¢

Washable sanitary WHITE lining. Streamlined model with new sure-grip catches!



**Sturdy Leather Palm
WORK GLOVES**

25¢

Penney's Big Pay* brand gives you protection on your job—at a low price! Leather palms, canvas backs and knit cuffs!

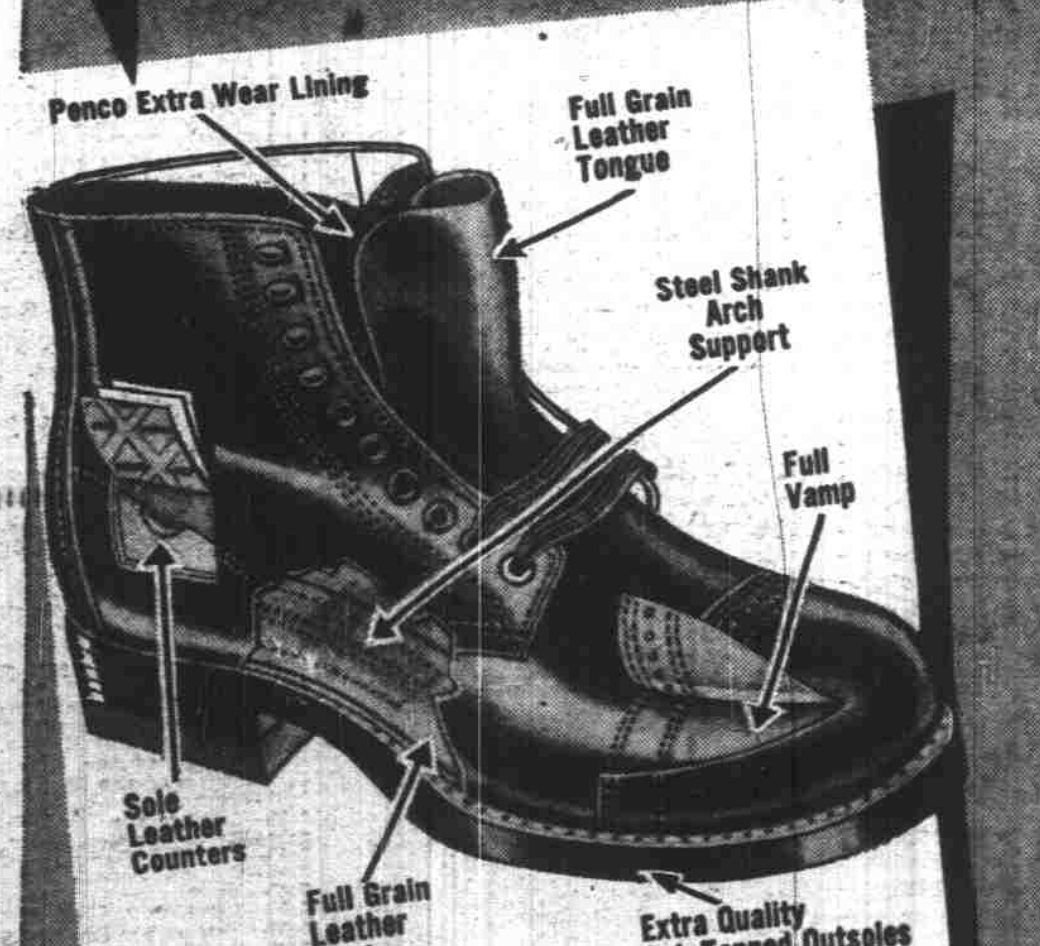


**Big Pay* Brand
WORK SOCKS**

2 prs. 25¢

They'll give you miles of extra wear! Heavyweight cotton with extra reinforced heels and toes! Solid colors.

BUY THESE TESTED BRANDS at PENNEY'S



Penco Extra Wear Lining

Full Grain Leather Tongue

Steel Shank Arch Support

Full Vamp

Sole Leather Counters

Full Grain Leather Insole

Extra Quality Oak Tanned Outsoles

Famous OX HIDES* with Arch-Supports!

WORK SHOES

3.98

- For Strength!
- For Savings!
- For Comfort!

If you want shoes that give rugged wear in every inch and comfort all day long—try Ox Hides! These pliant yet tough gloves, leather shoes have broad, roomy toes, shock-absorbing rubber heels, and steel shanks that hold your arches in the correct position for foot comfort and endurance!

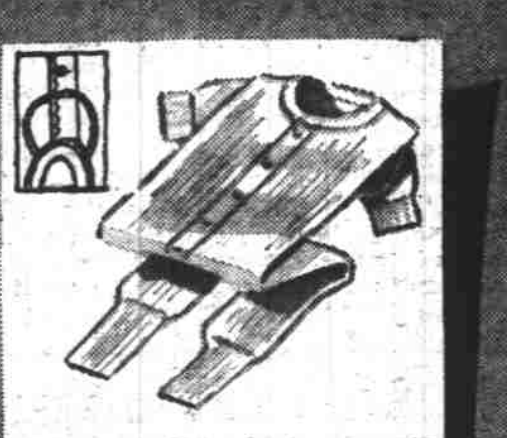
*Exclusive with Penney's



**Barnyard
Acid-Resisting
DAIRY SHOES**

2.98

Penney's famous Chore Master* brand! Natural double-tanned leather, stuffed with felt to resist wet and wear!



**Reinforced Crotches!
UNION SUITS**

98¢

Ideal weight for all-year wear! Of fine combed cotton with double reinforced crotches! Short or long sleeves—onlie length!



**Men's Industrial
WORK SHOES**

2.98

For heavy duty in shops or on farm! Black, double tanned leather with tough composition soles. Goodyear welt!



**Well-Made Balbriggan
SHIRTS and
DRAWERS**

49¢ ea.

Men! Here's husky two-piece underwear for solid comfort on the job or at home! Absorbent shirts of cotton balbriggan with long or short sleeves! The drawers have reinforced stride-free crotch.



Sanforized for Permanent Fit

Interlined Dress Type Collar

Double Yoke

2 Large Button-Through Pockets

Box Pleat Front

No-Tear Gusset, Extra Long Tail (Not Cut away)

Sturdy Chambray or Cover

Triple Stitched Seams

Body, Sleeves and Armholes Extra Full for Comfort

Durable Penroc Buttons

**Boys' SUPER OX HIDE
OVERALLS**

59c

Sanforized Shrunk!

Strong as Dad's! Heavy 8-oz. denim - Sanforized! Rugged seams—reinforced for wear!

**Super Little Mac
PLAY SUITS**

79¢

Sanforized Shrunk!

They'll wear and wear! Denim and cover. Long leg, long sleeve style. 2 to 8.

**PENNEY'S Super OX HIDE*
Sanforized-Shrunk
WORK SHIRTS**

59c

Demand it today—the long wear and permanent fit of Super Ox Hides! Their quality features and low price indicate value, plus!

*Exclusive with Penney's

Compare YOU'LL SEE!