

Don't Take Quality for Granted! Compare, Convince Yourself that Penney's Values are Greater—Greater Because We Know that to Continue to Serve You, We Must Continue to Save for You!



Men's Finest Quality
Towncraft DRESS SHIRTS
1.49

Superb craftsmanship! Top-fashion styling! The season's best patterns! That's why Towncrafts are America's finest shirt values! Scores of crisp new stripes, figures, checks and solid tones to choose from! Proportionately sized!

MEN'S TOWNCRAFT* TIES 98¢
Excellent hand sewn fabrics in patterns to set off your new shirt to perfection! Rich spring colors!



YOUTH'S' GABARDINE SUITS
For style-Conscious Young Men From 15 to 20.
14.75

The smooth, hard-finish gabardines, the smart new colors and patterns and the comfortable, easy-to-wear two-piece double breasted style make these a big favorite with fellows who are particular about their appearance. See them today.

BOYS' 2-PANT SUITS
9.90

Give your son a happy Easter in one of these smart Penney suits! He'll wear it for months and months for dress and for school. Cassimeres, tweeds and worsteds in new patterns and colors. Sizes 7 to 16.

Little Boys' Suits
New! Double breasted, with longies. 4 to 8. **5.90**

Boys' Sport Slacks 1.98 and 2.98
All popular new features!

PENNEY'S BOYS' SHOP
Downstairs Store



Men's and Young Men's
Town Clad SUITS
19.75

- Worsteds
- Shetlands
- Tweeds
- Worsted Flannels

Men with money to save, men who know clothes, men who demand style—all are heading for Penney's! For Town-Clads heading fine fabrics, luxurious spring patterns, top-notch styling and perfect fit at a low price that has the whole town talking and investigating—only 19.75!



Campus Clad SUITS
14.75

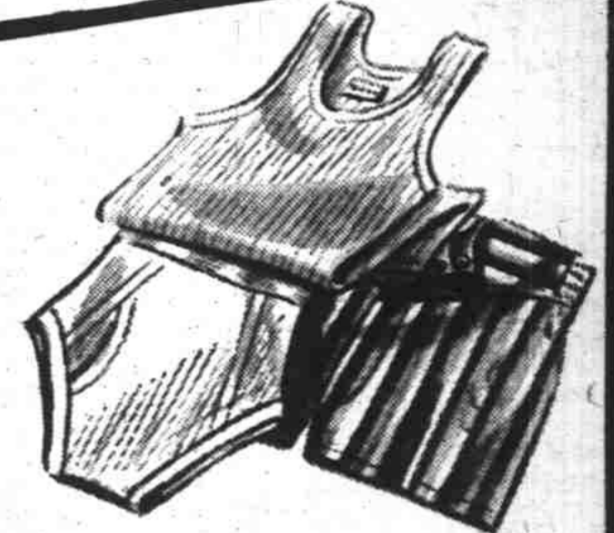
For Younger Men!

A colorful group of the biggest style hits of the season! Long-wearing, hard finish worsteds... soft, color-rich shetlands—all in lustrous stripings and subtly blended plaids. See them tomorrow!



Men's **Armo Foot** De Luxe
DRESS SOCKS

RAYON AND SILK mixtures in clocks, vertical stripes and plaids! FINE LILES in clocks, stripes and novelty knitted designs! For style and wear!
3 prs. 1.00



SHIRTS, SHORTS & BRIEFS

For long wear and good fit! SHIRTS and BRIEFS of fine ribbed list! High count broad-cloth SHORTS, 4 for **1.00** shaped seats!



Majestic BELTS
49¢

Men's favorites for long wear! Of topgrain cowhide with nicked or leather covered buckles.

Majestic* SUSPENSERS 49¢
Of sturdy elastic webbing! Choice of back styles!



Men's Sleeveless **SWEATERS**
98¢

New summer colors in shetland blends. Deep V neck and long ribbed bottom that turns back—for supreme style!



Leather Counters
The Best in Good Taste!
DRESS OXFORDS
2.98

Full Grain Leather Insole

Heavy Leather Outsole

They'll set the style this season! Fine leather in pleasant tan with antique finish. The leather heels are best for dress-up!



Straight Tip **OXFORDS**
2.98

Fashion-first models in glossy black or antiqued tan. Note the smart perforations and medallion tips. Rubber top heels.

Cork & Rubber Soles! **SPORT SHOES**
2.98

Dressy brown balm with boot-makers' antique finish. The smart medallion wing tips and broguish details are absolute tops!



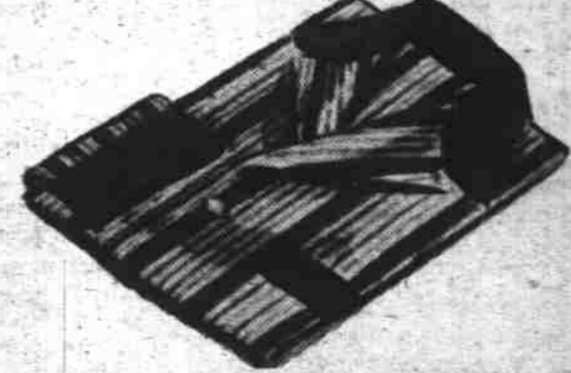
Super Thin* BLADES
25¢ for 25¢

Keen double edges for tough beards! 33 1/3% thinner than the average blade!



Majestic PASTE POLISH
8¢

For a bright and lasting shine! Special wax base to protect fine leather shoes.



Sleep Better in Gentry* **PAJAMAS**
1.49

Well tailored Gentry pajamas in roomy, cool and slipover styles! New stripes and patterns in fast color, smooth broadcloth.

HOME-MAKERS, ATTENTION!
IT'S CURTAIN AND DRAPERY WEEK IN PENNEY'S DOWNSTAIRS STORE
SEE OUR WINDOWS!