



PENNEY'S

ALWAYS FIRST QUALITY!

NOW! EXTRA LOW PRICES!
DOORS OPEN AT 9:00!

HURRY IN! SCOOP 'EM UP!



**No Iron
PLISSE
PAJAMAS**
1⁶⁶

Ruffled eyelet, perky ric rac trimmings—all the extra touches you see in p.j.'s for lots more! And these are full cut top 'n' bottom. We didn't skimp anywhere! Washable, of course, and NO IRONING! Pastels, 34 to 40.



**Boy's Graduation
SUIT**
Special! **15⁰⁰**

Blue Gabardine!
Beautiful hard-finished suits for boys and young men. They're handsomely tailored—with the same details found in men's suits. Long wearing. Crease resistant. Single or double breasted styles. Rich solid color—blue. 14-16-18.
PENNEY'S STREET FLOOR



TERRIFIC LOW PRICE!

**Boys' No-iron
Plisse Crepe
SPORT SHIRTS**
1.00

See how much more you save now on top quality cotton plisse sport shirts! They wash in a wink, won't shrink out of fit! They're vat-dyed to stay color-bright, and they never need ironing! Stock up now! You save yourself plenty! Sizes 4 to 16.



RUGGED!

SANFORIZED!

**Boys' Double Knee
BLUE JEANS**
1.69

Double Knee for longer wear!
Built to take plenty of rough wear, many laundrings! Priced Penney-low! These are husky, full cut 8 oz. blue denims with zipper fly, copper plated rivets, orange stitching. Yoke back for better fit. Plenty of pocket room. Sizes 4 to 12.



EXTRA VALUE!

**Men's Sturdy
BLUE CHAMBRAY
WORK SHIRTS**
Only **1.00**

- Check these QUALITY Features!
- Sanforized! Can't shrink out of fit!
 - Smoothly lined dress type collar!
 - Long tails stay neatly tucked in!
 - Generously cut for freedom of action!
 - Two roomy button-through pockets!

BUILT STRONGER TO LAST LONGER!
**Mens' Summer
UNION SUITS** **1⁰⁰**

Special Buy—First Quality—2 button shoulders, no sleeve, short leg, summer union suits. Sizes 38 to 48.



VAT-DYED!

SANFORIZED!

**Special Purchase!
MEN'S KHAKI
Matched SETS**
SHIRT PANT
1.77 2.47

Rugged cotton twill shirts and pants built to take plenty of hard wear! They're Sanforized! and vat-dyed, won't fade or shrink out of fit! They're proportion-sized to fit you perfectly—give you action free comfort without bagging or binding! Shirts have extra long tails to prevent riding up. Pants have heavy duty zippers. Shirts 14 1/2-17; pants 29-48.
† Shrinkage won't exceed 1%.

PENNEY'S STREET FLOOR



**SPECIALLY PRICED! 100 ONLY
ZIPPER BAGS**
2.77

Plus Tax

A dandy buy at this low price and ever-so-handly for vacation, picnic, at the beach, etc. Rubberized backing on the brown fabric. 18" long with a full top zip opening.

LUGGAGE SHOP . . . PENNEY'S STREET FLOOR



Buy all you need
**NOW...while Penney's
price is low!**

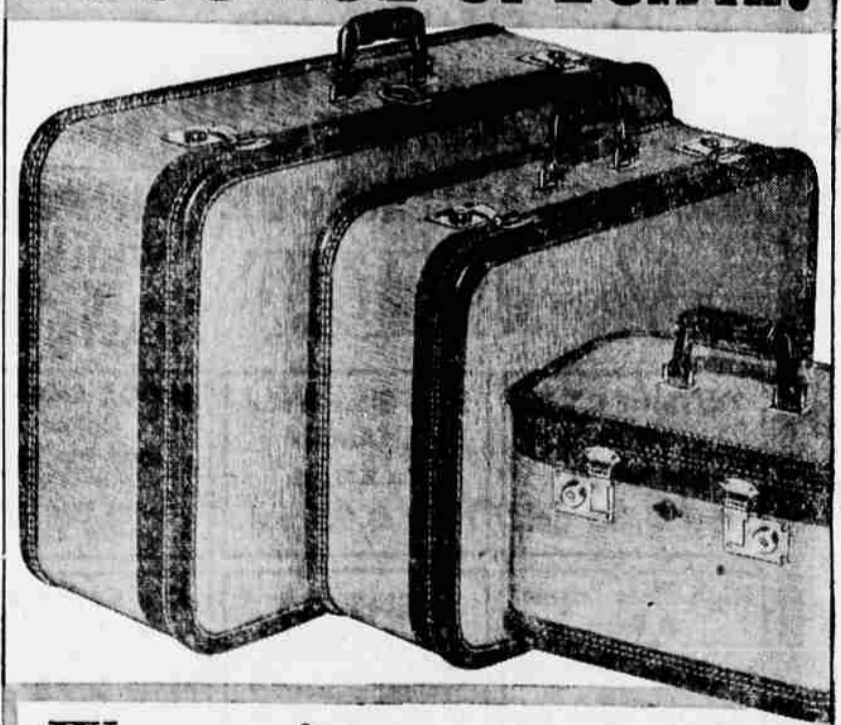
**MEN'S
DRESS
SHIRTS**

1⁶⁶
SIZES
14 to 17

- crisp WHITES!
- neat STRIPES!
- new CHECKS!
- clip FIGURES!
- solid COLORS!

Now is the time to stock up on your shirt needs . . . now, while Penney's price is sensationally low! These are all first quality shirts, full cut of Sanforized† and mercerized broadcloth! Each shirt is cellophane wrapped, comes to you fresh, neat, ready to wear. Come in. Choose your favorites at Penney's now! Sizes 14 to 17.
†Shrinkage won't exceed 1%.

LUGGAGE SPECIAL!



**Women's
Matched Set**

21" WEEK-END CASE . . .

- double stitched vinyl binding is rubber padded to cushion hard knocks!
- vinyl coated covering resists scuffs, stains!
- highly polished solid brass locks . . . rayon linings!

11⁰⁰

• another exciting Opportunity Day value!

13" Train Case . . \$11.00 26" Pullman . . \$15.00