

PENNEY'S

FOR BOYS!

WARM Quilt Lining!

Sturdy Rayon-Acetate-Nylon
**GABARDINE
SURCOATS**

9⁹⁰

boys' sizes 10-18

- Heavy twill gabardine blend is water repellent, spot and wrinkle resistant!
- Thick quilt lining, knit wrists assure you warm comfort!
- Wear resistant NYLON means extra rugged service!
- Soft, warm Dynel collar!
- Hunter green, maroon, brown, skipper taupe, gray, charcoal, royal blue, old gold!

Jr. Boy's sizes, 4-8...7.90

**USE PENNEY'S
LAY-AWAY
PLAN!**



Warm Reversible BASEBALL JACKET

Two ways to wear this Penney value! For sports and wet rainy days, wear the shiny, water repellent acetate satin side out; and for school and casual wear, reverse to the sturdy cotton twill side. 10-18 **5⁹⁰** 7.90



Colorful Wool PLAID COSSACKS

boys' sizes 10-16 Wonderful value for this low Penney price... Colorful plaid woven of warm, long wearing used, re-used, and reprocessed wool with nylon added for extra sturdiness! Adjustable side straps, 3 colors. Jr. boys' sizes, 4-8 **4⁹⁸** 3.98

SAVE WITH PENNEY PRICES...

See for yourself how much farther your clothing dollar stretches at Penney's!

SAVE WITH PENNEY QUALITY...

See for yourself! Penney quality means better service, longer wear—less need for replacement! Your savings multiply!



LOOK!
everybody wears
em for school
and play!

Penney's Big Mac® WELDED DOUBLE KNEE JEANS

Yes, at last, Double Knee Jeans that are welded right on the garments for months of extra wear. Sanforized 8-ounce Denim, bar tacked and copper riveted at all strain points. Zipper fly. Sailboat drill pockets. Sizes 4 to 16.

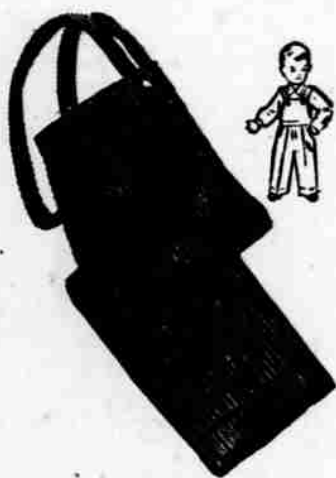
1⁹⁸



Knit Shirt and Cord Longie Set

2⁹⁸

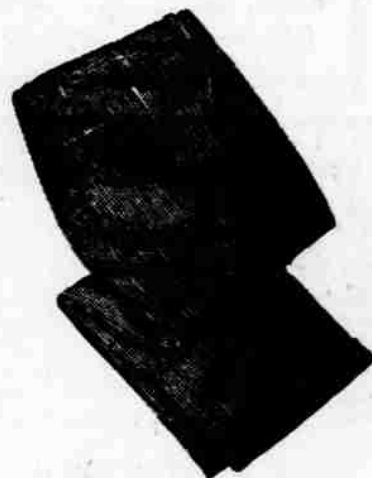
Jr. Boys' Sizes 2-8 Imagine! For this low Penney price, you get a knit shirt in short or long sleeves, and a sturdy, corduroy boxer style longie! It's practically one entire outfit for your youngster! Hurry for this excellent value, in brown, blue, green,



Sturdy Corduroy Suspender Longies

3⁴⁹

Jr. Boys' Sizes 2-10 Long wearing because they're made of tough, thickset corduroy! Extra practical styling includes a detachable suspender, heavy drill pockets, zipper fly and covered elastic side inserts. Choose from any 5 deep-tone, washable colors.



Boys' Corduroy TROUSERS

4⁹⁸

Sizes 12-18 Husky Hockemeyer corduroy trousers. Zip fly, heavy sailboat drill pockets. Colors, cream, ecru, castor. Sizes 12-18.



Warm Sanforized Flannel Shirts

1⁴⁹

Boys' Sizes 2-18 NOW, in exciting new, washable plaid prints to satisfy every youthful taste and whim! Sanforized! For lasting fit. Good-looking for school; sturdy and warm for play, afterwards! Come in now, for this Penney value!



LONG WEARING CREPE SOLE

For boys or girl! With the long wearing, lightweight cushion crepe, non-skid soles they love to sport! Sanitized (R) for cleaner, better wear. Brown, red or white leather uppers in sizes 8½ to 12. 12½ to 3 **3⁴⁹** 3.98 5½ to 8 **2.98**



STURDY TENNIS SHOES

Sturdy long-wearing rubber sole tennis shoes. Sanitized linings and sturdy canvas uppers. Sizes 4 to 12 — **2⁸⁹** 2.49 Sizes 12½ to 3

Girls' Denim Jeans

Sanforized for lasting fit! Styled with orange stitching and heavy duty zipper side closure.

1⁹⁸
Sizes 7-14

Misses' Denim Jeans

Long, rugged wearing, sizes 10-20.

2²⁹

Little Girls' Jeans

With button-on suspenders, sizes 1-6.

1⁴⁹