

NOW! PENNEY'S 53rd ANNIVERSARY!



HEAVIEST DENIM MADE!

MEN'S
SIZES
28-38
1.88

**ANNIVERSARY SUPER SPECIAL!
BOYS' JEANS—WESTERN STYLE**

If you ever bought a pair of heavyweight jeans—you know what a buy this is! These are the **low cut, tight seat, narrow leg** jeans boys insist on! Ruggedly constructed of Sanforized†, 13¼ ounce* denim! With bar-tacking at all strain points, zipper fly, 5 pockets.

144

*Won't shrink more than 1%!
†13¼ oz. per square yd.; formerly 11 oz. on 28"x36" fabric.

sizes 6-16



EXTRA SPECIAL!

**SUPER-BUY! MEN'S
GABARDINE SLACKS**

Save on handsome rayon-acetate sheen gabardine dress slacks in charcoal and other wanted shades. Durably treated to repel wrinkles, rain and non-oily stains. Pre-cuffed, 29-34 lengths.

344

sizes 28-42



**ANNIVERSARY SPECIAL!
Boys' CHAMBRAY SHIRTS**

A worthwhile buy! For school now, summer fun later! Hand-somely tailored in Sanforized* combed cotton. Sporty short sleeve model with rounded collar, 2 plain pockets. Pastels.

1.00

sizes 4-16



**MACHINE WASHABLE
SHEEN GABARDINE!**

Men's lightweight jackets in a sturdy rain- and wrinkle-repellent rayon-nylon blend! Fantastically low-priced in this one-time special buy. 6 preferred colors. Sizes 36-46.

**SPECIAL!
344**



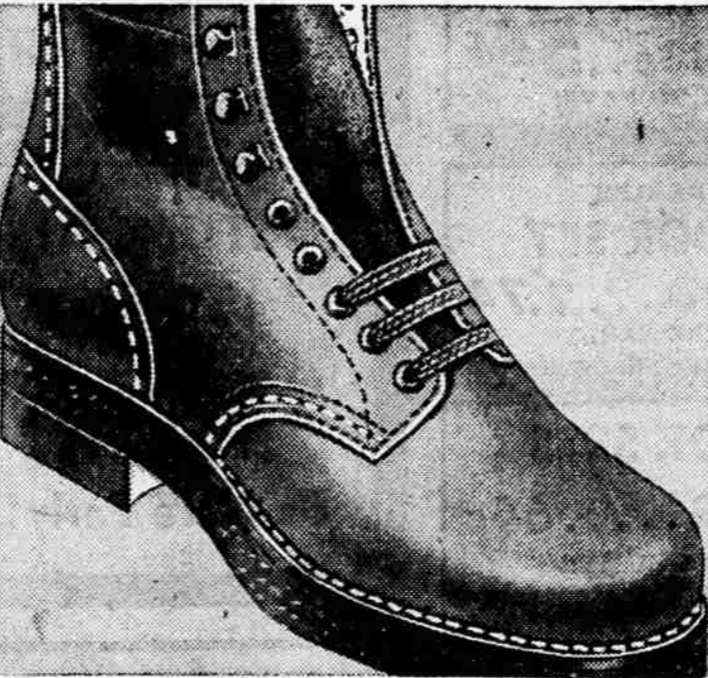
**All-Year WEIGHT TWILL
WORK SETS! SPECIAL!**

Full 8½-oz. pants, 6-oz. shirts in khaki or gray Sanforized*, vat-dyed cotton twill. Cut over Penney's famous proportioned patterns for superb fit. Loaded with quality features!

344

shirts 14-17, 1.47
pants, 29-42, 1.97

*won't shrink more than 1%.



**GENUINE HORSEHIDE!
CORK-RUBBER SOLES!**

Rugged duty Goodyear Welt work shoes with many extras. Specially priced at a handsome saving! Horsehide uppers resist soil acids, moisture. Flexible cork-rubber soles. Sanitized.

**SPECIAL!
6.00**

sizes 6½-11 - E

PENNEY'S

ALWAYS FIRST QUALITY!

BUY NOW! SAVE PLENTY!
BUY NOW! SAVE PLENTY!
BUY NOW! SAVE PLENTY!
BUY NOW! SAVE PLENTY!
BUY NOW! SAVE PLENTY!

shop Penney's

Doors Open 9:30 a.m. - - - Extra Help to Serve You - - -

SHE LOVES CHINA!



**IMPORTED
TRANSLUCENT CHINA**

Now, in exquisite new designs, delicate colors...the cups and saucers you bought by the scores last year! Some are footed, some scalloped, some plain...each one distinctive, each one a beauty. Make up your own sets of 4, 6, 8 or larger. Give Mother her favorite gift...her own china service of cups and saucers.

**CUP
AND
SAUCER**

MAIN FLOOR

**PINK,
MINT GREEN**

...other
fashion pastels!

**SAVE! FINE CHAMBRAY
PASTEL SPORT SHIRTS**

An exceptional buy, men! Pink, mint green, other fashion leaders in combed chambray summer styled sport shirts... yours for far less while this special anniversary purchase lasts!

133

sizes S, M, L, XL



**LOOK! GIRLS' COOL
PLISSE SHORT PAJAMAS**

Prints or solids... take your choice! Better still, get both of these sleep sets in several different delectable pastel shades. Ruffled midriff top, short bottoms. Sizes 6-16. Mezzanine

**SPECIAL!
1.00**

Pr.



**SPECIAL! CHILDREN'S
SANFORIZED PLAY TOGS**

Anniversary buy for quality conscious Mamas! Medium weight cotton twill, full cut... with 2 patch pockets, elastic back, adjustable suspenders. Full range of colors. Sizes 1½-4. † Maximum Shrinkage 1%.

77c

Mezzanine