



**GRAND
Opening**

PENNEY'S BOYS' DEPT. DOWNSTAIRS STORE

SECOND OF THE NEW FLOORS COMPLETED --- LARGER -- BRIGHTER -- MODERN



MANY STYLES TO CHOOSE FROM

Boys' Sport Shirts

Prints, Plains -- Cotton

So many swell ones that it is going to be hard to choose yours! Lots of prints as well as bright solid shades! In airy featherweight fabrics. Cut to give you lots of elbow room.

79c

IN SIZES 6 TO 18

BOYS' COTTON POLO SHIRTS

Fine ribbed cotton polo shirts in bright colors. Crew neck style.

25c

PENNIES FROM HEAVEN!

SPORT SHIRTS

Real Pennies for buttons! Regular style shirts of fine quality cottons in solid colors. Sizes 6-18.

98c

FANCY PLAIDS - PRINTS

SPORT SHIRTS

Low priced and what a value for summer comfort. Light as a feather, plenty of room! Short sleeve styles with crew or laced neck.

49c

Downstairs Directory

- Boys' Department
- Shoe Department
- Curtains and Draperies
- Bedding
- Oil Cloth

Boys' Play Shorts

Light weight firm weave gabardines, twills and cotton suitings. Sanforized shrunk.

79c

Boys' Belts

In white, black, tan, and brown, sturdy for boys.

25c

Baseball Caps

Regular jockey satin caps in bright colors, all sizes.

25c

Polo Shirts

Porous, lightweight, absorbent! They're cotton knits, and can take plenty of wear — slipover or slide fastener front.

79c

HERE ARE JUST A FEW TYPICAL EXAMPLES OF OTHER HUNDREDS OF VALUES FEATURED NOW AT PENNEY'S NEW DOWNSTAIRS STORE

BOYS' SPORT SETS

UTMOST COMFORT ON HOT DAYS

Hopsacks, twills, and cotton suitings to choose from. All are open weaves that are cool. Smart looking—pleated slacks. In or outer shirts. Sanforized shrunk.

1.98

BOYS' PLAY PANTS

THE BOYS' FAVORITE

Regular Gene Autrey cowboy pants! Of heavy blue denim with leather trimmed pockets.

98c

Wash Pants

Fine cottons. Fully Sanforized. Pleated and plain front. 3-7

79c

Sailor Suits

Rich blue colors with white trim. Sizes 1-8

98c

Covert Shirts

Work type shirts of blue, grey, tan and covert cloth. Sizes 4 to 16.

49c

Boys' Beanies

Colorful — practical. All sizes in two color styles.

10c

Boys' Sanforized JIMMIES

Save his good clothes! These tough little outfits are so inexpensive! In strong gabardines or colorful cotton suitings. All sanforized. Bib style longies. 2-10 yrs.

98c

BOYS' SUPER OXHIDE

PLAY SUITS

49c

'DICK TRACY'

BOYS' SHIRTS

98c

They'll take all the beating youngsters can give them! Sturdy covert denim and hickory stripes. Sanforized. Sizes 1-8 yrs.

Styled by Dick Tracy. Sizes 6 to 14 yrs. In solid colors, of Sanforized cotton.



BOYS' SLACK SOX

Colorful—the way the boys want 'em. Elastic tops.

15c



BOYS' WASH SLACKS

Rich, dressy, new patterns. Rayon and cotton. Sanforized.

98c



BOYS' OVERALLS

Fully sanforized. Bib style. Hickory stripes or plain blue.

55c



BOYS' BRIEFS

Stretchy ribbed cotton with elastic waist and fly front.

19c



LASTEX TRUNKS

Colorful lastex swim trunks. Sizes 4-16.

98c



BOYS' TIES

Handsome blends of rayon and wool, and silks.

25c



BOYS' SWEATERS

All pure worsted in new knit stitches.

98c



BOYS' PAJAMAS

Fast colors, and Sanforized pajamas. New patterns.

98c

VISIT OUR REMODELED SHOE DEPARTMENT!

FEATURING SHOES FOR BOYS

Boys' Woven Oxfords

Fine Towncraft styling. Your boy will be proud of them now and all fall. Smart woven effect. All leather soles.

\$2.98

Boys' Black Oxfords

The handsomest style we've seen! Short wing-tip with perforations. Leather soles and rubber heels.

\$2.79

New Oxfords

Crope rubber soles and heels. Will give months more service. The rich brown uppers have popular antique finish.

\$2.79

FOR BOYS Dress Oxfords

Style and wear supremacy. Trim straight tip hals in dressy, rich bals.

\$2.98

REDUCED!

BOYS' OXFORDS

Greys, tans, blacks and whites. Regrouped for cleanup. 1-6.

\$1.98

Little

BOYS' BLUCHER

8 1/2 - 11 1/4

In black only. Sturdy sharkskin toe cap. Leather soles. Rubber heels.

\$1.98

Boys' Moccasin Toe HI SHOES

Heavy cord sole with rich tan uppers. 1-8. D widths.

\$2.98

BOYS' HI SHOES

All Leather Sole New! Heavy leather sole — rubber heel, boys high shoes. Black glove upper.

\$2.98

EXCITING BLANKET VALUES!

OUR NEW BEDDING DEPARTMENT HAS BEEN REVAMPED -- REARRANGED

Plaid Sheet Blankets

Reduced to clear. 70x80 size. Assorted colors.

37c

25% Wool Blanket

Stock up now! 25% wool single blankets priced remarkably low. Large 66x80 size. In solid colors only.

1.00

Part Wool Camp Blankets

Reduced. 66x80. Part wool — dark grey color.

\$1.98

Indian Design Blanket

Reduced to clear. Brightly patterned Indian design blankets of soft fluffy cotton. Sizes 66x80. Slightly soiled.

77c

Cleanup Bath Mat and Seat Cover

Heavy tufted chenille sets. Bright colors and patterns.

\$1.00

Part Wool Blanket

Part wool double blankets. Large 80x90 size. Now is your chance to stock up. Slightly soiled.

1.97

SHEET BLANKETS

Slightly soiled! Reduced for your savings! Large 70x84 size—bound ends.

37c

at Penney's

Penney's — the store that helps you and your family dress better for much less!