

FOR A LIMITED TIME ONLY

PENNEY'S
ALWAYS FIRST QUALITY

Penney's reduces Towncraft Pima Prince Underwear!

**regularly 3 for 2.95
goes on sale**

3 for 244

Stock up now on Towncraft® T-shirts, shorts, athletic shirts, briefs . . . at Penney's only! Count on Penney's to bring you the most comfortable underwear you've ever worn . . . Pima Prince! Pima is America's finest combed cotton . . . extra absorbent, extra long wearing. Get deep cut arm holes, taped neck and shoulder seams, heat resistant elasticized waistbands, contour seats . . . every detail. It's the biggest underwear value in our history!



MEN! ENJOY RED-HOT SAVINGS ON PENNEY'S FAMOUS TOWNCRAFT UNDERWEAR!