

PENNEY'S
ALWAYS FIRST QUALITY



**BOYS' QUALITY
KNIT COTTON
UNDERWEAR!**

3 115
FOR BRIEFS

3 125
FOR T-SHIRTS

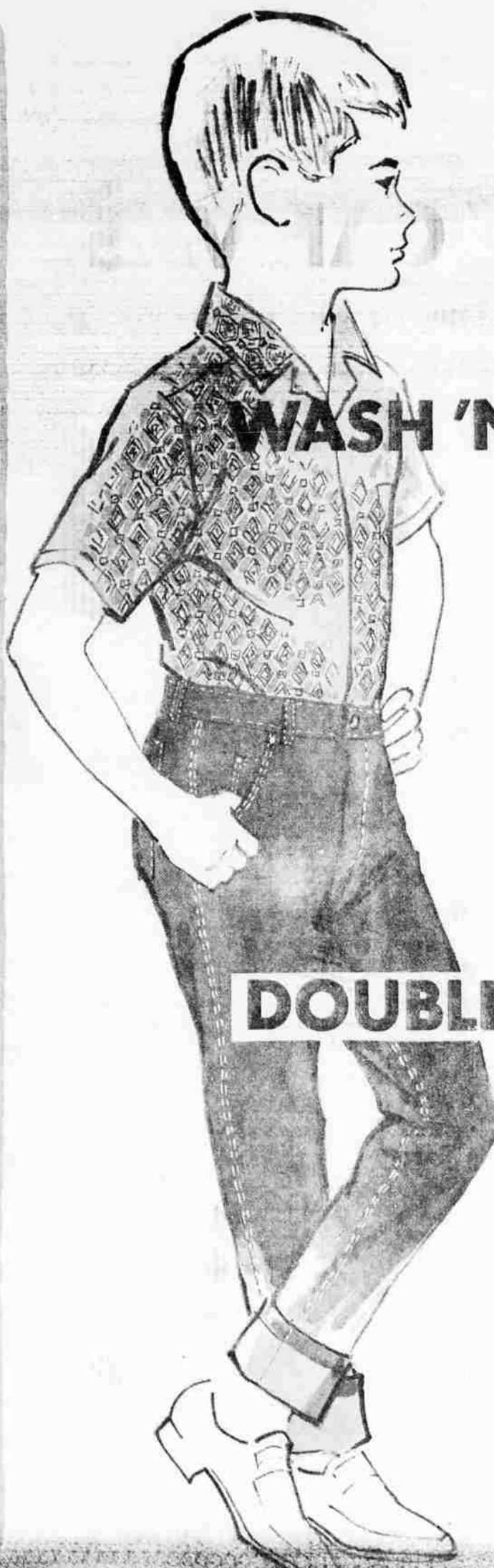
All time extra-values! Full cut shirts with long-life nylon reinforced crew neck, snug briefs with long-life waist and leg elastics! Stock up now! Sizes 6 to 16.



**SOLIDS! PLAIDS!
BATIKS! BOYS'
WALKING SHORTS!**

150

Pick from a selection of machine washable cottons in our trim extension waist model! All sharp new colors, too! Another timely special yours for far less during Penney's July Bargain Days. Sizes 10 to 18.



WASH 'N WEAR!

**BARGAIN DAYS
SPORT SHIRT
BUY FOR BOYS!**

77¢

Now, when the need is greatest, Penney's restocks their summer play wardrobe for a fraction of what you'd expect to pay! Scoop up these machine washable little-or-no-iron cottons while the fine assortment of light 'n dark prints is still complete. Sizes 6 to 14.

DOUBLE KNEES!

**EXTRA WEARING!
EXTRA SAVING!
JEANS BONUS!**

\$1

Extra tough where it counts...the 10-ounce cotton denim is double thick at the knees, and Penney's specifications call for heavy duty zippers, extra reinforcing at points of strain, more besides. Sanforized®, of course. Lowest price, highest value...that's the measure of a Penney bargain! Sizes 4 to 12.

STOCK UP ON BOYS' WEAR NOW, DURING PENNEY'S BIG BARGAIN DAYS AND SAVE!