

PENNEY'S
ALWAYS FIRST QUALITY

BOYS' JEAN SPECIAL!

**PROPORTIONED
FOR SLIM,
REGULAR, HUSKY
IN BLUE OR WHITE!**

3 for \$5

Only Penney's can give you tremendous savings like this on boys' extra tough, all cotton jeans! Now, just before school starts, stock up on these sturdy denims... properly proportioned to fit all the boys: slim, regular and husky! Most wanted Western styling rides low on the hip, slim on the leg! Choose new 11 $\frac{1}{4}$ -ounce pale sand demins or hefty 13 $\frac{3}{4}$ -ounce blues, Sanforized®. Sizes 6 to 16.

SENSATIONAL SAVINGS ON SPORT SHIRTS!

GINGHAM PLAIDS! PRINTED BROADCLOTHS!

School Days special on popular short sleeve sport shirts! See Penney's terrific assortment of superior cotton gingham plaids from famous Dan River... the newest prints on fine cotton broadcloth. Hurry in while selection lasts!

\$1

SIZES 4 TO 18



CHARGE ALL HIS BACK-TO-SCHOOL NEEDS NOW!