

1902 PENNEY'S 40



"40 YEARS AGO,

when I opened my first store in Kemmerer, Wyoming, there was no such thing as a tailored work uniform. Old-fashioned overalls with none of today's convenience features, served on every kind of job.

NOW

with trim appearance and comfort important on so many jobs, we are ready to equip men with

WORK UNIFORMS!



• Tough, Sturdy, Army Cloth Matching Shirt and Pants That Will Stand Hard Wear

4.58

"Smart military cut—and tailored to perfection! The shirt has a dress-type collar and cuffs and seven button front. Full sleeves. Two roomy button-flap pockets. Khaki-colored twill—U. S. Government approved. Sanforized to control shrinkage. It will wear—and wash—and hold its shape! "It's a uniform to keep you neat and comfortable on your job—and to save you money because it will stand so much hard use. At 4.58 it will add to our fame all over the country as the place for men to buy the clothes they wear to work!"

TOP-N-BOTTOM WORK UNIFORMS

SANFORIZED VAT DYED FULL CUT

3.96

STURDY TAN OR BLUE UNIFORM CLOTH THAT GIVES EXTRA WEAR!

PENNEY'S LEAD THE WAY TO GREATER VALUES

MEN'S SUITS!

GABARDINE—BEST FOR SUMMER!

24.75

The season's most favored fabric! Because it wears longer, drapes better and holds its press! In the new three-button Brewster model or the smartly draped double breasted Kenley!

Try TOWN CLAD STYLED SPORT COATS! FOR GREATER WEAR AND COMFORT!

9.90
Others to \$12.75

Match or Contrast as you wish. They are truly good looking! BROWNS - BLUES - TANS - ... DARKS AND LIGHTS

Try TOWN CLAD STYLED SPORT SLACKS! FOR GREATER WEAR AND COMFORT!

4.98
Others to \$8.90

Correctly Styled Gabardines and Bedford Cords that give you that well-dressed appearance. BLUES - BROWNS - GREENS - TANS

MINOR ALTERATIONS FREE!

Sturdy Gabardine JIMMIES

Just the thing for play! Strong, tough and neat... and easy to wash, for they're Sanforized! With lined bib and adjustable suspender straps. Two patch pockets. 2 to 10 years.

98c

Real He-Boy Styles



2.49

Seamless cordovan tips, water-repellent soles! Made on a roomy last. Sizes 12 to 3. SIZES 8 1/2 TO 11 1/2 2.29

BOYS' FANCY KNIT DRESS SOX **15c**

Extra firm knit in all the gay colors the boys like!

BOYS' SANFORIZED WHIPCORD PANTS **1.59**

Full cut sizes in blue whipcord that wears and washes well.

BOYS' FANCY SPORT SHIRTS **79c**

The very latest styles in the newest colors and slub broadcloth fabrics.

BOYS' FINE KNIT ATHLETIC SHIRTS or SHORTS **25c**

Fine Swiss rib shirts or briefs that wear and wash well.

FOUNDER'S FEATURE

"40 YEARS AGO,



men had to get along without the comfort of these open-neck sport shirts... anything short of a stiff-boom shirt was considered casual enough for comfort!"

NOW... Topflight Quality in SPORT SHIRTS **at 1.19**



Cotton broadcloth, gabardine or poplin. Open-front styles with short sleeves. Plain or flap pockets. A lot for 1.19.

MEN'S A-1 LEATHER FACE

GLOVES

98c

One of our outstanding values! Buy several pairs now!

MEN'S SANFORIZED BLUE DENIM

WORK PANTS

1.39

Extra full cut for added wear and comfort.

MEN'S WHITE DUCK CARPENTER OVERALLS **2.29**

Sanforized... not all sizes. So hurry!

MEN'S WHITE DUCK PAINTER OVERALLS **1.59**

These are the last we will have... so hurry!

STURDY BLACK SHOP CAPS **15c**

Just the right weight for mechanical work. Sizes 6 7/8 to 7 1/2.

SHIPBUILDERS' MEDIUM HEAVY UNION SUITS **1.19**

Cream color cotton suits that are spring needle knit.

SHIRTS 79c
DRAWERS 79c

FOUNDER'S FEATURE

"40 YEARS AGO,



men wore cotton flannel shirts and drawers, instead of the good-fitting, easy-to-laundry undergarments of today!"

NOW... You Choose SHIRTS, SHORTS AND BRIEFS **at 29c**



Cotton broadcloth shorts with elastic sides—soft knitted shirts and briefs. Made for comfort and long wear... and priced right!

MEN'S SAFETY-TOE

WORK SHOES

4.49

Anchor flange toe that cannot tip, with double duty cord soles.

MEN'S ALL-LEATHER VENTILATED OXFORDS **2.49**

Well made throughout. Leather soles, rubber heels. Be sure to see these!

MEN'S 8-OZ. SANFORIZED OVERALLS **1.19**

The famous "OXHIDE" that gives extra wear in every pair. Just a new shipment, so get yours early.

SANFORIZED 9-OZ. BLACK DENIM PANTS **1.98**

Made from the finest 9-oz. denim... every pair Sanforized.

CHILDREN'S WASHABLE PLAY SUITS **79c**

Just the right garment for summer play wear. They're Sanforized, too.

BOYS' FINE COTTON T SHIRTS **39c**

EASY TO WEAR! EASY TO WASH! INEXPENSIVE, TOO!

WELDERS ATTENTION!

LEATHER OVERALLS

11.90

Finest Quality—Uniform Thickness—Every One a Super Value!

LEATHER JACKETS

9.29

Finest Quality—Uniform Weight. Matches Overall at Left!

WELDING PANTS

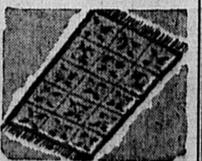
1.39

Heat-Resisting—Full Cut Sizes. See These Today!

SHIPBUILDERS' SPECIAL SAFETY-TOE WORK SHOES

HEAVY CORD SOLE

4.49



Feature Value For April REVERSIBLE CHENILLE RUG

1.00

These room-brighteners are sensational for the money! Thick, fluffy chenille, piled high on both sides, with ends of heavy fringe. They'll add a gay and luxurious touch to your bedrooms, foyer or bathroom! Many decorative patterns to choose from, including quaint and modern designs! 20x34"