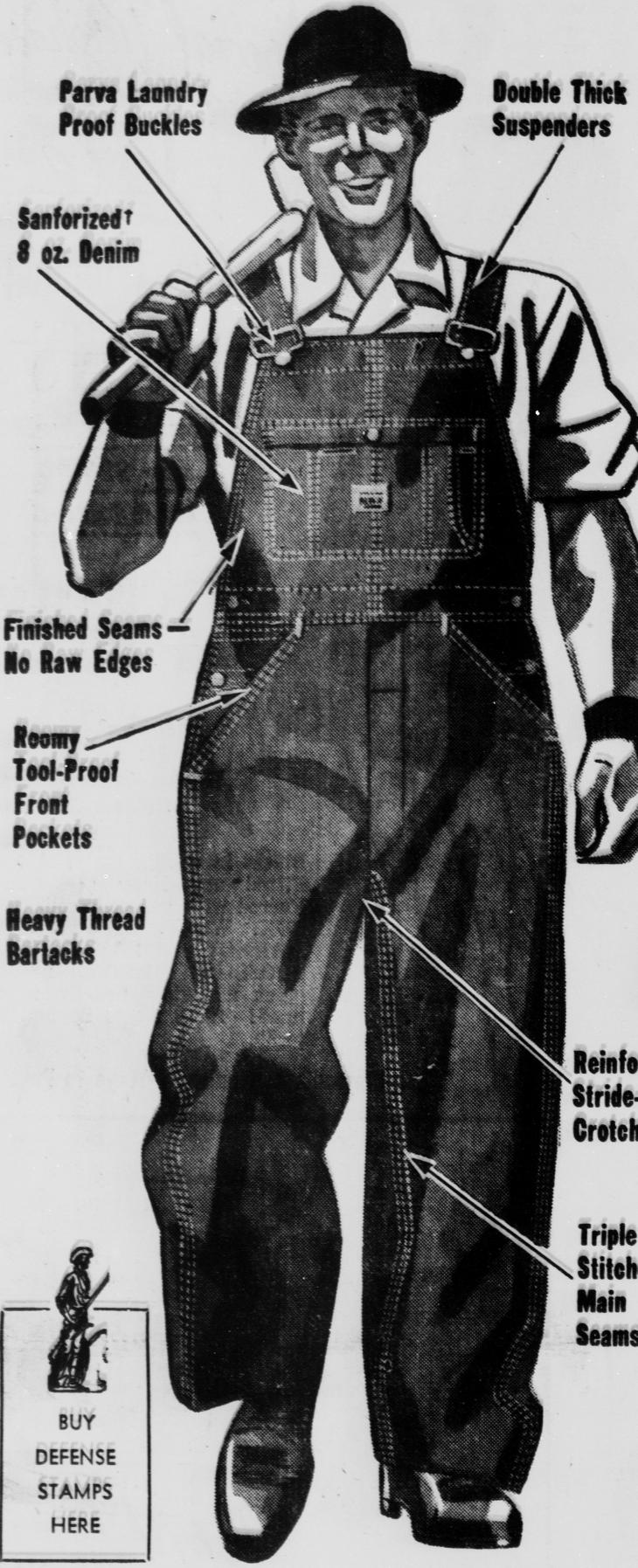


# PENNEY'S

J. C. PENNEY CO., INC.

## OLD FASHIONED JANUARY

# BARGAINS



Penney's STILL sets the pace in values! Things you want right now—Regrouped—and REDUCED—to give Penney customers the greatest savings ever offered in old fashioned January Bargains! Come in tomorrow—see for yourself!

### Again We Offer These Famous 'Super Oxhide' OVERALLS

- 8-Oz. Weight Denim!
- Hi Back Style!
- Rustproof Parva Buckles!

**98c**

Outstanding bargains—packed with wear! Tough 8-oz. blue denim with strong triple stitching, bartacked at vital strain points—sturdy construction! All full sizes cut over graduated patterns for a perfect fit for every man . . . wide legs and full seat for comfort! SANFORIZED to keep that fit!

• ALL SIZES FROM 32 TO 50!

#### Sanforized "Super Big Mac" Overalls

Heavy, durable weight, tailored to fit every man, graduated patterns! Hi and low backs! Reinforced and bartacked! Sizes 32 to 50!

**1.29**

### Special Purchase Covert Work PANTS

- Sanforized Shrunk Throughout

**1.29**

Expertly tailored of sturdy, medium weight covert . . . sanforized shrunk for a lasting, comfortable fit! Stitched and bartacked. Heavy sailcloth pockets. Waist sizes from 29 to 46.

Men's Work PANTS  
Gray coverts, whipcords, black and white stripes . . . all fully sanforized. 29 to 46.

**1.59**

Men's Uniform PANTS  
Blue, tan and olive drab. Fast color and sanforized. Herringbone weave. 29 to 42.

**1.98**

### Men's Heavy Denim Overall PANTS

- Priced Way Low!

**89c**

Heavy blue denim pants . . . triple stitched and copper riveted at all points of strain. Famous "Oxhide" brand. Sizes 30 to 42.

PENNEY'S—Street Floor.

### Rugged "Super Oxhide" WORK SHIRTS

- Blue Coverts!
- Grey Coverts!
- Fine Chambrays!

**79c**

Men like these shirts because they're made the way they want them . . . full cut for comfort and freedom. Sanforized shrunk fabrics with interlined collar and cuffs. Six-button fronts. Sturdy seams. Sizes 14½ to 17.

#### "Super Big Mac" SHIRTS

Exceptionally well made. Blue or grey covert or chambray. Sanforized. 14½ to 17.

**98c**

Corduroy Hunting Caps—  
Heavy lined caps with fleecy ear muffs. Sizes 6½ to 7½. An unusual bargain.

**79c**

PENNEY'S—Street Floor.



✓ Canton Flannel CANVAS GLOVES— An ideal work glove. Heavy palm, knit wrist. A limited quantity at this price.....	<b>10c</b>
✓ Heavy Nap Out WORK GLOVES— Monkey face gloves with knit wrist, canvas back and heavy nap out palm.....	<b>19c</b>
✓ MEN'S LUNCH KITS— Good, heavy black metal kit with one pint vacuum bottle. COMPLETE.....	<b>1.18</b>
✓ HEAVY WORK SUSPENDERS— Regular or extra lengths. Police back and cross back styles. Now marked to.....	<b>49c</b>
✓ Crew Neck SPORT SWEATERS— Part-wool sweaters, fancy and baby shaker knit. Blue, grey, green and brown.....	<b>1.49</b>
✓ Fleece Lined WORK SWEATERS— Sturdy cotton work sweaters in coat style. Navy and brown. Sizes 36 to 46. Special...	<b>79c</b>



Big, Husky  
Bandana  
Handkerchiefs

**2 for 25c**

Big, Husky  
Bandana  
Handkerchiefs

### Special! Men's Police and Fireman's SHOES

- Calf Leather Upper!
- Double Leather Sole!
- Goodyear Welt!
- Built-In Support!

**4.49**

Dependable  
shoes that  
will give  
long, com-  
fortable  
wear. Mun-  
son last.

SIZES  
6 to 11



PENNEY'S—  
Downstairs  
Store



A SCOOP! Brown Elk or Black Retan

### Work OXFORDS

- Cork or Oil Resisting Sole!

A good, sturdy work shoe that all men like. Leather sole . . . can be repaired. You'd expect to pay a much higher price for this quality. Sizes 6 to 11; widths D and E.

### Composition Sole Safety Toe SHOES

- Usually Much Higher Priced!

Heavy retan uppers—flanged steel box to protect your toes . . . riveted steel support! Sizes 6 to 12 . . . EE width only!

PENNEY'S—Downstairs Store

**3.49**

### Heavy Duty Work Shoes

- Brown Elk or Chocolate Rosite Uppers!

**4.49**

Built-in steel arch  
support, Munson last.  
Leather soles,  
springy rubber heels.  
Sizes 6 to 11; widths  
B, C, E and EE!



### Compare Our Boys' Shop Values!

#### "Sportclad" Wool JACKETS

35-Oz. finished weight. Reinforced at all points of strain. Two pockets, high collar. Assorted colors, all wool. 6 to 18 . . .

**2.79**

#### Corduroy Reversible COATS

Corduroy on one side—water repellent gabardine on the other. High collar, 2 slash pockets. Finger-tip length. Sizes 6 to 18 . . .

**4.98**

#### Boys' 44% WOOL SLACKS

Drape model slacks, some with belts to match. Herringbone, checks, over-plaids, coverts. Pleated with zipper fly front. 6 to 18 . . .

**2.49**

#### Boys' Part-Wool SWEATERS

Slipover sweaters with half zipper front. Long wearing quality. Assorted colors . . . solids and 2-tones. Wash beautifully. 6 to 16 . . .

**1.49**

#### Boys' Full Zipper SWEATERS

High style sweaters in two-tone shades. Leather trimmed or plain. Warm, part wool. Assorted colors. Sizes 6 to 16 . . .

**2.98**

PENNEY'S—Downstairs Store.

33 EAST  
WASH. ST.

J. C. PENNEY CO.

INDIANAPOLIS  
INDIANA

...at Penney's  
"SUPER OXHIDE"  
SANFORIZED  
Boys'  
Overalls  
• Tops in Strength!  
• Tops in Wear!  
• Tops in Value!

**89c**

Extensive laboratory tests prove "Super Oxhides" can take it. They're made to stand hard wear! Sanforized 8-oz. denim for sure fit. Bartacked and triple stitched for super strength! Sizes 6 to 16!

Boys' Sanforized Work Shirts—  
Sturdy, long wearing covert or chambray that's sanforized for lasting fit. Triple stitched main seams. Sizes 6 to 14½ . . .

**59c**

Boys' Sanforized Play Suits—  
Made of heavy blue covert or hickory stripe. Long sleeves, long legs. Very durable. Sizes from 8 to 16 . . .

**69c**

Boys' Better Quality U. Suits—  
Short sleeves; short legs. Cotton and rayon ribbed-cut full, very comfortable. A long wearing quality. Sizes 6 to 16 . . .

**69c**

BOYS' "OXHIDE"  
WAISTBAND  
Overall  
Pants  
**79c**

- Full Cut for Lasting Fit
- Copper Rivets for Extra Strength!

No weak spots anywhere! Sturdy 9-oz. denim with all main seams triple stitched to assure you of longer wear! Boat sail drill pockets, buckle strap back! Sizes 6 to 16!

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35-Oz. finished weight. Reinforced at all points of strain. Two pockets, high collar. Assorted colors, all wool. 6 to 18 . . .

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PENNEY'S—Downstairs Store.