

PENNEY'S

ONE GREAT BIG GROUP OF
Summerwear

AT

3.98



- Princess Style
- Low Waisted
- Circular Skirt
- Pleated Skirt

If you like a SOFT dress... one with real charm, you'll want one of these lovely prints. Designed for your dressy occasions this summer. Lovely choice of shades with intriguing, colorful designs. Sizes 9 to 52.

Pastel
Jersey Blouses
98c

Knit cuffs, short sleeves. Shades to mix or match with your summer skirts. Lovely with a suit.

Second Floor

Houseware Values

20-PIECE
RIVIERA DISH SET 2.98
Choose a whole set from one of four gay colors—red, blue, green, and yellow—or be "different" and have all colors equally mixed.

20-PIECE
LUNCHEON SET 1.89
Starter set, ever popular pastel luncheon set. Service for four. Delight your family.

3-PIECE
MIXING BOWL SETS 1.19
A nest of three bowls useful for baking and storing. Durable glassware.

15-PIECE
KITCHEN SETS 1.00
Mixing bowls, lemon squeezers, measuring cups, and many more useful pieces. Complete at this price.

CONVENIENT FOR SERVING
TUMBLER AND RACK SET 89c
8 Tall tumblers in a moisture-proof enamel finish rack. Choice of attractive colors.

18-PIECE
GLASS SETS 1.00
6 Tumblers, 6 iced tea glasses, 6 juice glasses—all for this remarkable price.

2-PIECE
SALAD SET 98c
Delight your family with this attractive, low priced set today.

12-PIECE
TUMBLER SET 98c
12 Tall tumblers in a sturdy, durable glass that can stand hard wear.

WICKER
CLOTHES HAMPERS 3.98
Finest grade of wicker for these roomy hampers. Real values at this price.

DURABLE
CHEVILLE RUGS 1.98
Rich colors, fine size. Made for hard service at a saving price.

DOWNSTAIRS STORE

Employees' Days

Soldiers All!

PENNEY WORKERS IN THE HOME FRONT ARMY OF SUPPLY!

Today, in the J. C. Penney stores in all 48 states, an army of over 50,000 is waiting to greet you. In the front ranks of this army are men and women of long training and experience—veterans deeply versed in the Penney technique of service and customer satisfaction. And filling its ranks are thousands of eager recruits. The Penney army of Home Front Soldiers is made up of your neighbors and your friends. That is why Penney's has been at home in every city and town in which it has opened its doors.



A. R. Johnson
Asst. Manager



Ruth Cherry
Office



Catherine Romano
Sportswear Dept.



Neola Wirth
Girls' Dept.



Ned Simonsen
Shoe Dept.



Lucille Tumbleson
Millinery Dept.



Laura Hiebert
Baby Dept.



Lucille Cleek
Dress Dept.



Sally Harlan
Foundation Dept.



Laddie Stanley
Men's Furnishings



Joseph Hemann
Men's Furnishings



Vera Magee
Ready-to-Wear



Dona Ritchie
Domestic Dept.



Ollie Hansen
Piece Goods Dept.



Bernice Walters
Notion Dept.



Julia McKinney
Lingerie Dept.



Marjorie Fries
Hosiery Dept.



Blanche Baumgartner
Boys' Dept.



LeLalla Wier
Curtain Dept.



Brute Cooper
Work Clothes Dept.



June Is The Month For White Goods!



Rich—Lovely

Rayon Bedspreads

2.98 and 3.98

Full Double Bed Size!

Lovely bedroom spreads of sturdily woven fabrics that will wear for many seasons! Easily laundered, too, in lukewarm soapy suds! Perfect for summer use!

Cotton Chenille Spreads

2.98

One of the prettiest spreads you could find at this tiny price! It will "dress-up" any bedroom. Full size in beautiful pastel shades.

MEZZANINE

YES, WE HAVE

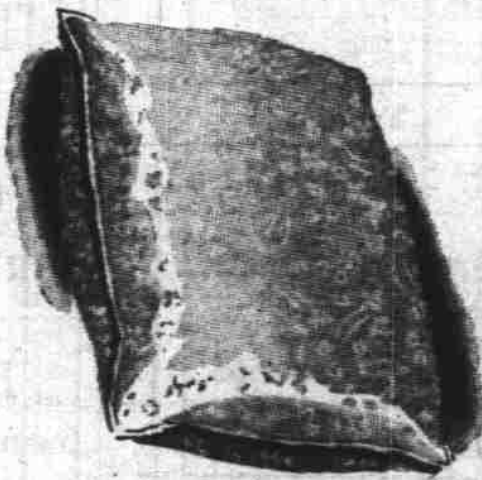
SHEETS

PENCO QUALITY	AVON QUALITY
63x99 1.39	54x99 Seconds . . . 1.17
72x99 1.49	90x109 Seconds . . . 1.74
81x99 1.53	Nation Wide Pillow Cases
90x108 1.89	42x36 29c

Can you imagine a fairly large shipment of sheets coming in right at the beginning of summer? You are no more surprised than we were. Retailers everywhere are requested to distribute the available merchandise as fairly and evenly as possible. We regret very much that we are forced to limit the amount of sale to two sheets and four pillow cases to a customer.

LIMIT 2 SHEETS AND 4 PILLOW CASES TO A CUSTOMER

MEZZANINE



FANCY SOFA PILLOWS 79c

Dress up your home with one of these large and fluffy pillows. We have a gay selection of colors. Very attractive!

BED PILLOWS 1.98

Large size, 20x26—contains all new materials. 100% crushed white chicken feathers.

SUMMERY PATTERNS! NEW PRINTS!

SORORITY RAYONS

Bold, medium and tiny prints designed to suit your tastes! In delightful summer colors. 39" wide. 59c yd.

COOL! COLORFUL!

BEMBERG SHEERS

Soft sheer bembergs in lovely prints for your new summer dress. Wherever you go... whatever you do, this is your answer to the warm weather problem. 39" wide. 69c yd.

Rayon Jerseys

Bright, gay, colorful printed jersey. The fabric that never wrinkles. Grand for summer wear. 40" wide. 1.49 yd.

Print Honolulu Crepes

Gay, cheerful patterns in a novel weave you'll love for sportswear. In soft flattering colors for summer. 39" wide. 79c yd.

SUMMER FROM

The Man's Angle



All Wool!
Towncraft Suits
29.75

New shipment of summer colors for beauty and stamina. Smart 1943 models, in the best patterns, stripes and solid tones for a cool summer.

Rayon
Slack Suits
6.90

Long sleeve rayon, delightfully tailored for perfect leisure hours. Smartest combination of good looks and good comfort in town.



MAIN FLOOR

Towncraft
Deluxe Ties
98c

Fine summer tones to wake up your outfits. Every one in perfect taste to assure smart color for your clothes.

Top Models

Solar Straws
Rayon fibres, meshes and hop-sacking in ventilated light models. Cool. 1.98

Air Cooled
Solar Straws
Breezy models in perfect summer fashion taste. For dress or sportswear. 98c

Men's
Swimwears
Pure worsted knits, fancy gabardines, plaids in all wool. Built-in supports! Belts! 1.98

Fancy
Men's Trunks
Men! Smart on the beach, wise in the swim! Fancy wool; with supports. 98c



Handsome Models

All Wool!
Sport Coats
14.75

Colorful leisure styles in all wool herringbones, plaids and solid summer shades. Expert tailoring.

Sport Slacks
5.90

Fashions with the accent on summer comfort! Cool twills and handsome gabardines, pleated and draped.

Men's
Slack Socks
Cottons and rayon. Pastel and dark shades. 25c
Buy a supply!



MAIN FLOOR

PENNEY'S

J. C. PENNEY CO. INC.